

Anekant Education Society's

**Anekant Institute of  
Management Studies (AIMS)**

**Baramati**

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14

Page 1



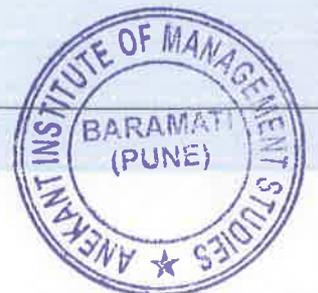
# Prospectus/Syllabus Academic Support Programme

## Academic Year

### 2013-14

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14

Page 2



# Vision

AIMS Baramati envisages to be a global epicentre and socially accountable Institution of Excellence which conserves, create, imparts pertinent knowledge and values. Our stakeholders are empowered to progressively conquer all the socio-economic, technological challenges and to uphold echelon of citizenry.



# Mission

- Establishing collaborations with globally acclaimed organizations in the sphere of socio-economics.
- Facilitating intellectual transactions to proactively develop business leaders with contemporary skill-sets.
- Elevating research quotient among the students.
- Inculcating moral, ethical, social values and professional etiquettes.
- Enabling students to integrate technological know-how with social wellbeing.



# Quality Policy

- AIMS stimulate studentship and leadership in its learning.
- Intrinsically invoke the discipline, commitments, dedication and workholic habits.
- Enrichment of skill-sets, learnings of techno-socio-economic sciences for tomorrow wellbeings.



## **About ASP Programme:**

The ASP programme prepares a student for a career in diverse sectors of the industry domestically and globally.

The ASP programme facilitates learning in theory and practice of different certificate courses and equips the students with an integrated approach to various functions of management.

Students also expect to become entrepreneurs. Their aspirations also require a broad based learning encompassing the end to end processes involved in developing entrepreneurial skills.

Students can take these courses as per their interest.



## Academic Committee

S. No.	Name of Member	Designation
1	Dr. M.A. Lahori	Director
2	Prof. A.Y. Dikshit	IQAC Coordinator & CEO
3	Prof. S.S. Jadhav	Academic Coordinator
4	Dr. N. M. Nare	Sr. Academician
5	Mr. Sejal Kothari	Student
6	Mr. Virendra Gaikwad	Assistant Manager (HR) Cummins India Private Limited , Phaltan
7	Prof.T.V.Chavan	Assistant Professor



# Title: Academic Support Program ( ASP)

## 1. Title

**Name of the Programme:** Academic Support Program ( ASP)

**Nature of the Programme:** ASP is a Certificate Course Program.

Specifically, the triggers for the comprehensive facelift of the curriculum are -

a) **New Skills & Competencies desired due to dynamic business environment:** The aspect has a direct linkage with contents and structure of syllabus across the *Knowledge, Skills and Attitude (KSA) dimensions*, which calls for frequent and meaningful updating of the curriculum.

b) **Concerns expressed by the Industry:** The industry has expressed concerns about the need for improvement in the *communication skills, inter-personal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude* of the MBA graduates. *Newer and innovative evaluation methods* are necessary to address these concerns of the industry.

c) **Application Orientation:** There is a pressing need to *imbibe application oriented thinking*, based on sound knowledge of management theories, principles and concepts. Management education needs to move out of the classrooms and instead focus on *group activity, field work, experiential learning, etc.* This can be achieved only through a radical change in the evaluation pattern and course delivery methodology.

d) **Changing mindset of the Learner:** The profile of the students for the management programme, their learning styles and the outlook towards higher education has undergone a gradual transformation.

e) **Integrate a basket of skill sets:** AIMS is expected to imbibe varied aspects of 'learning beyond the syllabus through innovative curriculum design, contemporary syllabus, effective delivery and comprehensive evaluation.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



f) **Entrepreneurial aspirations and preparedness for the same:** The youth now aspires to become masters of their own and wish to start up their new ventures. These will create further growth opportunities.

Specifically the following skill sets are in focus:

- i. Reading & Listening Skills
- ii. Problem Definition & Problem Solving Skills
- iii. Application of Technology Tools
- iv. Sensitization to Cross-Functional skills
- vi. Sensitization to Cross-Cultural skills
- vii. Team building basics and its orientation

## **2. Objectives of the ASP Programme :**

1. To equip the students with essential knowledge, skills, effective leadership in a national, global and local environment.
2. To develop competent management professionals with strong ethical values, research capabilities aligned with the local and national priorities.
3. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
4. To harness entrepreneurial approach and skillsets.

**3. Concurrent Evaluation:** A continuous assessment system is spread through the duration of course and is done by the teacher teaching the course.

Individual faculty member shall have the flexibility to design the concurrent evaluation components in a manner so as to give a balanced assessment of student capabilities across Knowledge, Skills & Attitude (KSA) dimensions based on variety of assessment tools.



Suggested components for Concurrent Evaluation (CE) are:

1. Case Study / Caselet / Situation Analysis – (Group Activity or Individual Activity)
2. Class Test
3. Open Book Test
4. Field Visit / Study tour and report of the same
5. Small Group Project & Internal Viva-Voce
6. Learning Diary
7. Scrap Book
8. Group Discussion
9. Role Play / Story Telling
10. Individual Term Paper / Thematic Presentation
11. Written Home Assignment
12. Industry Analysis – (Group Activity or Individual Activity)
13. Literature Review / Book Review
14. Model Development / Simulation Exercises – (Group Activity or Individual Activity)
15. In-depth Viva
16. Quiz
17. Student Driven Activities
18. News paper reading

**4.1 Pedagogy:** It is expected that the faculty members adopt a variety of teaching methodologies, such as case studies, role-play, problem-solving exercises, group discussion, computer simulation games, etc. during the programme delivery. Use of technology and innovative techniques beyond the lecture method is desirable.

**4.2 Medium of Instruction:** The medium of Instruction & Evaluation shall be English.

**4.3 Course wise detailed syllabus:** Course wise detailed syllabus along with recommended text books, reference books, websites, journals, etc. is provided in Annexure I.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



## **ANNEXURE I - Detailed Syllabus**

### **ASP SYLLABUS:**



<b>Program Code</b>	<b>Program Name</b>	<b>Course Code</b>	<b>Name of the certificate Course</b>
AIMSAO	Add On Certificate Course	AO01	Certificate Course in Art of Public Speaking

### **Course Description**

Public speaking is the process of communicating information to an audience. It is generally done before a large audience, like in college, the workplace and even in one's personal lives. The benefits of knowing how to communicate to an audience include refining critical thinking and verbal/non-verbal communication skills.

This course aims to provide students with a comprehensive understanding of the art of public speaking. In this course parameters like soft skill, communication techniques will be covered. This course certainly helps students to build confidence and to be a good orator. It helps them learn how to address a large gathering.

### **Course Objective**

To provide participants with the practical skills and knowledge necessary to express themselves clearly with confidence and power, in a variety of speaking situations.

### **Course Outcomes**

- To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- To understand and appropriately apply modes of delivery in oral communication, e.g. manuscript, extemporaneous, impromptu, memorized.
- To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of oral presentations and argument.
- To develop the ability to research and give an oral presentation with appropriate documentation.
- To develop the ability to use computer-based technology in communicating and acquiring information.



## **Syllabus**

The course involves guided lectures, performance and discussion groups, independent research, Socratic style teaching/discussion, individual readings, and potentially online ecolloge collaboration.

### **Introduction to public speaking**

Importance of public speaking, eloquence or skill in making speeches to the public, famous public orators and their speeches.

### **Ethics in public speaking**

Advocating truthfulness, accuracy, honesty, and reason as essential to the integrity of communication, plagiarisms in public speaking, free speech.

### **Speaking confidently**

Use of body language in public speaking, reducing communication apprehension, importance of listening, analyzing audience.

### **Finding a purpose & selecting a topic**

General purposes of public speaking, what if you draw a blank?

### **Effective public speech**

Researching your speech, beginning the speech effectively, creating the body of speech & concluding with power.



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSAO	Add On Certificate Course	AO02	Certificate Course in Computer Software Technologies

### Course Description

Computer Software Technology helps the students with building computer Software systems, tools, modules and software applications. This arena has evolved vividly over the last decade. Students who pursue a Computer Software Technology course will get a chance to learn about various aspects of these areas. This course provide the students to learn about skill related with computer software technologies. It will try to stimulate students' for advancement in the field of computer software technologies.

### Course Objective

To provide students with the practical skills and knowledge of Computer Software, Microsoft Office 2007.

### Course Outcomes

- Student will understand Ins and Outs of Microsoft Office 2007.
- Student will understand Excel 2007 from the Beginning
- Student will understand Features of PowerPoint 2007

### Master the Ins and Outs of Microsoft Office 2007

- Spredshcets with Excl 2007
- Documents with Word 2007
- Presentations with PowerPoint 2007

The course is designed for individuals and office professionals who need to master the capabilities of the latest edition of Microsoft Office.

Through 21 hours of video lectures and 3 quizzes, you'll learn the essentials with these 3 popular courses:

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



- **Microsoft Excel 2007 for Beginners: Master the Essentials:** Create basic spreadsheets and use formulas for tracking expenses.
- **Learn Microsoft Word 2007 For Beginners - Basics to Advanced:** Create documents, embed videos, and set up for online collaboration for joint projects for school or work.
- **Master Microsoft PowerPoint 2007 the Easy Way:** Make slick presentations for your next business meeting using animation, audio/video, and collaborative tools.

**Details:**

**Master Excel 2007 For Complete Beginners In This Helpful, Info-Packed Video Course**

- Easily learn Excel 2007 for complete beginners
- How to get Excel and installation requirements
- Helpful discussion of new features in 2007
- Getting started with a Workbook
- Entering and editing data
- Creating charts and graphs
- How to create functions
- Protecting and securing your data
- All lessons in easy step-by-step format
- Practice with included exercise files "

**Excel 2007 from the Beginning**

This course assumes you've never worked with Microsoft Excel in your life, or you are upgrading from a previous version. Your professional trainer will start you from the very beginning from installing the program to creating your first Workbook and entering data. Before you know it, you're using Excel 2007 like a pro with advanced functions. You will have the expertise you need to impress the boss at work. You can also use this essential application to accomplish all kinds of tasks for your personal life or business.

If most Excel courses seem to be designed for people who already have experience with the program, this course will be a breath of fresh air. The videos keep things simple and carefully step you through each process.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



## **Contents and Overview**

This course starts with where to find Microsoft Excel and installing the program. Then you learn step-by-step, simple 1-2-3 methods for getting up and running with Excel 2007. Watch just the first few videos to have a basic knowledge of Excel. Then continue through the detailed 32 chapters of video lessons and 9 exercise files to gradually become a proficient user.

It's important to note that we don't assume you know anything about Excel 2007. We start from the basics. After installation we discuss what is new with 2007, using Touchscreen, opening a Workbook, and how to use Help to get additional answers when you need them.

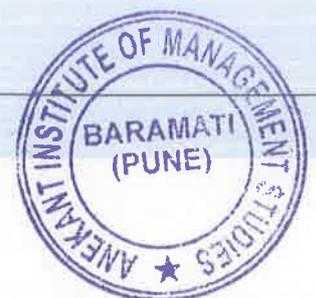
Then we show you how to personalize Excel for your own use with exciting Excel Options. We discuss all the Ribbons and Toolbars, entering and editing data, backup and recovery, fill and series, and printing your projects. We also work with formulas, functions, sorting and filtering data, creating charts and graphs, and much more.

Upon completion of this course you will know the essentials of Microsoft Excel 2007.

**Become a Word 2007 power user. We start at the very beginning progressing with more than 80 helpful videos.**

All you need for work, hobbies, and running your own business. Feel confident with every aspect of Word 2007.

- Practice exercises provided to practice what you learned
- Designed to help beginners get started
- Lessons start right at the very beginning
- Progresses slowly with more than 80 helpful videos
- A big 6 hours of expert instruction
- Learn what's new in Word 2007
- Master the most common uses of Word
- Learn to create many types of documents
- Use the full palette of functions
- Experienced users can fill in gaps in knowledge
- Work faster with better results and greater confidence
- Discover how to use mail merge



Now you can learn Word 2007 from the very beginning. Beautifully designed for beginners to get a great start while helping more experienced users fill in any gaps in their knowledge. You enjoy more than 80 expert tutorial videos that clearly show you how to accomplish every aspect of Word. Learn what's new in 2007. Now you can be up to date in order to be a true Word power user. With 6 hours of expert instruction, you have an opportunity to cover every inch of Word 2007.

This course is just what you want for being confident with Word in the workplace. Also gives you everything you need to know for personal use, hobbies, non-profit volunteering, or running your own business.

The self-learning video format lets you study on your own schedule. Watch videos as you have time, then come back to learn more later.

Now you can become a master at using one of the world's most popular computer applications – Microsoft Word.

### **Contents and Overview**

*Learn Microsoft Word 2007 For Beginners* starts with what is new in this latest version. If you already know Word, this can help you get up to speed with 2007 right away. Next we start with a blank document and learn how to create spacing, character choices, save, editing, search and replace, and much more.

Chapter 3 goes into character formatting including cut, copy and paste, auto-correction options, and format painter. We also learn about working with numbers, bullets, and creating an outline.

Then the course covers paragraph formatting, managing lists, and all aspects of creating tables. Because you want your pages to look good, we teach how to control page appearance, sectioning, and all about using graphics.

Learn how to print envelopes, mail merge, along with a practice exercise. These practice opportunities come at the end of each module.

Finally, the course covers using the Thesaurus, spell check, comments, margins, printing and much more. You will also learn about time and effort saving Macros that let you speed through assignments and projects.

### **Discover the Powerful Features of PowerPoint 2007**

- Have complete control over your presentation's information

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



- Now have professional presentations for job or project
- Quickly create top-notch visuals for your audiences
- Feel confident and show off your new powerful slides
- Get all of the new tools to master presentation management
- Effortlessly add text, graphics, audio, video, charts, tables and SmartArt to your slides
- 6 hours of professional video with over 70 individual lessons that make everything clearer and easy to remember
- Practice what you learned with included exercise files

### **Use This New Course to Easily Create Beautiful Presentations**

PowerPoint 2007 is by far the most popular presentation program in the world as it allows users to create, edit, and show illustrative presentations with the help of attention-grabbing slides. This crash course explains how you can combine the text, 3-D graphics, and multi-media to support your presentation-making needs. Using PowerPoint as a presentation tool is the way to go.

Do you need some visual impact? Well, look no further. Because this course can show you how to take this program and make it do just that. In fact, making your presentation more interesting through the use of multi-media can only help improve your audience's focus. PowerPoint 2007 allows you to use your choice of images, audio clips, and videos to help you get your points across. These important sound effects and visual cues can also help a presenter like yourself, be more improvisational, and interactive, all of which is a very beneficial thing. This course essentially shows you why PowerPoint 2007 is the best and most complete presentation package available. It gives you 80 individual video tutorials that are quite in-depth. It also has exercise files so that you can practice the lessons you've learned.

Everything you need is here so that you can learn how to produce a nice and professional-looking presentation. Once everything is finished, you can begin to prepare your talk. In fact, even if it went well but someone missed your presentation, you could still have them view it online at a time that's convenient for them. Simply upload your presentation to YouTube with everything featured in your work, including all of the slides, commentary, and transitions.

So, whether you need processing, outlining, drawing, graphing, or more elaborate presentation management tools - it's all covered in this easy-to-understand course. You can not only create and



modify your own presentations, but gain mastery on it eventually, too. All that is needed on your part is a little practice.

### **Overview and Contents**

PowerPoint 2007 can be used in a number of different yet effective ways to communicate with your audience. Slides are completely customizable. Depending on your approach, you may want to have a presentation that's text-heavy, image-heavy, or some combination of both. Combining the two tends to give your listeners the benefit of both visual aids and notes all at the same time.

PowerPoint 2007 also comes with many new features such as the brand-new transition type, Morph, that can help users make animations, transitions, and object movements across your slides. Pretty neat, right? This course covers that and so much more. It also shows you how to make presentations with alternative forms, styles, and custom layouts which are used by working professionals, teachers, students, medical practitioners, politicians, and countless others. They see the value in this unique course on PowerPoint 2007 as they want to know how to use it to quickly showcase their information and data.

Perfect for those who are looking for a comprehensive and organized method to presentations. Great for those that want to add value to lectures, make more compelling speeches, or enhance studies and reports. So, what are you waiting for now? If you want to learn how to use the latest version of PowerPoint, then this is for you. At the completion of this course, you will have more knowledge, better skills, and be fully prepared to use PowerPoint 2007 for every single one of your complex presentation needs.

When you complete this course, you'll be well on your way to becoming a master at workplace efficiency with the tools available in Microsoft Office 2007.

**Reference:** <https://www.udemy.com/microsoft-excel-powerpoint-and-word-2007-course/>



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSVA	Value Added Programm	VA01	Certificate Course in Research Insight

### Course Description

This course aims to provide students with a widespread understanding the basic of research. It will try to inspire students' understanding of research application, importance of research and usability in academics and industry. This course comprises creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society and the use of this stock of knowledge to devise new applications. It will help in implementation of practical aspects in day to day life enlarging corporate view.

### Course Objectives

- To understand all the hard work and process of conducting internal, secondary, and primary research.
- To know the techniques of analyzing all the data and are able to formulate insights and recommendations based on your research proposal.
- To learn the best way to present findings and be able to make a decision. Researcher will choose the most effective analytical method for delivering insights and the best presentation method for given audience. It will help to incorporate data visualization best practices and use tips and tricks when presenting to various levels of decision makers.

### Course Outcomes

Upon satisfactory completion of this course, the student should be able to:

- Describe and analyze the hardware, software, components of a network and the interrelations.
- Develop solutions for networking and security problems, balancing business concerns, technical issues and security.
- Explain concepts and theories of networking and apply them to various situations, classifying networks, analyzing performance and implementing new technologies.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



- Explain the concepts of confidentiality, availability and integrity in Information Assurance, including physical, software, devices, policies and people. Analyze these factors in an existing system and design implementations.

## **Syllabus**

### **Chapter 1. Basic Research Methodology**

- Developing the Research Study, Hypothesis Formulation
- The Research Method, Designing a research study Qualitative and Quantitative Research Methods
- Introduction to Data Collection & Summarization
- Evaluating a research Proposal, Different Examples

### **Chapter 2. Research Tools & Methods**

- Survey Research: Design and Sampling
- Data Collection Techniques Powell , Survey Questionnaire

### **Chapter 3. Sampling**

- Basic Concepts, Determining size of the sample, practical considerations in sampling & sampling size

### **Chapter 4. Analysis of Data**

Editing, coding, Uni variate analysis, Tabular and frequency representation of data, Analysis in the form of Mean, Median, Mode their relative terms, merits & demerits Understanding Excel's Files, Ribbon and Shortcut: Create a workbook , Enter data in a worksheet , Format a worksheet , Format numbers in a worksheet , Create an Excel table , Filter data by using an AutoFilter , Sort data by using an AutoFilter

### **Chapter 5. Report Writing & Presentation**

Structure , Report writing and Presentation Ethics in Research

Student Presentations of Research Papers

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSVA	Value Added Programm	VA02	Certificate Course in Value Ethics and Human Rights

### Course Description

This course aims to provide students with a comprehensive understanding of the basic values and virtues for the formation of a good polity and society. It will try to stimulate students' understanding on how personal rights, duties and social morality are woven together to form a rational whole within the human society. The course will be divided into two parts: the first part deals with workplace ethics and the second focuses on the conflicts between human rights and the law.

### Course Objectives

- To spread the information about Human Rights and Duties.
- To create awareness on Management Ethics and Human Values.
- To instill Moral and Social Values, Loyalty and also to learn to appreciate the rights of others.
- To learn leadership qualities and to practice them

### Course Outcomes

Upon satisfactory completion of this course, the student should be able to:

- Explain ethics of justice and of care.
- Comprehend the structure of an argument given by each stakeholder of an real-life ethical issue and identify what claims and conclusions are made and what reasons are given to support the conclusion.
- Evaluate real-life ethical issues or situations from different moral theories.
- Assess the strengths and weaknesses of each argument and make their own moral judgment on the issues rationally.
- Comment the values or value conflicts implied in a discussion.



## **Syllabus**

### **Basic Concepts**

Human Values- Dignity, Liberty, Equality, Justice, Unity in Diversity, Ethics and Morals Meaning and significance of Human Rights Education.

### **Social Status of Women & Children in National Perspective**

- a) Human Rights and Women's Rights –International and National Standards
- b) Human Rights of Children-International and National Standards.

### **Perspectives of Rights and Duties**

- a) Rights: Inherent-Inalienable-Universal- Individual and Groups
- b) Nature and concept of Duties
- c) Interrelationship of Rights and Duties

### **Ethics, Moral & Professional Values:**

Human Values, Civic Rights, Management Ethics, Management as Social Experimentation, Environmental Ethics, Global Issues, Code of Ethics like ASME, ASCE, IEEE.

### **Leadership Skills:**

Leadership, Levels of Leadership, Making of a leader, Types of leadership, Transactions Vs. Transformational Leadership, VUCA Leaders, DART Leadership, Leadership Grid & leadership Formulation.

### **Reference Books:**

- John C. Maxwell (2014); “The 5 Levels of Leadership”, Centre Street, A division of Hachette Book Group Inc.
- R.G. Frey and C.H. Wellman (Eds) (2005). A Companion to Applied Ethics: Blackwell Companions to Philosophy. MA: Blackwell Publishing
- Bowie, N.E. and Simon, R.L. (2008) The Individual and the Political Order: An Introduction to Social and Political Philosophy (4th ed.). NY: Rowman & Littlefield publisher.
- Singer, P. (Ed.) (1997). A Companion to Ethics. Oxford: Blackwell.



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSBC	Bridge Course	BCMM	Certificate of Bridge Course in Marketing Management

### Course Description

Employability of MBA students can be enhanced through imparting practical knowledge of their specialization. Bridge course in marketing is designed to Acquaint Marketing student's practical aspects and current developments in industry. Marketing students in rural area majorly works in sales department hence this course contains major practical facets related to sales management.

### Course Objectives

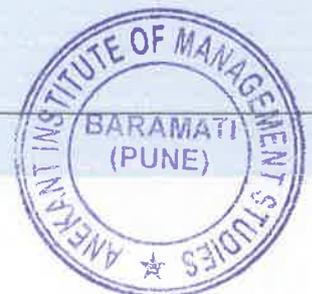
- To bridge the gap between professional and academics aspects of Marketing Management.
- To Acquaint marketing students with recent development in the respective areas having practical significance.
- To enhance the employability of MBA marketing students by imparting practical knowledge

### Course Outcome

- Student will understand the Marketing Management Functions.
- Student will understand the Functions of various sub departments.
- Student will understand Effective selling , Primary sales and secondary sales .
- Student will understand Compensation and Motivation of Sales Force.

### Syllabus

- Marketing Organization Structure
- Interlink age and coordination between other departments
- Organizational chart of Marketing department
- Functions of various sub departments



- Job profile of Sales Executive
- Territory planning and reporting
- Job roles of sales executives in various Industries
- Reporting hierarchy/reporting formats etc.
- Effective selling
- Primary sales and secondary sales
- Compensation and Motivation of Sales Force
- Managing the Channel Members
- Sales Communication
- Practical's



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSBC	Bridge Course	BCFM	Certificate of Bridge Course in Finance Management

### Course Description

Employability of MBA students can be enhanced through imparting practical knowledge of their specialization. Bridge course in Finance Management is designed to acquired Finance Management specialization student's practical aspects and recent progresses in industry. Finance Management students in areas of Finance will help this course contains in major practical facets related to Finance Management.

### Course Objectives

- To study various Finance Management Functions in Organizations.
- To study Corporate Financial Management
- To study Investments, Valuation of Derivatives, Financial Institutions and Markets
- To study Portfolio Management,
- .To study Financial Statement Analysis and Security Valuation , Personal Financial Planning

### Course Outcome

- Student will understand the Finance Management Functions.
- Student will understand the Corporate Financial Management
- Student will get the knowledge in the Investments, Valuation of Derivatives, Financial Institutions and Markets
- Student will understand the Financial Statement Analysis and Security Valuation , Personal Financial Planning

### Syllabus

#### Managerial Finance

Theory and practice of business finance with emphasis on asset valuation, the relationship between risk and return, and capital budgeting.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



### **Corporate Financial Management**

This Chapter presents basic principles of corporate finance and develops tools for financial decisions and valuation in the presence of uncertainty, imperfect information, and conflicting incentives among stakeholders. A series of spreadsheet-based valuation exercises are used to develop firm values using basic financial data for local companies.

### **Investments**

Introduction to the theory of investment valuation, including expected rates of return and risk in the financial markets; review of empirical research on the risk/return relationship, and the behavior of securities prices (e.g., stocks, bonds, futures and options).

### **Valuation of Derivatives**

The valuation of derivative instruments, such as forward and future contracts, swaps, and options, used in hedging and risk management.

### **Financial Institutions and Markets**

Structure of US money and capital markets, the impact of monetary and fiscal policies on the funds flows and interest rates in these markets, and the policies of financial institutions participating in these markets.

### **Corporate Investment Decisions**

Focus on the process of capital budgeting: the decision area of financial management that establishes criteria for investing resources in long-term projects. The decisions made regarding the acquisition, maintenance, or abandonment of capital assets plus certain financial decisions such as lease vs. buy are analyzed. Focus on the capital budgeting process under uncertainty and the connection with strategic planning.

### **Portfolio Management**

Chapter emphasizes portfolio construction rather than security selection. Topics include setting portfolio objectives and constraints for individual and institutional investors, efficient diversification, asset allocation, style analysis, international diversification, performance measurement, and attribution.

### **Financial Modeling**

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



In this class, the student will learn about the most commonly applied quantitative tools that are used in financial analysis. The emphasis is on the application of quantitative models and in the use of widely available software (like Microsoft Excel) and databases. The topics covered in this class include: regression analysis, forecasting models, decision trees, Monte Carlo simulation and optimization. Students will use some or all of the following software in class: Microsoft Excel and Crystal Ball or @RISK. Students should have basic proficiency in Microsoft Excel.

### **Financial Statement Analysis and Security Valuation**

This Chapter integrates principles from accounting and finance in the joint processes of:

(1) unraveling published financial statements in order to generate pro-forma financial statements; and (2) applying rigorous models to estimate the fair value of the anticipated future streams of cash and earnings. Emphasis throughout the Chapter is on using data drawn from actual financial reports to make decisions that professional analysts make under time and competitive pressures. Participants work in team and are required to communicate their recommendations to "investors" both verbally and in writing.

### **Finance for International Business**

Reviews theoretical concepts, practical techniques, institutions, and issues related to the management of financial aspects of international business. Includes topics such as globalization of trade and financial markets, exchange rates, currency exposures and hedging techniques, and valuation of cross-border investments.

### **Financial Risk Management**

Risk management applications of derivative instruments in corporate, investments, and financial institution settings. Case analyses. Topics in financial engineering.

### **Entrepreneurial Finance**

Chapter examines financing options available to an entrepreneurial venture as well as the financial management of the small business. Financing sources follow the life cycle of the business from start-up through angel investors, venture capital, bank lending, leasing, asset based lending, and franchising to the IPO. Focus is on methods of valuation used in entrepreneurial finance.

### **Advanced Topics in Investments**

Examination of advanced current topics and issues in investments using a seminar approach. The Chapter involves readings, discussions, applications, and case studies on selected topics.



### **Real Options Analysis**

This Chapter presents the motivation and the methods for applying real option analysis (ROA). Real option analysis applies the financial models developed to value financial or stock options to real investment opportunities facing the firm. For example, we will be applying real option analysis to value new product development, R&D activity, patents, and other investment opportunities.

### **Fixed Income Analysis**

This Chapter is designed to provide the student with an understanding of the valuation and risk management concepts in the fixed income markets. A variety of fixed income securities will be discussed. These include pure discount bonds, coupon bonds, callable bonds and home mortgages. Interest rate derivatives (e.g. forwards and futures on fixed income securities, bond options, caps and floors) will also be discussed. In addition to learning the models for pricing a variety of fixed income securities, we will also study some tools that are useful in bond portfolio management, including the construction of discount function, duration, and convexity measures for risk management. The Chapter involves a mix of lectures, cases, and computer exercises.

### **Hedge Funds**

The Chapter offers an in-depth study on the theory and management of hedge funds. It covers various alternative investment strategies including relative-value, event-driven, equity hedge, tactical trading, and multi-strategy funds/fund of funds. It will pay particular attention to performance evaluation as well as issues at the operational level, such as fees and compensation, leverage, and risk management. Students will be provided with both the academic and practitioner perspective of the hedge fund industry. FINC 5120 recommended.

### **Personal Financial Planning**

Objective is to expose students to the various elements involved in formulating a comprehensive financial plan. Topics included will be personal investing, education planning, retirement planning, risk management, and consumer finance.

### **History of Financial Crisis**

In this Chapter we will look at the prominent features of financial crises from a historical perspective. We examine crises throughout the ages (not just the 20th century). There is a great deal to be learned from an historical perspective since it can be invaluable in enlightening us in



making sense of the current confusion, as well as helping us consider the range of likely responses with regard to the recent financial crisis.

### **Valuation for Financial Reporting**

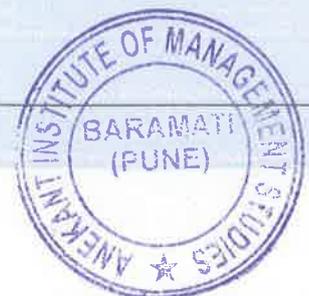
This Chapter develops an integrated knowledge of accounting and finance and provides a financial reporting perspective for fair value- related issues. Topics will relate to the accounting for business combinations and asset impairments including the recognition and valuation of intangibles and contingencies, stock compensation accounting, derivatives accounting including assessing hedge effectiveness and the accounting for hybrid financial instruments. Cross-listed with

### **Cases in Managerial Finance**

Cases in business finance that develop students skills for identifying problems, acquiring relevant material, and using appropriate financial theory for making decisions in simulated business settings. Serves as a capstone Chapter for MSF program and should be taken during the last two quarters of the program.

### **Web Site Study Tour: Finance**

The study of financial, economic, and business environment of a foreign country. Chapter will include travel to the country to observe activities and conditions and to meet with representatives of businesses and other institutions. Location of tour can vary. Check with the department for details.



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSBC	Bridge Course	BCHR	Certificate of Bridge Course in Human Resource Management

### Course Description

Employability of MBA students can be enhanced through imparting practical knowledge of their specialization. Bridge course in Human Resource Management is designed to Acquaint Human Resource student's practical aspects and existing changes in industry. This course contains major practical facets related to Human Resource Management.

### Course Objectives:

- To study various HR Functions in Organisations.
- To study Work, Health and Safety Policies and Procedures.
- To study Workplace relations.
- To study People Performance.
- To study Recruitment & Selection by Practical/Field Work.

### Course Outcome

- Student will understand the human resource functions.
- Student will understand the WHS Policies and Procedures.
- Student will get the knowledge in the Workplace Relations, People Performance
- Student will understand the Recruitment & Selection Practical experience.

### Syllabus

#### HR Functions

Students will undertake research that supports work across a range of human resource functional areas. The functional areas under research will include recruitment, orientation, employee relations and training and development. Students will then draft a report and present their conclusions.

#### WHS Policies and Procedures

This module describes the performance outcomes, skills and knowledge required to implement and monitor the organisation's work health and safety (WHS) policies, procedures and programs.



Students will learn the 'Hierarchy of Hazard' control as a system used in industry to minimise or eliminate exposure to hazards.

### **Workplace Relations**

This module describes the skills and knowledge required to communicate and implement industrial relations policies and procedures to effectively represent organisations and employers. This module also covers strategies to facilitate feedback from stakeholders and strengthen relationships. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members.

### **People Performance**

This module describes the implementation of a performance management system and to facilitate employee performance. Students will learn the principles of the performance management system and their contribution to organisational objectives. Students will also learn how to determine individual and team development needs.

### **Recruitment & Selection Practical**

This module describes the skills and knowledge required to conduct recruitment and selection practices to fit with other human resources functions. Students will learn how to undertake a job analysis, provide advice on salary, conditions and other legislative requirements, write position descriptions, source candidates, conduct interviews, make the final selection and advise all candidates of the outcome of their interview.

#### **Text Books:**

- The Manager's Guide to HR: Hiring, Firing, Performance Evaluations, Documentation, Benefits, and Everything Else You Need to Know By Max Muller AMACOM, 2009
- Understanding Human Resource Management By Ken N. Kamoche Open University Press, 2001



Program Code	Program Name	Course Code	Name of the certificate Course
AIMSBC	Bridge Course	BCAD	Certificate of Bridge Course in Administration

### Course Description

Employability of MBA students can be enhanced through imparting practical knowledge of their specialization. Bridge course Administration is designed to Acquaint student's practical aspects and existing changes in industry. This course contains facets related to Administration.

### Course Objective

To provide participants with the practical skills and necessary knowledge about Business Administration.

### Course Outcome

- Student will understand the Business Ethics & Communication.
- Student will understand the concept of different specialization areas.

### Syllabus

#### Business Ethics & Communication

##### Business Ethics

Genesis, Concepts, Elements, Ethics in Business – Challenges of business ethics and corporate leadership – Ethical principles in business – Indian perspective

##### Business Communication

Concept, Features, Importance, Limitations; Means of Communication- written, oral, visual, audio-visual – Principles and Essentials of Business Communication

##### Human Resource Management

Introduction to Human Resource Management

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



Global Human Resource Management & Future Issues

**Financial Management**

Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function.

Introduction to time value of money, Capital Budgeting techniques.

**Marketing Management**

Introduction to Marketing Management

The marketing process

Consumer Buying Behaviour

Business Buyer Behaviour



Program code	Program Name	Course Code	Name of the certificate Course
AIMSBC	Bridge Course	BCAC	Certificate of Bridge Course in Academics

### **Course Description**

The key areas addressed in this course are Soft skills, Communication skills, Body language and Etiquette, Group discussion skills, Interview skills, Presentation skills, and Emotional Intelligence, Time Management Skills, Preparation of CV and Life skills. IT skills focuses on the basic principles of a computer, including the internal hardware, the operating system like Microsoft Word, Excel and PowerPoint, social and ethical issues around the Internet, and Management Information System.

### **Course Objective**

To provide students with the practical skills and necessary knowledge of various fields.

### **Course Outcome**

Student will understand the soft skills.

Student will understand computer fundamentals, operating system & MIS.

### **Syllabus**

#### **Soft Skill 1& 2**

Introduction to Soft Skills

Communication Skills

Presentation Skills

Time Management Skills

Body Language & Etiquettes

Group Discussion & Interview Skills

Preparation of CV

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati  
Academic Support Program - Prospectus/ Syllabus 2013-14



### **Soft Skill 3**

Emotional Intelligence Skills

Life Skills

Presentation on Soft Skills

Activities related to Soft Skills

### **Computer Fundamentals, Operating System & MIS**

Introduction to Computer

Windows

MIS :Basic Concepts

MIS Application in Organization

MIS Issues & Challenges

### **MS-OFFICE & Internet Applications**

Starting MS Word, Excel and PowerPoint

Working with symbols and pictures

Working with tables

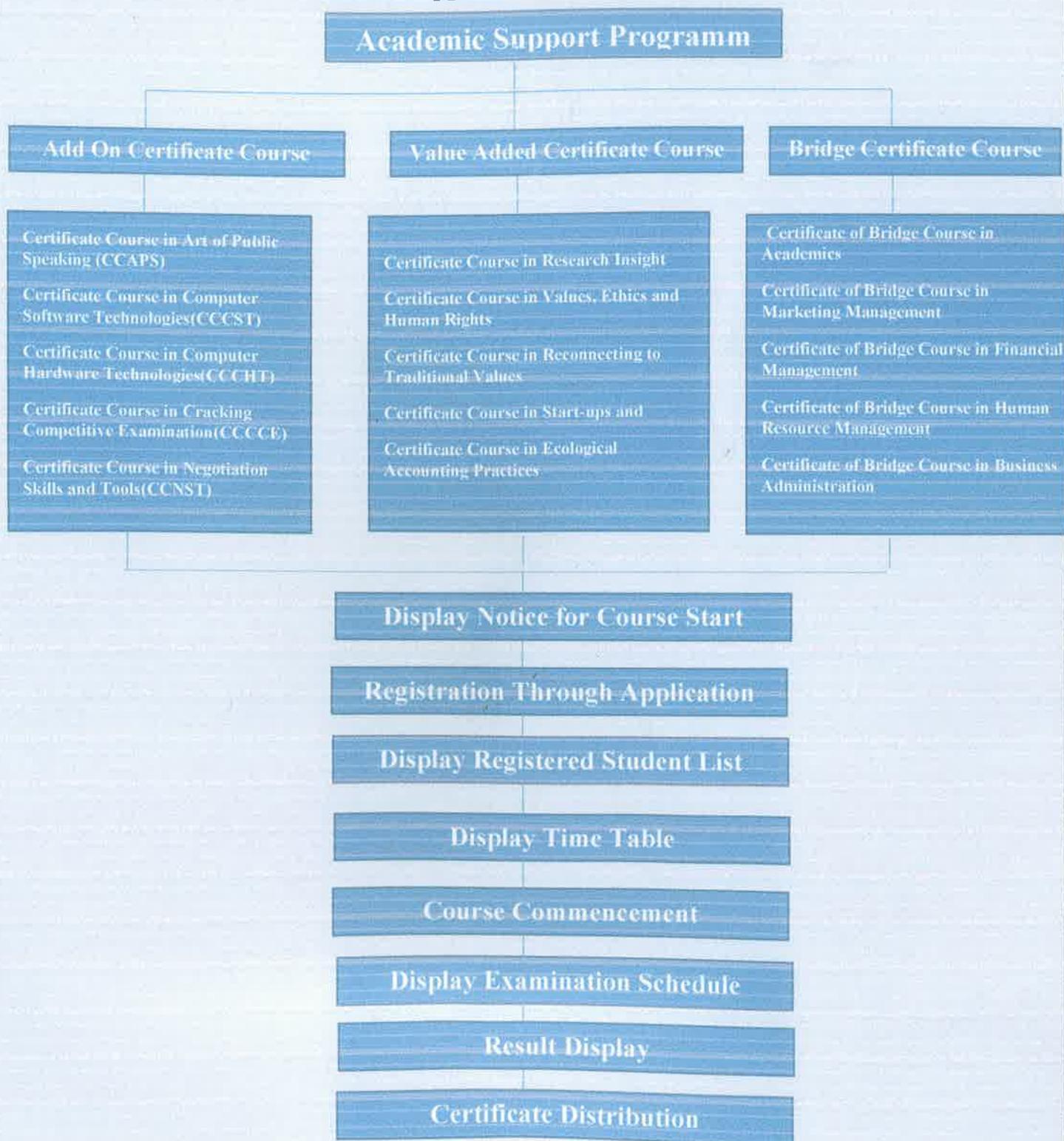
Working with headers, footers and other controls

Working with shortcuts

Internet and its applications



## Academic Support Programm Flow Chart



### Academic Support Programme Courses List for Academic Year 2013-14

Program code	Program name	Name of course
AIMSAO	Add On Certificate Course	Certificate Course in Art of Public Speaking
AIMSAO	Add On Certificate Course	Certificate Course in Computer Software Technologies
AIMSVA	Value Added Certificate Course	Certificate Course in Research insight
AIMSVA	Value Added Certificate Course	Certificate Course in Values, Ethics and Human Rights
AIMSBC	Bridge Course Certificate	Certificate of Bridge Course in Marketing
AIMSBC	Bridge Course Certificate	Certificate of Bridge Course in Finance
AIMSBC	Bridge Course Certificate	Certificate of Bridge Course in HR
AIMSBC	Bridge Course Certificate	Certificate of Bridge Course in Administration
AIMSBC	Bridge Course Certificate	Certificate of Bridge Course in Academics

