Anekant Education Society's

Anekant Institute of Management Studies (AIMS) Baramati

Syllabus Academic Support Programme

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.

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. ASP Programme Objectives: 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. Institutes, Faculty and Students need to move away from the excessive focus on industry and look at needs and demands of broader sections of the society also.

Specifically the objectives of the ASP Programme are:

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. Certificate Courses: Following Certificate Courses shall be offered:

Program Code	Program Name	Course Code	Name of the Certificate Course
AIMSAO	Add On Certificate Course	AO01	Certificate Course in Art of Public Speaking
AIMSAO	Add On Certificate Course	AO02	Certificate Course in Computer Software Technologies
AIMSAO	Add On Certificate Course	AO03	Certificate Course in Computer Hardware Technologies
AIMSAO	Add On Certificate Course	AO04	Certificate Course in Cracking Competitive Examination
AIMSAO	Add On Certificate Course	AO05	Certificate Course in Negotiation Skills and Tools
AIMSVA	Value Added Programm	VA01	Certificate Course in Research Insight
AIMSVA	Value Added Programm	VA02	Certificate Course in Value Ethics and Human Rights
AIMSVA	Value Added Programm	VA03	Certificate Course in Reconnect to Traditional Values
AIMSVA	Value Added Programm	VA04	Certificate Course in Start-ups and Entrepreneurship
AIMSAO	Add On Certificate Course	VA05	Certificate Course in Technical Communication for Managers
AIMSBC	Bridge Course	BCMM	Certificate of Bridge Course in Marketing Management
AIMSBC	Bridge Course	BCFM	Certificate of Bridge Course in Finance Management
AIMSBC	Bridge Course	BCHR	Certificate of Bridge Course in Human Resource Management
AIMSBC	Bridge Course	BCAD	Certificate of Bridge Course in Administration
AIMSBC	Bridge Course	BCAC	Certificate of Bridge Course in Academics

4. 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

5.1 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.

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

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

ANNEXURE I - Detailed Syllabus

ASP SYLLABUS:

Program Code	Program Name	Course Code	Name of the certificate Course
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

- Spreadsheets with Excel 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:

- ***Microsoft Excel 2007 for Beginners: Master the Essentials***: Create basic spreadsheets and use formulas for tracking expenses.

Anekant Education Society's Anekant Institute of Management Studies (AIMS), Baramati

- *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.

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
- 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
AIMSAO	Add On Certificate Course	AO03	Certificate Course in Computer Hardware Technologies

Course Description

Computer hardware technologies is a discipline that combines aspects of computer science. Computer hardware technologies is typically a concentration within computer program. Students in a program focusing on computer hardware about computer hardware equipment. This course provide the students to learn about computer hardware technologies.   It will try to stimulate students' for advancement in the field of computer hardware technologies.

Course Objectives

- To enhance understanding of computer system components, computer memory and processing devices, input devices, and related aspects.
- To understand the fundamental hardware components that makes up a computer's hardware and the role of each of these components.
- To develop solutions for networking and security problems, balancing business concerns, technical issues and security.

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.
- 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

1. Introduction about Computer

    1.1. Basics of computer
    1.2. Organization of computer
    1.3. Software and hardware
    1.4. Input/output devices.

2. Basic networking concepts

    2.1. Network topologies:
        2.1.1 LAN, WAN, MAN, PAN, CAN.
    2.2. Networking Model
        2.2.1. The OSI model
        2.2.2. TCP/ IP Model
    2.3. Network adapters.
    2.4. Introducing protocols.
    2.5. Cabling and troubleshooting.

3. Introduction to various networking devices

    3.1. Routers.
    3.2. Switches.
    3.3. Modems.
    3.4. Hubs etc.
    3.5. Wired and Wireless technology.

4. Inside the PC

    4.1. Opening the PC and identification.
    4.2. Study of different blocks,
    4.3. Assembling and disassembling.

5. Network basic and configuration

    5.1. Setting IP addresses,
    5.2. Sharing files and folders.
    5.3. Network troubleshooting.
    5.4. PING test, ipconfig etc

Reference Books:

- "Computer Networks" by Andrew S. Tanenbaum
- Fundamentals Of Computer Networks" by Sudakshina Kundu
- Data Communication and Networking" by Behrouz A. Forouzan.

Program Code	Program Name	Course Code	Name of the certificate Course
AIMSAO	Add On Certificate Course	AO04	Certificate Course in Cracking Competitive Examination

Course Description

In today competitive market, cracking a competitive examination is a big challenge. Various opportunities are available in different sector. In this course student will learn about how to crack the examination. This course aims to provide students with a comprehensive understanding about the competitive examination.

Course Objectives

- To provide guidance in SET/NET, Banks, Public sectors and Corporate examinations.
- To motivate students for prospective career in Government and Corporate sector.
- To build among students a sense of awareness, provide guidance, necessary literature, brochure and other information about various competitive examinations.

Course Outcomes

- Students will understand teaching, research and quantitative aptitude.
- Students will understand communication, reasoning etc.

Syllabus:

1.**Teaching Aptitude**:

Teaching : Nature ,objectives, characteristics and basic requirements; learner's characteristics; factors affecting teaching; methods of teaching; teaching aides; evaluation systems.

2.Research Aptitude:

Research: Meaning, characteristics and types; steps of research; research ethics; paper, article, workshop, seminar, conference and symposium; thesis writing: its characteristics and format.

3.Communication:

Communication: Nature, characteristics, types, barriers and effective classroom communication. **Reading Comprehension**

A passage to be set with questions to be answered

4.Quantitative Aptitude :

Number system; arithmetic;algebra,geometry;modern mathematics;data interpretation;reasoning

5.Reasoning (Including Mathematical &Verbal):

Number series; letter series;codes;relationships;classification;understanding thestructure of arguments;evaluating and distinguishing deductive and inductive reasoning;verbal analogies;verbal classification ;reasoning logical diagrams;venn diagram;analytical reasoning.

Learning Resources:

- UGC NET/SET Paper I:nTeaching and Research Aptitude by Madaan K.V.S, Pearson, Delhi

- Quantitative Aptitude for the CMAT and Other MBA Entrance Examinations by Jaimin Shah, Pearson,Delhi.

- A approach to Reasoning :Verbal,Non-Verbal & Analytical by Sijwali ,B.S & Sijwali ,Indu.,Arihant Publications (India) Ltd.,New Delhi..

- Quantitative Aptitude for Competitive Examinations by Puri ,Gautam ,C L Media(P) Ltd,Roorkee

Program Code	Program Name	Course Code	Name of the certificate Course
AIMSAO	Add On Certificate Course	AO05	Certificate Course in Negotiation Skills and Tools

Course Description

In this course, student will learn from an extensive set of negotiation experiences in class, practice skills, and benefit from valuable feedback.

By attending this course student will:

- Learn strategies for analysis and preparing for negotiations.
- Understand different strategic choices and interpersonal skills that drive relative success at the bargaining table.
- Know what information is needed to negotiate effective outcomes.
- Experiment with new techniques

Course Objective

As negotiating skills are a pre requisite for successful leadership and business performance this course will equip candidates with the necessary skills to be able to negotiate more effectively.

Course Outcomes

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

- To negotiate effectively
- Develop leadership skills of students.
- Students contribute to improve Business performance

The constraints and options to its resolution, specifying the input variables, and understanding the viewpoints involved. Students learn to negotiate the complex nature of the problem and how competing resolutions may inform decision making

Syllabus

Basic Concepts

The Seven Stages of Negotiation – Preparation , Discussion, Clarification of Goals Negotiating for a Mutually Beneficial (Win-Win) Outcome, Obtaining Agreement and Gaining Commitment, Implementing the Resolved Agreement, Walking Away or Postponing Till Later

Possible Outcomes from Negotiation-

Reaching a Win-Win Conclusion , Reaching a Win-Lose Conclusion, Reaching a   Lose- Win conclusion , Reaching Lose- Lose conclusion, When to walk away.

Working towards Win- Win solution

Avoiding premature judgment, Brainstorming, Broadening your options, Zero sum and Non Zero Sum Games, Making Opposing team feel they have gained victory, Thinking that   " Solving their problem is there problem'', The assumptions of fixed Pie.

The successful Negotiator

Characteristics of successful Negotiator and how to become one, Inventory of Negotiation skills, A multidimensional array of Interpersonal skills, Mistakes to avoid when Negotiating, Reading the styles of Negotiator.

Unit- V Negotiation Is not compromise

Compromising versus Negotiation, Avoid compromising, Factors that contribute to power in Negotiation, Sticking to your Guns – Walking away when you should, The danger of appearing desperate, Who has other or more alternatives, Who has the most information.

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 r 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.

- 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 Qualitative 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 & demeritsUnderstanding 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

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
AIMSVA	Value Added Programme	VA03	Certificate Course in Reconnect to Traditional Values

Course Description

This course talks about the rich heritage of Indian culture and art. There are 30 lectures in this course which throw light on the different aspects of 'Indian Culture and Art' i.e. history, contribution of different rulers, religious and sufi movements and different art forms etc.

The art of Indian subcontinent is idealistic in nature with strong traces of different cultures and civilizations in it. It is evident from the history that the cultural diplomats in the region were the invaders, warriors that brought the cultural diffusion through hard power but along with them there were a great number of soft power promoters as artists, sufis, poets, musicians, and story tellers. The role of these cultural diplomats was significant in contributing to the better sociocultural understanding and building relationship between people of different faiths, sects and regions.

India's diversities and contrasts are numerous, yet there is remarkable bonding in India that has kept it united and unified over centuries. India's ancient but continuing civilization has fascinated and mesmerized the world. India has been aptly described as the "epitome of the world". India's rich and diverse culture has been a subject of study by scholars from all over the world.

Course Objectives

- To acquaint students with our traditional value sets.
- To provide the students with an ability to retain the relevant traditional values and discard the obsolete.
- To generate awareness about history socio-cultural reforms

Course Outcomes

- Students articulate the robustness of Indian Values, and become appreciative and tolerant about diversity.
- Students develop scientific and rational viewpoints towards what to believe and what to denounce as superstitions.
- Students appreciate the contributions of various reformers to Modern India.

Syllabus

Section-I

Traditional Indian Values-Overview

Indian Culture: Traditions, Religions, Festivals, Music, Dance, Clothing, Food, Fine Arts. Education System.

Major religions in India

Meaning of religion, various religions and their characters-underlying philosophy, Inter-religious harmony in India. Contemporary learning from religious/spiritual literature (at least 2 case studies to be taken)

Languages and Literature

Literary heritage of India (in brief), Major languages and literature, Literature-a potential tool to integrate India. (at least 3 vernacular literatures undergone translation in Indian and other foreign languages to be discussed)

Science and Technology

Scientists of Ancient India, Yoga and Ayurveda, Evolution Science through ancient-medieval-modern India. Convergence of Spirituality and Modern Science-Indian experience.

Education

Ancient, Medieval and Modern education system, Major contributors to the education reforms in India (three women and three male reformers to be discussed by students).

Section-II

Internship

All the course participants are required to undergo an internship program. The internship may be a rigorous workshop, training, field study of a short duration (1 Week). After the internship, students will submit an analytical report.

Learning Resources:

Text Books : Courses Material prescribed for the course on "Indian Culture and Heritage" by National Institute of Open Schooling (http://www.nios.ac.in/online-course-material)

Reference Books : Vol. III: Medieval Indian Society And Culture by J.L Mehta-Sterling Publishers Pvt. Ltd., New Delhi Indian Society and Culture by Vinita Pandey- Rawat Publications 2016

Supplementary Reading Material : History of Modern India by Bipan Chandra-Orient Blackswan, 2009

Program Code	Program Name	Course Code	Name of the certificate Course
AIMSVA	Value Added Programme	VA04	Certificate Course in Start-ups and Entrepreneurship

Course Description

This course aims to inculcate essence of entrepreneurship, deliver an overview of the skills needed to become an entrepreneur, classify the precise business for begins. This course will talk about entrepreneur which will go through all the stages of entrepreneurship, build a business and reach success. It will focus on scaling business and leaving a legacy that extends beyond students lifetime.

Course Objectives

- To inculcate essence of entrepreneurship.
- To deliver an overview of the skills needed to become an entrepreneur.
- To classify the precise business for begins.

Course Outcomes

- Students understand the concept of Entrepreneur, its role and process.
- Students will learn entrepreneurial skills.
- Students will understand the identification of the right business, business plan etc.

Syllabus

Concept and Definitions

Entrepreneur, The Entrepreneur's Role, Entrepreneurial Process. Types of Entrepreneurs, Entrepreneurial Training

Entrepreneurial Skills

Communication, creativity, problem solving, decision making, leadership quality; risk-taking behavior.

Identification of the right business

Type of businesses, SWOT analysis, market survey, customer focus. Different facets of entrepreneur   (personality, social styles, age) .

Business Plan

Concept of planning paradigm, Four stage growth model, Fundamentals of feasibility plan, Preparation of plan, objectives, strategies and action plans.

Support Network

Internal commitment, network of supporters, advisors, partners, allies and vendors, Creating Value.

Learning Resources

- The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
- Cases in Entrepreneurship by Morse and Mitchell, Sage South Asia Edition.
- Entrepreneurship – Indian Cases on Change Agents by K Ramchandran, TMGH.
- Entrepreneurship: Theory, Process and Practice by Kuratko, D.F. & Hodgetts,

Program Code	Program Name	Course Code	Name of the certificate Course
AIMSAO	Add On Certificate Course	VA05	Certificate Course in Technical Communication for Managers

Course Description

This course aims to understand the basic concepts of Technical Communication for Managers, know various tools of Technical Communication that facilitates the decision making, develop analytical abilities of Technical Communication practices in different industries.

Course Objectives

This course helps postgraduate students and research scholars improve their technical communication skills related to listening, reading, writing, and presentation.

Course Outcome

On successful completion of this programme a student will be able to organise, comprehend, write, and present, short and long forms of any technical work within the broad framework of the Scientific Method. They will also be able to adhere to ethical norms of scientific communication which will help students in their Summer Internship Programme (SIP).

Syllabus

Scientific method and its relationship to technical communication

- Essence of technical communication
- Hypothesis testing

Listening and Reading Skills

- Note taking, Mind maps
- Surveying literature
- Three pass approach to reading papers

Writing skills

- Report writing

- Summary and Abstract writing

- Data presentation

- Email writing

Oral and Presentation skills

- Elevator pitch

- Slides for presentation

- Oral presentation

- Group discussions

- Interview skills

Ethics in Communication

- Ethics in education and research

- Copyrights and plagiarism

- Authorship

- Gender and diversity

- Academic and workplace communication

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 Aquent 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 Aquent 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.

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

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 Aquent 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 Aquent 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

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 Bahaviour

Business Buyer Bahaviour

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 fileds.

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

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