



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Details of Add on Courses
Certificate Course
(Online mode) offered by
NPTEL, SWAYAM
Under Academy
Flexibility





UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)





UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Sr. No.	Description
1	Flyers / Brochures

Sr. No.	Name of the Topic	Course	Academic Year
1	Brand Management	FY, SY, TYCS	1 st Aug,2020 To 31 st Oct,2020
2	Customer Relationship Management	FY, SY & TY BMM FY, SY & TYBSC	1 st Aug,2020 To 31 st Oct,2020
3	International Business	FY, SY, TYCS	3 rd Jan,2021 To 31 st March,2021
4	Advance Financial Instruments for Sustainable Business	FY, SY & TY BCOM	1 st Aug,2020 To 31 st Oct,2020
5	Financial Derivatives and Risk Management	FY, SY & TYBMS	1 st Aug,2020 To 31 st Oct,2020
6	Modelling and Analytics for Supply Chain Management	FY, SY & TYBMS	3 rd Jan,2021 To 31 st March,2021
7	Financial A/C- IIT Mandi	FY, SY & TY BCOM	3 rd Jan,2021 To 31 st March,2021
8	Business Fundamentals for Entrepreneurs	FY, SY & TYBSC FY, SY, TY BMM	3 rd Jan,2021 To 31 st March,2021
9	Foreign Exchange Market	FY, SY & TYBSC- IT	1 st Aug,2020 To 31 st Oct,2020
10	Introduction to Banking and Financial market	FY, SY & TYBSC- IT	3 rd Jan,2021 To 31 st March,2021



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COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Date: 15th July, 2020

Notice

1st Term–BSC CS Students

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Brand Management |
| 3. Course by | - Preeti Krishnan Lyndem Indian Institute of Management Bangalore |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Shweta Pathak
Ms. Arpana Surve |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

- A session of 1 hour on each day. (4 pm to 5pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Brand Management

Resource Person :-
Ms. Arpana Surve
Assistant Professor
St-Rock's Degree College of
Commerce & Science
Borivalli West Mumbai 400092

Duration 30 hours
01 August 2020
Time 04:00 PM

Online Mode

Convener



Nitin
I/c Principal
I/C PRINCIPAL

Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



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Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Brand Management
3. **Course by** - Preeti Krishnan Lyndem | Indian Institute of Management Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 4 pm to 5pm
6. **Course Coordinator in Host college** - Ms. Shweta Pathak
7. **Course Schedule** - 1stAug,2020 to 31stOct,2020

Course Layout

- 1: Strategic Brand Management process, Brand Architecture
- 2: Brand Identity, Brand Personality
- 3: Brand Positioning and De positioning
- 4: Brand Communication, Brand Knowledge: Awareness & Image
- 5: CBBE (Consumer Based Brand Equity)



Nitin

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Date: 15th July, 2020

Notice

2nd Term–BSc and BAMMC Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Customer Relationship Management
3. **Course by** - Shainesh G | Indian Institute of Management Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 5pm to 6pm
6. **Course Coordinator in Host & Guest college** - Ms. Shweta Pathak
Mr. Mohit Sharma
7. **Course Schedule** - 1st Aug, 2020 to 31st Oct, 2020

- A session of 1 hour on each day. (5 pm to 6pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
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- Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce and Science
(Affiliated to University of Mumbai)
629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Customer Relationship Management

Online Mode
01 August 2020
Time: 05:00 PM
Duration: 30 hours

Resource Person:- Mr. Mohit Sharma
Assistant Professor
St-Rock's Degree College of Commerce & Science
Borivli West Mumbai 400092

Convener



Nitin

Vice Principal

Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



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Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Customer Relationship Management |
| 3. Course by | - Shainesh G Indian Institute of Management Bangalore |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Shweta Pathak
Mr. Mohit Sharma |
| 7. Course Schedule | - 1 st Aug,2020 to31 st Oct,2020 |

Course Layout

1: Introduction to CRM

- Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM

2: Building Customer Relationships

- The why's and how's of building relationships with customers.

3: Economics of CRM

- Lifetime value of customer, Activity based costing for customer profitability analysis

4: CRM Applications

- Applications of CRM in different industries

5: CRM in Business Markets

- CRM practices in Business Markets

6: CRM implementation

- CRM implementation process, precautions related to CRM implementation.




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Date: 15th Dec, 2020

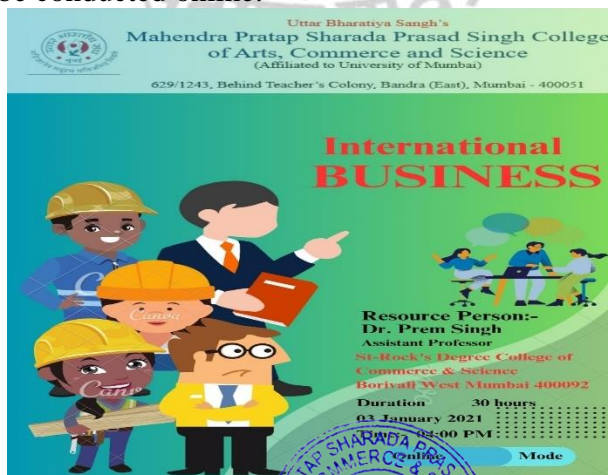
Notice

2nd Term – BSc CS Students

- Course Platform** - SWAYAM – Add on Course
- Course Name** - International Business
- Course by** - Prof. J. K. Nayak | IIT Roorkee
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing – 4 pm to 5pm
- Course Coordinator in Host & Guest college** - Ms. Rashmi Singh
Dr. Prem Singh
- Course Schedule** - 3rd Jan, 2021 to 31st March, 2021

Structure of Course

- A session of 1 hour on each day. (4 pm to 5pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.



Convener



Nitin
I/C PRINCIPAL
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Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - International Business |
| 3. Course by | - Prof. J. K. Nayak IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Rashmi Singh
Dr. Prem Singh |
| 7. Course Schedule | - 3 rd Jan,2021 to 31 st March,2021 |

Course layout

- 1: Introduction to International Business and EPRG & LPG framework
- 2: Theoretical Foundations of International Trade
- 3: Instruments of Commercial Policy
- 4: International Business Environment
- 5: Balance of Payment Account and Theories of exchange rate
- 6: International Financial Environment
- 7: Foreign Trade Promotion Measures and Organizations in India
- 8: International Economic Institutions and Agreements
- 9: Regional Economic Cooperation, European Union (EU), ASEAN, SAARC, NAFTA
- 10: Foreign Direct Investment and EXIM Policies
- 11: Multinationals (MNCs) in International Business
- 12: Contemporary Developments and Issues in International Business



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Date: 15th July, 2020

Notice

1st Term-BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Advance Financial Instruments for Sustainable Business
3. **Course by** - Prof. Abhinava Tripathi | IIT Kanpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 7 pm to 8pm
6. **Course Coordinator in Host & Guest college** - Ms. Sayed Masooma
Mr. Milind More
7. **Course Schedule** - 1st Aug, 2020 to 31st Oct, 2020

- A session of 1 hour on each day. (7 pm to 8pm)
- Total duration of course will be 30 hours.
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Advance financial instruments for sustainable business
Resource Person:- Mr. Milind More
Assistant Professor
ST-ROCK'S DEGREE COLLEGE
OF COMMERCE & SCIENCE
BORIVALI WEST MUMBAI 400092

Online Mode
Duration 30 hours
Time:-07:00 PM
01 August 2020

Convener



Nita
VC Principal

VC PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



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Content of Course

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| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Advance Financial Instruments for Sustainable Business |
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| 6. Course Coordinator in Host & Guest college | - Ms. Sayed Masooma
Mr. Milind More |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

Course layout

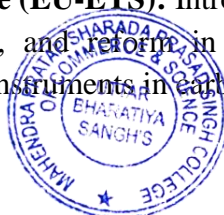
1: Advanced R programming for Financial Market Applications: Introduction and Background Fundamentals of R: Installation and set-up, set working directory, packages, and libraries; R operators: Arithmetic, assignment, comparison, and logical operators; Working with different data types; Vector creation and manipulation; Miscellaneous functions: Sequence, repetition, sorting, generate random numbers, user-defined functions; Factor variables, Indexing, Data coercion, conditional statements.

2: Modern Financial Market Microstructure and Liquidity: Risk-Return Analysis in Investment Decisions – Measures of Risk and Return, Order-driven vs. Quote-driven markets, Market efficiency, Risk preferences, Limit order books, market microstructure types, economic theory of choice, interest rate compounding

3: Portfolio construction and Optimization with Modern Financial Market Instruments: Portfolio risk and expected returns for two securities and multiple securities, risk diversification with portfolios, correlation structure, mean-variance framework, portfolio construction with R. Portfolio Possibility curve, Efficient frontier, Minimum Variance portfolios, Introduction to risk-free lending and borrowing, market risk and beta, portfolio optimization with R

4: Pricing of New Age Assets: Capital Asset Pricing Model (CAPM), Capital Market Line, Security Market Line, Fallings of CAPM, Single-Index and Multi-Index models, Expected Risk and Return with Index models, 3-Factor Fama-French Model

5: European Union Emission Trading Scheme (EU-ETS): Introduction to EU-ETS, Principles, and objectives of EU-ETS, structure, phases, and reform in EU-ETS, allowance allocation mechanism, Market stability reserve, financial instruments in carbon markets and major organized exchanges



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6: Global emission trading schemes and their connectedness with other financial markets:

Emission trading schemes in other countries: China, UK, South Korea, New Zealand, etc., Price drivers in carbon emission trading schemes, carbon market connectedness with stock, energy, and other financial markets

7: Blockchain, Cryptocurrency, and CBDCs: Background, History, and Characteristics of blockchain technology, Categorization, Technological underpinnings, Consensus models, Cryptocurrency: A use case of blockchain, Features of cryptocurrency, Major cryptocurrencies, Emergence of CBDCs across the countries, Motivation for issuing CBDCs, Different models and designs of CBDCs, Implications for banks, financial stability, and monetary policy

8: ESG and Sustainable Investing: Climate finance, UNFCCC, and Kyoto protocol, ESG and Socially Responsible Investment (SRI) Funds, Types of screening, Relationship between financial performance and screening intensity, Economic and Financial Effects of Environmental Regulation, Major ESG markets: US, EU, Japan, China, Canada, Australia, India, etc. Portfolio Performance Evaluation: One parameter measures, selection, timing, downside risk measurement.

9: Time-series modelling with Advanced Financial Market Instruments : ARMA/ARIMA models, Mean reverting trading strategies with vector error correction models and cointegration, model risk management, back testing, model validation, and stress testing with R

10: Risk Management with Modern Financial Market Instruments: Value-at-risk, Expected Shortfall, ARCH/GARCH models, implementation with R

11: Introduction to Panel Data Modelling: Properties of Panel Data, First Difference (FD) estimation, Fixed Effects (FE) estimation, Residual diagnostics and robust standard errors

12: Advanced Non-Linear Modelling with Quantile Regression: Reading & Writing Quantile Data, Quantile Data Manipulation, Outlier Treatment, Quantile Data Visualization, Diagnostic Tests, Residual Analysis, Robust Estimation



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Date: 15th July, 2020

Notice

1st Term–BMS and Students

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Derivatives and Risk Management |
| 3. Course by | - Prof. Jatinder Pal Singh IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 6 pm to 7pm |
| 6. Course Coordinator in Host & Guest college | - Mr. Sanjay Jaiswar
Mr. Shivkumar Dubey |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

- A session of 1 hour on each day. (6 pm to 7pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Convener



Signature
I/C Principal

I/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



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Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Derivatives and Risk Management |
| 3. Course by | - Prof. Jatinder Pal Singh IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Mr. Sanjay Jaiswar
Mr. Shivkumar Dubey |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

Course layout

- 1: Overview of Derivatives; Forwards: Introduction & Pricing, Arbitrage, Forwards Pricing on Consumption Assets; Futures: Introduction & Salient Features.
- 2: Futures: Margining & MTM, Forwards & Futures Prices, Exposure & Risk, Basics of Futures Hedging, Nuances in Futures Hedging.
- 3: Further Aspects of Futures Hedging; Basics of Mean-Variance Portfolio Theory & CAPM; Systematic & Unsystematic Risk.
- 4: Index Futures: Features, Hedging & Arbitrage; Basics of Interest Rates, YTM & Other Yield Measures.
- 5: Interest Rate Risk & Its Measurement; Interest Rate Futures: Features of IRFs, Hedging of Interest Rate Risk.
- 6: T-Bill & Eurodollar Futures, T-Bond Futures; Tailing the Hedge; Basic Theory of Options.
- 7: Options: Price Bounds, Put-Call Parity; American Options; Trading Strategies.
- 8: Option Spread Strategies; Stochastic Processes: Basic Theory, Brownian Motion, Diffusion Equation, Central Limit Theorem.
- 9: Ito's Equation; Stock Price Distribution, Fokker Planck Equation; Option Pricing: Binomial Model.
- 10: Girsanov Theorem; Black Scholes Model; Option Greeks.
- 11: Option Greeks: Further Properties, Role in Trading; FRAs & Swaps.
- 12: Valuation of Swaps; Value at Risk.



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COLLEGE OF COMMERCE & SCIENCE

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Date: 15th Dec, 2020

Notice

2nd Term–BMS and Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Modelling and Analytics for Supply Chain Management
3. **Course by** - Prof. Kunal Kanti Ghosh, Prof. Anupam Ghosh | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 5 pm to 6pm
6. **Course Coordinator in Host & Guest college** - Ms. Shweta Pathak
Mr. Felix Anthony
7. **Course Schedule** - 3rd Jan, 2021 to 31st March, 2021

- A session of 1 hour on each day. (5pm to 6pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
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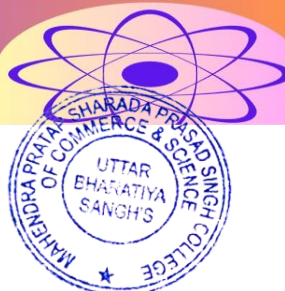
**MODELLING
ANALYTICS
FOR SUPPLY
CHAIN
MANAGEMENT**

Resource Person :- Mr. Felix Anthony
Assistant Professor
Shri Ram College of Commerce & Science
Bhandup West Mumbai - 400078

Duration: 30 hours
03 January 2021
Time: 05:00 PM

Online Mode

Convener



Nitin

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I/C Principal



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Content of Course

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|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Modelling and Analytics for Supply Chain Management |
| 3. Course by | - Prof. Kunal Kanti Ghosh, Prof. Anupam Ghosh IIT Kharagpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Shweta Pathak
Mr. Felix Anthony |
| 7. Course Schedule | - 3 rd Jan, 2021 to 31 st March, 2021 |

Course layout

1: Introduction to Modeling and Analytics in Supply Networks: Introduction to Supply Network, Performance Measures for Efficiency and Effectiveness, SCOR model, Strategic Fit and Scope, Types of Distribution Networks, Analytics in Management, Design of Distribution Networks

2: Supplier Selection Analytics: Linear Programming, Rating method, Ranking method, Borda Count, Clustering, Goal Programming and related multi-criterion decision making (MCDM) techniques

3: Transportation Modeling and Analytics: Transportation models, Route planning, Transshipment, Shipment schedule, Flow path optimization.

4: Warehousing Modeling and Analytics: Warehouse location problem, MILP formulation, Location with foreign exchange risks, space calculation for warehouse, Non-linear optimization for warehouse space allocation

5: Strategic Performance Improvement: Data Envelopment Analysis for competitive comparisons among multiple warehouses and service units and formulation of strategic action plans for improving the efficiencies of non-performing DMUs, Stochastic Frontier Analysis.

6: Inventory Analytics - I: Elementary Concepts related to Inventory Management, Economic Order Quantity (Instantaneous Replenishment), Economic Production Lot Size, Inventory Model with Planned Shortages (Back-Orders), Inventory Management under Uncertainty – Concept of Safety Stock, Continuous Review System, Periodic Review System

7: Inventory Analytics - II: Newsvendor Model, Performance Measures: Expected Lost Sales, Expected Sales, Expected Leftover Inventory, Expected Profit, Fill Rate, In-Stock Probability, and Stock-Out Probability



Nisha
HC PRINCIPAL
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8: Inventory Analytics - III: Choosing an Order-up-to Level to Meet a Target Service Level, In-Stock Probability, and Desired Fill-Rate

9: Inventory Analytics - IV: Assemble-to-Order, Make-to-Order and Quick Response with Reactive Capacity, Reducing Mismatch Costs with Make-To-Order

10: Modeling Coordination in Supply Chains:

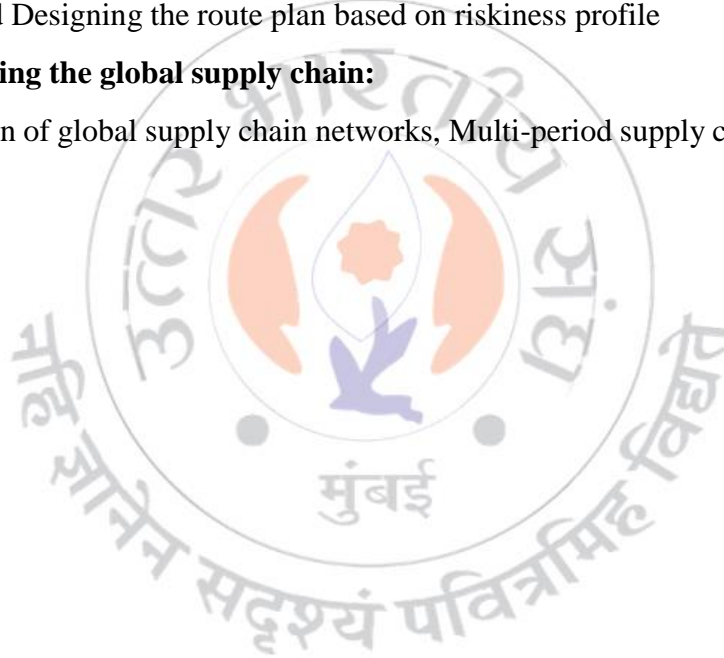
Information Distortion in Supply Network and Bull-Whip Effect, Coordination and collaboration modeling in supply networks.

11: Risk Analytics in Supply Network Design:

Mapping the riskiness profile of a country, taxation, Mapping the riskiness profile of possible international routes and Designing the route plan based on riskiness profile

12: Design and Modeling the global supply chain:

Design and optimization of global supply chain networks, Multi-period supply chain network design



Nitin

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Date: 15th Dec, 2021

Notice

2nd Term-BCOM Students

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial A/C- IIT Mandi |
| 3. Course by | - Prof. Puran Singh IIT Mandi |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 6pm to 7pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Sayed Masooma
Ms. Neeta Sahu |
| 7. Course Schedule | - 3 rd Jan, 2021 to 31 st March, 2021 |

- A session of 1 hour on each day. (6 pm to 7pm)
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(Affiliated to University of Mumbai)
629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Financial A/c
IIT MANDI

Resource Person:- Ms. Neeta Sahu
Assistant Professor
St-Rock's Degree College of Commerce
& Science

03 January 2021 Time 06:00 PM West Mumbai 400092
Duration 30 Hours Online Mode

Convener



I/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051
I/c Principal



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MAHENDRA PRATAP SHARADA PRASAD SINGH
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Content of Course

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|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial A/C- IIT Mandi |
| 3. Course by | - Prof. Puran Singh IIT Mandi |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Sayed Masooma
Ms. Neeta Sahu |
| 7. Course Schedule | - 3 rd Jan,2021 to 31 st March,2021 |

Course layout

- 1: A primer on business organizations and need for accounting:
- 2: Accounting equation, GAAP Principle and Fundamentals of double entry system:
- 3: Fundamentals of double entry system and Accounting Cycle: Journal Entries I:
- 4: Accounting Cycle: Journal entries II:
- 5: Accounting cycle: Ledger Posting:
- 6: Accounting cycle: Trial Balance and Final Accounts:
- 7: Output of Accounting cycle: Final Accounts II:
- 8: Analysis of Financial Statements:
- 9: Analysis of Financial Statements II:
- 10: Cash Flow Statement:
- 11: Cash Flow Statement II:
- 12: CVP Analysis & Inventory Control



Nitin
I/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Date: 15th Dec, 2021

Notice

2nd Term BAMMC and BSc Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Business Fundamentals for Entrepreneurs
3. **Course by** - Prof. Devdip Purkayastha | IIT Bombay
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 7pm to 8pm
6. **Course Coordinator in Host & Guest college** - Ms. Madhavi Neman
Mr. Mervin Norhana
7. **Course Schedule** - 3rd Jan, 2021 to 31st March, 2021

- A session of 1 hour on each day. (7 pm to 8pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

BUSINESS FUNDAMENTALS FOR ENTREPRENEURS

Resource Person:-
Mr. Mervin Norhana
Knowledge Inclusion
Education &
Consulting Company
Ghatkopar Mumbai 77

03 January 2021
Tate: 07:00 PM
Duration 30 hours

ONLINE

Convener



Nitin

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I/C Principal



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COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of Course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Business Fundamentals for Entrepreneurs |
| 3. Course by | - Prof. Devdip Purkayastha IIT Bombay |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Madhavi Neman
Mr. Mervin Norhana |
| 7. Course Schedule | - 3 rd Jan, 2021 to 31 st March, 2021 |

Course layout

1: Introductory Module: Course Structure & Overview

Learning Objective: Understand the DNA of Business & Companies

Module 1: Overview of Business History, Environment & Trends

Module 2: Company & Company Structures

2: Learning Objective: Understand Company Purpose, Vision, Strategy & Culture

Module 3: Vision, Mission & Goals of a Company

Module 4: Strategy & Culture of a Company

3: Learning Objective: Understand Innovation & Quality Manufacturing Processes

Module 5: Innovation & New Product Development

Module 6: Manufacturing & Quality Management

4: Learning Objective: Understand Leadership, People and Financial Management

Module 7: Leadership & Human Resource Management

Module 8: Accounting & Financial Management

Module 9: Environment, Social & Corporate Governance (ESG)

Bonus Modules - Practitioner Insights

Objective: Understand 'What it Takes to Succeed' as an Entrepreneur

Module A: Prof. Raj Jaswa, Silicon Valley Serial Entrepreneur & Senior Academician

Module B: Mr. Kalpit Veerwal, Founder of Acadboost



Nitin
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Objective: Understand Strategy in Practice

Module C: Prof. Ramesh Mangaleswaran, McKinsey Senior Partner and Academician

Objective: Learn about Innovation & Fast-Cycle Product Development

Module D: Mr. Ashok Balasubramanian (CEO) and Mr. Karthikeyan Raja (CTO)
of OpenWeaver

Objective: Understand Entrepreneurial Finance, Valuations and Fund Raising

Module E: Prof. Umakant Jayaram, Senior Finance Professional, Academician & Bombay Stock Exchange (BSE) Board Member



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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th July, 2020

Notice

1st Term– BSc IT Students

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Foreign Exchange Market |
| 3. Course by | - P C Narayan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 8 pm to 9pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Minakshi Kandari
Ms. Rohani Yevale |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

- A session of 1 hour on each day. (8 pm to 9pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.



Convener



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(COLLEGE CODE - 729)

Content of Course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Foreign Exchange Market |
| 3. Course by | - P C Narayan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Minakshi Kandari
Ms. Rohani Yevale |
| 7. Course Schedule | - 1 st Aug, 2020 to 31 st Oct, 2020 |

Course layout

- 1: Foreign Exchange Markets: Structure and Trading
- 2: Theories Underlying Foreign Exchange Markets
- 3: Currency Derivatives
- 4: Foreign Exchange Risk



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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th Dec, 2020

Notice

2nd Term– BSc IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to Banking and Financial market
3. **Course by** - By P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 8 pm to 9pm
6. **Course Coordinator in Host & Guest college** - Ms. Rashmi Singh
Ms. Sunita Sonkar
7. **Course Schedule** - 3rd Jan, 2021 to 31st March, 2021
 - A session of 1 hour on each day. (8 pm to 9pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Introduction to banking & Financial Market

Resource Person:- Ms. Sunita Sonkar
Assistant Professor
Shri Ram College
of Commerce
& Science
Bhandup West
Mumbai 400078

03 January 2021
Time 08:00 PM

Online Mode

Duration: 30 hours

Convener

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I/c Principal



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Introduction to Banking and Financial market |
| 3. Course by | - By P C Narayan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Rashmi Singh
Ms. Sunita Sonkar |
| 7. Course Schedule | - 1 st Jan,2021 to 31 st March,2021 |

Course layout

- 1: Overview of the Financial System
- 2: Theory and Structure of Interest Rates
- 3: Short Term Financial Markets
- 4: Long Term Financial Markets
- 5: Other Important Financial Markets



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(COLLEGE CODE - 729)

Sr. No.	Name of the Topic	Course	Academic Year
1	Economic foundation of Pricing	FY, SY & TY BMM & BSC	1 st Aug,2021 To 30 th Oct,2021
2	Equity Stock Market Concept, Instruments Risks Derivatives	FY, SY & TY BCOM	1 st Aug,2021 To 30 th Oct,2021
3	Integrated Marketing Communication	FY, SY & TY BMS	1 st Aug,2021 To 30 th Oct,2021
4	Digital Marketing	FY, SY & TY BMM & BSC	3 rd Jan,2022 to 31 st March ,2022
5	Evolution of Business and Market	FY, SY & TY BMS	3 rd Jan,2022 to 31 st March ,2022
6	Financial Statement Analysis and Reporting	FY, SY & TY BCOM	3 rd Jan,2022 to 31 st March ,2022
7	Business Analytics & Data mining Modeling Using R	FY, SY & TY BSC-IT & CS	1 st Aug,2021 To 30 th Oct,2021
8	Introduction to System Dynamics Modeling	FY, SY & TY BSC-IT & CS	3 rd Jan,2022 to 31 st March ,2022



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(COLLEGE CODE - 729)

Date: 15th July, 2021

Notice

1st Term–BMM and BSc Students

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Economic Foundation of Pricing |
| 3. Course by | - Sreelata Jonnalagedda Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 5 pm to 6pm |
| 6. Course Coordinator in Host & Guest college | - Ms .Rashmi Singh
Ms. Rohani Yevale |
| 7. Course Schedule | - 1 st Aug, 2021 to 30 th Oct, 2021 |
- A session of 1 hour on each day. (5 pm to 6pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

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(Affiliated to University of Mumbai)
629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Economic Foundation of Pricing

MAIN SPEAKER Ms. Rohani Yevale
Assistant Professor
Shri Ram College of Commerce & Science
Bandrup West Mumbai - 400078

August 1, 2021
04:00pm - 5:00pm

ONLINE PLATFORM

DURATION 30 HOURS



Convener

Nitin
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Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051
I/c Principal



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COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Economic Foundation of Pricing |
| 3. Course by | - Sreelata Jonnalagedda Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms .Rashmi Singh
Ms. Rohani Yevale |
| 7. Course Schedule | - 1 st Aug,2021 to30 th Oct,2021 |

Course Layout

1: Economic foundations of Pricing

1. What is market clearing price?
2. Understand price setters vs price takers, supply and demand curves.
3. Covid price increases/decreases/no-change

2: Fundamentals of Demand or Customer point of view

1. What is demand?
2. Price response functions
3. Revenue maximization
4. Elasticity

3: Cost based pricing decisions

1. Terms: (marginal cost, fixed cost, incremental cost), CM, operating margin, % margin, mark-up
2. Price optimization
3. Break-even sales change

4: Competition and Objectives

1. Competition based heuristics
2. Understanding objectives and economic framework

5: Economics of Multiproduct Pricing

1. Demand curves and pricing
2. Price discrimination
3. Game theory



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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th July, 2021

Notice

1st Term-BCOM Students

- | | | |
|--|---|---|
| 1. Course Platform | - | SWAYAM – Add on Course |
| 2. Course Name | - | Equity Stock Market Concept, Instruments Risks Derivatives |
| 3. Course by | - | P C Narayan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - | Online |
| 5. Course Duration | - | 30 hours
One hour each session
Timing– 5 pm to 6pm |
| 6. Course Coordinator in Host & Guest college | - | Mr. Sanjay Jaiswar
Mr. Dhruv Yadav |
| 7. Course Schedule | - | 1 st Aug, 2021 to 30 th Oct, 2021 |

- A session of 1 hour on each day. (5 pm to 6pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Duration 30 hours

EQUITY
STOCK MARKET,
CONCEPT,
INSTRUMENT,
RISK &
DERIVATION

Resource Person:- Mr. Dhruv Yadav
Knowledge Inclusion Education
& Consulting Company
Ghatkopar, Mumbai - 400077

Online Mode 5:00 PM
1st AUGUST 2021

Convener



Nitin
I/C PRINCIPAL
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Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of Course

- | | |
|---|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Equity Stock Market Concept, Instruments Risks Derivatives |
| 3. Course by | - P C Narayan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Mr. Sanjay Jaiswar
Mr. Dhruv Yadav |
| 7. Course Schedule | - 1 st Aug,2021 to30 th Oct,2021 |

Course layout

- 1: Welcome to the Course
- 2: Overview of Equity Stock Markets
- 3: Underlying Theories Governing Equity Stock Markets
- 4: Equity Risk and Portfolio Theories
- 5: Hedging Using Derivatives in Equity Stock Markets
- 6: VaR, Margins, Private Equity Market and Venture Capital



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COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Date: 15th July, 2021

Notice

1st Term–BMS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Integrated Marketing Communication
3. **Course by** - Prof. Vinay Sharma | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 4 pm to 5pm
6. **Course Coordinator in Host & Guest college** - Ms .Shweta Pathak
Ms. Reena Kumari
7. **Course Schedule** - 1st Aug, 2021 to 30th Oct, 2021

- A session of 1 hour on each day. (4 pm to 5pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Convener



Nitin

I/c Principal

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Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Integrated Marketing Communication |
| 3. Course by | - Prof. Vinay Sharma IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms .Shweta Pathak
Ms. Reena Kumari |
| 7. Course Schedule | - 1 st Aug,2021 to30 th Oct,2021 |

Course layout

- 1: What is IMC?
- 2: Current Trends and Design Thinking Outlook in IMC
- 3: Consumer Behaviour
- 4: Objectives, Budgeting, and IMC as a Strategic Tool
- 5: Historical Perspective of IMC
- 6: Research Methods and IMC Planning
- 7: Advertising
- 8: Creativity: Planning and Execution
- 9: Sales Promotion & Personal Selling
- 10: Direct Marketing & Public Relations
- 11: The Internet: Digital Marketing and Social Media Advertising
- 12: Measurement & Ethical and Social Perspectives of IMC



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COLLEGE OF COMMERCE & SCIENCE
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(COLLEGE CODE - 729)

Date: 20th Dec, 2021

Notice

1st Term–BMM and BSc Students

- | | | |
|--|---|--|
| 1. Course Platform | - | SWAYAM – Add on Course |
| 2. Course Name | - | Digital Marketing |
| 3. Course by | - | Dr. Tejinderpal Singh Panjab University, Chandigarh |
| 4. Course Nature | - | Online |
| 5. Course Duration | - | 30 hours
One hour each session
Timing– 7 pm to 8pm |
| 6. Course Coordinator in Host & Guest college | - | Ms. Madhavi Neman
Mr. Khan Abdul Karim |
| 7. Course Schedule | - | 3 rd Jan,2022 to31 st March ,2022 |

- A session of 1 hour on each day. (7 pm to 8pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Digital Marketing
Duration 30 hours
Resource Person:-
Mr. Khan Abdul Karim
Assistant Professor
St. Rock's Degree College of
Commerce & Science
Borivali West Mumbai 400092
We Providing Solution to
Grow Your Business
We are a multinational company engaged in
digital marketing. We have served various
clients from various countries

Online Mode
Duration 30 hours

3 January 2022
Time 07:00PM

Convener

Nitin

V/C PRINCIPAL

Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400051

V/c Principal



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of Course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Digital Marketing |
| 3. Course by | - Dr. Tejinderpal Singh Panjab University, Chandigarh |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Madhavi Neman
Mr. Khan Abdul Karim |
| 7. Course Schedule | - 3 rd Jan,2022 to 31 st OcMarck,2022 |

Course layout

- 1: Introduction to Digital Marketing and its Significance
- 2: Traditional Marketing Vs Digital Marketing
- 3: Digital Marketing Process
- 4: Website Planning and Development: Types of websites
- 5: Website Planning and Development: Keywords
- 6: Understanding Domain and Webhosting
- 7: Building Website/Blog using CMS Word Press
- 8: Using Word Press Plug-ins
- 9: Introduction to Search Engine Optimization
- 10: Keyword Planner Tools
- 11: On Page SEO Techniques-Indexing and Key Word Placement
- 12: On Page SEO Techniques- Content Optimization
- 13: On Page SEO : Yoast SEO Plug-in
- 14: Off –Page SEO Techniques
- 15: Email Marketing- Introduction and Significance
- 16: Designing e-mail marketing campaigns using Mail Chimp
- 17: Building E-mail List and Signup Forms
- 18: Email Marketing Strategy and Monitoring
- 19: Email –Automization
- 20: Pay Per Click Advertising: Introduction
- 21: Pay Per Click Advertising: Google Adword
- 22: Types of Bidding strategies
- 23: Designing and Monitoring search campaigns
- 24: Designing and Monitoring Display campaigns
- 25: Designing and Monitoring Video campaigns
- 26: Designing and Monitoring Universal App Campaigns
- 27: Google Analytics: Introduction and Significance
- 28: Google Analytics Interface and Setup



Nikhil
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(COLLEGE CODE - 729)

-
- 29: Understanding Goals and Conversions
30: Monitoring Traffic Behavior and preparing Reports
31: Social Media Marketing: Introduction and Significance
32: Facebook Marketing: Introduction Types of Various Ad Formats
33: Setting up Facebook Advertising Account
34: Understanding Facebook Audience and its Types
35: Designing Facebook Advertising Campaigns
36: Working with Facebook Pixel
37: Twitter Marketing: Basics
38: Designing Twitter Advertising Campaigns
39: Introduction to LinkedIn Marketing
40: Developing digital marketing strategy in Integration form



Nitin

UGC PRINCIPAL

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COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Date: 20th Dec, 2021

Notice

1st Term–BMS Students

- | | |
|--|---|
| 1. Course Platform | SWAYAM – Add on Course |
| 2. Course Name | - Evaluation of Business and Market |
| 3. Course by | - Prateek Raj Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms .Shweta Pathak
Ms. Aparna Surve |
| 7. Course Schedule | - 3 rd Jan,2022 to 31 st March,2022 |

- A session of 1 hour on each day. (4 pm to 5pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce and Science
(Affiliated to University of Mumbai)
629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

ONLINE MODE

Evolution of Business & Market

DURATION 30 HOURS

Time: 04:00 PM

RESOURCE PERSON: Ms. Aparna Surve
Assistant Professor
Sr. Model Degree College of Commerce
(Bandra East), Mumbai - 400051

January 03, 2022



Nitin

I/C PRINCIPAL

Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051

I/c Principal

Convener



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Content of Course

1. Course Platform	SWAYAM – Add on Course
2. Course Name	- Evaluation of Business and Market
3. Course by	- Prateek Raj Indian Institute of Management Bangalore (IIMB)
4. Course Nature	- Online
5. Course Duration	- 30 hours One hour each session Timing– 4 pm to 5pm
6. Course Coordinator in Host & Guest college	- Ms .Shweta Pathak Ms. Aparna Surve
7. Course Schedule	- 3 rd Jan,2022 to 31 st March,2022

Course layout

- 1: Onset of Business
- 2: Transformation of Business
- 3: Evolution of Markets
- 4: Democratized Market
- 5: Forces of Evolution
- 6: India as a Case




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Bandra (East), Mumbai - 400 051



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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th Dec, 2021

Notice

1st Term-BCOM Students

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Statement Analysis and Reporting |
| 3. Course by | - Prof. Anil K. Sharma IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 6 pm to 7pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Sayed Masooma
Mr. Felix Anthony |
| 7. Course Schedule | - 3 rd Jan, 2022 to 31 st Oct, 2022 |

- A session of 1 hour on each day. (6 pm to 7pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

Financial Statement Analysis & Reporting

Resource Person:- Mr. Felix Anthony
Assistant Professor
Shri Ram College of Commerce & Science
Bhandup West Mumbai - 400078

Duration 30 hours
January 03, 2022 Time 06:00PM
Online Mode

Convener



Principal

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UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Statement Analysis and Reporting |
| 3. Course by | - Prof. Anil K. Sharma IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Sayed Masooma
Mr. Felix Anthony |
| 7. Course Schedule | - 1 st Jan,2022 to 31 st Oct,2022 |

Course layout

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

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

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

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

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

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

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

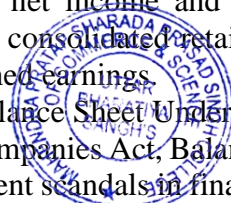
8 : Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.

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

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

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

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



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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th July, 2021

Notice

1st Term–BSc IT and BSc CS Students

1. **Course Platform** - SWAYAM – Add on Course
 2. **Course Name** - Business Analytics & Data mining Modeling Using R
 3. **Course by** - Prof. Gaurav Dixit | IIT Roorkee
 4. **Course Nature** - Online
 5. **Course Duration** - 30 hours
One hour each session
Timing– 7 pm to 8pm
 6. **Course Coordinator in Host & Guest college** - Mr. Aakash Yadav
Ms. Sunanda Mulgund
 7. **Course Schedule** - 1st Aug, 2021 to 30th Oct, 2021
- A session of 1 hour on each day. (7 pm to 8pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

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Discover the power of data mining modeling with R.

BUSINESS ANALYTICS & DATA MINING MODELLING

Using R

Resource Person:-
Ms. Sunanda Mulgund
Assistant Professor
Shri Ram College of Commerce & Science
Bhandup West Mumbai - 400078

Duration 30 hours
Time 07:00PM
Date:- 01 August, 2021

Online Mode

Convener



Nitin

I/c Principal

Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

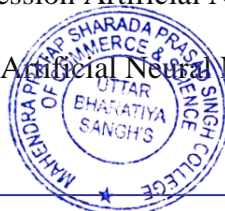
(COLLEGE CODE - 729)

Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Business Analytics & Data mining Modeling Using R |
| 3. Course by | - Prof. Gaurav Dixit IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Mr. Aakash Yadav
Ms. Sunanda Mulgund |
| 7. Course Schedule | - 1 st Aug,2021 to 30 th Oct,2021 |

Course layout

- 1:General Overview of Data Mining and its Components Introduction and Data Mining Process Introduction to R Basic Statistical Techniques
- 2:Data Preparation and Exploration Visualization Techniques
- 3:Data Preparation and Exploration Visualization Techniques Dimension Reduction Techniques Principal Component Analysis
- 4:Performance Metrics and Assessment Performance Metrics for Prediction and Classification
- 5:Supervised Learning Methods Multiple Linear Regression
- 6:Supervised Learning Methods Multiple Linear Regression
- 7:Supervised Learning Methods Naïve Bayes
- 8:Supervised Learning Methods Classification & Regression Trees
- 9:Supervised Learning Methods Classification & Regression Trees
- 10:Supervised Learning Methods Logistic Regression
- 11:Supervised Learning Methods Logistic Regression Artificial Neural Networks
- 12:Supervised Learning Methods and Wrap Up Artificial Neural Networks Discriminant Analysis Conclusion



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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th Dec, 2022

Notice

1st Term–BSc IT and BSc CS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to System Dynamics Modeling
3. **Course by** - Prof. Jayendran Venkateswaran | IIT Bombay
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 7 pm to 8pm
6. **Course Coordinator in Host college** - Ms. Dhanshree Adam
Ms. Karishma Mehta
7. **Course Schedule** - 3rdJan,2022to31stMarch,2022

- A session of 1hour on each day. (7 pm to 8pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

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**INTRODUCTION
TO SYSTEM
DYNAMICS
MODELLING**

Resource Person:- Ms. Karishma Mehta
Assistant Professor
St. Rock's Degree College of Commerce
& Science
Borivali West Mumbai 400092

Duration 30 hours
January 03, 2022
Time. 07:00PM

Online Mode

Convener



Principal

Mahendra Pratap Sharada Prasad Singh College
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COLLEGE OF COMMERCE & SCIENCE

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Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to System Dynamics Modeling
3. **Course by** - Prof. Jayendran Venkateswaran | IIT Bombay
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 7 pm to 8pm
6. **Course Coordinator in Host college** - Ms. Dhanshree Adam
Ms. Karishma Mehta
7. **Course Schedule** - 3rdJan,2022to31stMarch,2022

Course layout

- 1 : Introduction to Systems Dynamics/ Systems Thinking Causal Loop Diagramming
- 2 : Stock-Flow Diagrams and Graphical Integration/ Differentiation
- 3 : Dynamics of Simple Structures: Reinforcing loops and Balancing Loops
- 4 : S-Shaped Growth Dynamics; Innovation Diffusion
- 5 : Modeling Delays, Modeling Oscillations
- 6 : Nonlinearities and Table Functions
- 7 : Model Verification and Validation; Example
- 8 : Modeling Exercises, Case Studies, and course wrap-up



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Academic Year
2022-23



UTTAR BHARATIYA SANGH'S
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(COLLEGE CODE - 729)

Sr. No.	Name of the Topic	Course	Academic Year
1	AI in Marketing	FY, SY & TY BCOM	1 st Aug, 2022 To 31 th Oct, 2022
2	Effective Business Communication	FY, SY & TY BMM & BSC	1 st Aug, 2022 To 31 th Oct, 2022
3	Financial Accounting and Analysis	FY, SY & TY BCOM	3 rd Jan, 2023 To 31 st Mar, 2023
4	Concepts and Applications in Engineering	FY, SY & TY BSC-IT	1 st Aug, 2022 To 31 th Oct, 2022
5	Artificial Intelligence (AI) for Investments	FY, SY & TY BSC-IT & BSC-CS	3 rd Jan, 2023 To 31 st Mar, 2023
6	Leadership and Team Effectiveness	FY, SY & TY BMM & BSC	3 rd Jan, 2023 To 31 st Mar, 2023
7	Financial Institutions and Markets	FY, SY & TY BMS	1 st Aug, 2022 To 31 th Oct, 2022
8	IP Management & Technology Transfer	FY, SY & TY BSC-CS	1 st Aug, 2022 To 31 th Oct, 2022
9	Principles of Management	FY, SY & TY BMS	3 rd Jan, 2023 To 31 st Mar, 2023



UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Date: 15th July, 2022

1st Term-BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - AI in Marketing
3. **Course by** - Prof. Zillur Rahman | IITRoorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing– 4 pm to 5pm
6. **Course Coordinator in Host & Guest college** - Ms. Shweta Pathak
Ms. Rupa Kulkarni
7. **Course Schedule** - 1st Aug, 2022 to 31st Oct, 2022

- A session of 1 hour on each day (4 pm to 5pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
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- Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

ARTIFICIAL INTELLIGENCE IN MARKETING

Resource Person:- Ms. Rupa Kulkarni
IT Co-ordinator
Bhavna Trust Junior & Degree College of
Commerce & Science
Chembur Mumbai 400088

Your best solution for growing your business.

- Social Media
- Business Analysis
- Creative Design
- Management

•Online platform
•Course duration:-30 hours
•Date:-01 August 2022
•Time:- 04:00 PM

Convener



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Bandra (East), Mumbai - 400 051
I/C Principal



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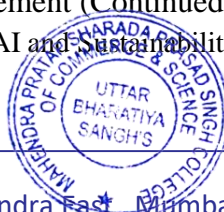
(COLLEGE CODE - 729)

Content of Course

- | | | |
|--|---|--|
| 1. Course Platform | - | SWAYAM – Add on Course |
| 2. Course Name | - | AI in Marketing |
| 3. Course by | - | Prof. Zillur Rahman IIT Roorkee |
| 4. Course Nature | - | Online |
| 5. Course Duration | - | 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - | Ms. Shweta Pathak
Ms. Rupa Kulkarni |
| 7. Course Schedule | - | 1 st Aug, 2022 to 30 th Oct, 2020 |

Course layout

- 1:** Understanding the basics of AI in Marketing (Continued), Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix.
- 2:** Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI(Continued).
- 3:** Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components.
- 4:** What is Marketing Research (Continued), Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey (Continued).
- 5:** Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation, Avatarmarketing.
- 6:** Standardization, Personalization & Relationalization of Brands using AI, Understanding Networks and BrandNetwork Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities (Continued).
- 7:** AI for Value Creation and Product Development, Personalization and hyper-personalization UsingAI(Continued).
- 8:** Implementation of AI by Product Managers, AI in Service, Pricing Strategies Using AI (continued).
- 9:** Role of AI in Advertising (Continued).
- 10:** AI in Sales promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing (Continued), Personal Selling using AI, Sales management using AI.
- 11:** AI and Marketing Channel Management, Omnichannel Marketing and Retailing, Changing face of Retailing in the age of AI, AI in Logistics Management (Continued).
- 12:** Navigating Ethical Challenges in AI (Continued), AI and Sustainability.



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Bandra (East), Mumbai - 400 051

Plot no. 629/1243, Behind Teacher's Colony, Bandra East, Mumbai - 400051, Contact No:- 7738445493.

Website:- <https://ubseducation.in>, Email-ID:- [mppscollege@rediffmail.com](mailto:mppscollge@rediffmail.com)



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Date: 15th July, 2022

Notice

1st Term – BMM and BSC Students

- Course Platform** - SWAYAM – Add on Course
- Course Name** - Effective Business Communication
- Course by** - Prof. N Bringi Dev Rakesh Godhwani |
Indian Institute of Management Bangalore (IIMB)
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing– 5 pm to 6pm
- Course Coordinator in Host & Guest college** - Ms. Shrutika Khot
Dr. Sandeep Kumar Dubey
- Course Schedule** - 1st Aug, 2022 to 31st Oct, 2022

- A session of 1 hour on each day (5 pm to 6pm)
- Total duration of course will be 30 hours.
- Each participant should attend every session on each day.
- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**EFFECTIVE
BUSINESS
Communication**

Resource Person:- **Dr. Sandeep Kumar Dubey**
Assistant Professor
Advocate V B Deshpande college of Commerce
Mulund West Mumbai 400080

Course duration:-30 hours
Date:-August 01, 2022
Online Mode
Time:-05:00pm

Convener



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UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of Course

- Course Platform** - SWAYAM – Add on Course
- Course Name** - Effective Business Communication
- Course by** - Prof. N Bringi Dev, Rakesh Godhwani|
Indian Institute of Management Bangalore (IIMB)
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing– 5 pm to 6pm
- Course Coordinator in Host & Guest college** - Ms. Shrutika Khot
Dr. Sandeep Kumar Dubey
- Course Schedule** - 1st Aug, 2022 to 30th Oct, 2022

Course layout

1 - The Process of Communication

- Overview of Communication
- Meta-Communication
- Essential Communication Skills
- Effectiveness of Communication

2 - Professional Writing - The Basics

- Written Business Communication Basics
- Being Managerially Appropriate
- Getting it Write the First Time

3 - Professional Writing - Applications

- Business Correspondence
- Reports and Summaries
- Informative and Persuasive Communication

4 - Oral Communication

- Fundamentals of Oral Communication
- Glossophobia and Lack of Confidence

5 - Presentations

- Making Professional Presentations
- Plan and Prepare
- Practice and Perform

6 - Interpersonal Skills

- Introduction to Interpersonal Communication
- Behavior and Communication
- Personality and Communication



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COLLEGE OF COMMERCE & SCIENCE
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(COLLEGE CODE - 729)

Date: 14th Dec, 2022

Notice

2nd Term BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
 2. **Course Name** - Financial Accounting and Analysis
 3. **Course by** - Prof. Padmini Srinivasan | Indian Institute of Management Bangalore (IIMB)
 4. **Course Nature** - Online
 5. **Course Duration** - 30 hours
One hour each session
Timing– 4 pm to 5 pm
 6. **Course Coordinator in Host college** - Mr. Ghanshyam Jha
Mr. Gaurav Singh
 7. **Course Schedule** - 3th Jan, 2023 to 31st Mar, 2023
- A session of 1 hour on each day (4 pm to 5pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**Financial
Accounting
&
Analysis**

Resource Person:- **Mr. Gaurav Singh**
Assistant Professor
Pune Vidyarthi Griha's College
of Science & Technology
Ghatkopar East Mumbai 400077

Online platform
Course duration 30 hours

Date:- January 03, 2023
Time:- 04.00pm

Convener



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COLLEGE OF COMMERCE & SCIENCE
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(COLLEGE CODE - 729)

Content of Course

- | | | |
|--|---|--|
| 1. Course Platform | - | SWAYAM – Add on Course |
| 2. Course Name | - | Financial Accounting and Analysis |
| 3. Course by | - | Prof. Padmini Srinivasan Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - | Online |
| 5. Course Duration | - | 30 hours
One hour each session
Timing– 4 pm to 5 pm |
| 6. Course Coordinator in Host college | - | Mr. Ghanshyam Jha
Mr. Gaurav Singh |
| 7. Course Schedule | - | 3 th Jan, 2023 to 31 st Mar, 2023 |

Course layout

1: Introduction to Financial Accounting

- Introduction to Accounting
- Using Financial Information for Decision Making
- Introduction to the Accounting System
- Understanding Business Transactions: A Visit to Raj Cafe
- Recording through Accounting Equation
- Preparing Financial Statements for Raj Cafe
- Recap
- Preview of Upcoming Weeks

2 : A Closer Look at the Balance Sheet

- Introduction to the Elements of Balance Sheet: Assets, Liabilities and Equity
- Non-current Assets
- Current Assets
- Non-current Liabilities
- Current Liabilities
- Equity
- Recap

3 : A Closer Look at the Income Statement, Cash Flow Statement and Statement of Changes in Equity

- Introduction to Income Statement and Related Accounting Concepts
- Important Elements of the Income Statement
- Introduction to Cash Flow Statement
- Statement of Comprehensive Income and Statement of Changes in Equity
- Recap

4 : Traditional Accounting - Learning Accounting in Accountants Way

- Overview - Traditional Accounting
- Introduction to the Accounting Process
- Journal
- Ledger
- Trial Balance
- Understanding Adjustment Entries and Preparing Financial Statements
- Recap



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of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

5 : Financial Statement Analysis – I

- What is Financial Statement Analysis
- Students Analyzing the Financial Statements
- Horizontal Analysis of Financial Statements
- Common Size Analysis of Financial Statements
- Ratio Analysis Part I
- Recap

6 : Financial Statement Analysis - II

- Recap –
- Ratio Analysis Part 2
- Final Recap



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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th July, 2022

Notice

1st Term– BSC-IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Concepts and Applications in Engineering
3. **Course by** - Prof. B. Mahadevan, Dr. Vinayak Rajat Bhat, Dr. R Venkata Raghavan | Indian Institute of Management Bangalore (IIMB), Chanakya University, Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing 5pm to 6pm
6. **Course Coordinator in Host & Guest college** - Mr. Ashish Chauhan
Ms. Swati Shingate
7. **Course Schedule** - 1st Aug, 2022 to 31st Oct, 2022
 - A session of 1 hour on each day. (5 pm to 6pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce and Science
(Affiliated to University of Mumbai)
629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

CONCEPT & APPLICATION IN ENGINEERING

Your Trusted Partner for Computer Services

Resource Person:- **Ms. Swati Shingate**
Assistant Professor
Pune Vidyarthi Griha's College of Science & Technology
Ghatkopar East Mumbai-400 077

our services
Fast and Reliable Repairs
Virus Removal and Security Solutions
Software Installation and Updates
Data Recovery and Backup Services

Date:-01 August 2022
Time:-05:00PM
Course duration:- 30 hours

ONLINE Mode

Convener



Nitin
U/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Concepts and Applications in Engineering |
| 3. Course by | - Prof. B. Mahadevan, Dr. Vinayak Rajat Bhat, Dr. R Venkata Raghavan Indian Institute of Management Bangalore (IIMB), Chanakya University, Bangalore |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 5 pm to 6pm |
| 6. Course Coordinator in Host & Guest college | - Mr. Ashish Chauhan
Ms. Swati Shingate |
| 7. Course Schedule | - 1 st Aug, 2022 to 31 th Oct, 2022 |

Course layout

- 1: Indian Knowledge System – An Introduction
- 2: The Vedic Corpus
- 3: Number System and Units of Measurements
- 4: Mathematics
- 5: Astronomy
- 6: Engineering and Technology: Metals and Metal working
- 7: Engineering and Technology: Other Applications
- 8: Town Planning and Architecture
- 9: Knowledge Framework and Classification
- 10: Linguistics



Nitin
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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

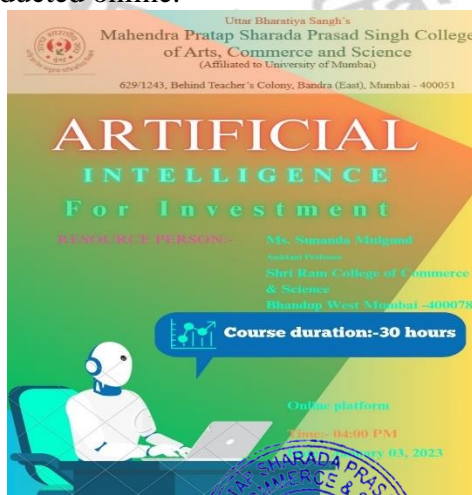
(COLLEGE CODE - 729)

Date: 14th Dec, 2022

Notice

2nd Term-BSC-IT and CS students

- Course Platform** - SWAYAM – Add on Course
- Course Name** - Artificial Intelligence (AI) for Investments
- Course by** - Prof. Abhinava Tripathi | IIT Kanpur
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing– 4 pm to 5pm
- Course Coordinator in Host & Guest college** - Mr. B.D. Mishra
Ms. Sunanda Mulgund
- Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023
 - A session of 1 hour on each day. (4 pm to 5pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.



Convener



Nitin
I/c Principal
Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Artificial Intelligence (AI) for Investments |
| 3. Course by | - Prof. Abhinava Tripathi IIT Kanpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 4 pm to 5pm |
| 6. Course Coordinator in Host & Guest college | - Mr. B.D. Mishra
Ms. Sunanda Mulgund |
| 7. Course Schedule | - 3 rd Jan, 2023 to 31 st Mar, 2023 |

Course layout

1: Introduction to financial markets: Risk-Return Analysis in Investment Decisions – Measures of Risk and Return, understanding value of a firm, goals of a firm, cash flow discounting, making investment decisions, valuation of fixed income securities and common stocks, introduction to portfolio theory and asset pricing models, cost of capital.

2: Overview of AI and machine learning models: Probability modelling, inferential statistics, Supervised and Unsupervised learning algorithms, regression and classification algorithms.

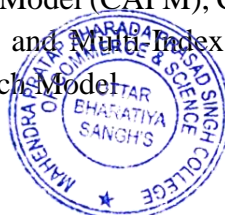
3: Introduction to R Programming, R Fundamentals, Exploratory data analysis and data visualization with R. Statistical Analysis with R, Inferential statistics and hypothesis testing with R.

4: Market Microstructure and Liquidity: Order-driven vs. Quote-driven markets, Market efficiency, Risk preferences, Limit order books, market microstructure types, economic theory of choice, interest rate compounding

5: Portfolio construction: Portfolio risk and expected returns for two securities and multiple securities, risk diversification with portfolios, correlation structure, mean-variance framework, portfolio construction with R

6: Portfolio Optimization: Portfolio Possibility curve, Efficient frontier, Minimum Variance portfolios, Introduction to risk-free lending and borrowing, market risk and beta, portfolio optimization with R

7: Asset Pricing Models: Capital Asset Pricing Model (CAPM), Capital Market Line, Security Market Line, Fallings of CAPM, Single-Index and Multi-Index models, Expected Risk and Return with Index models, 3-Factor Fama-French Model



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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

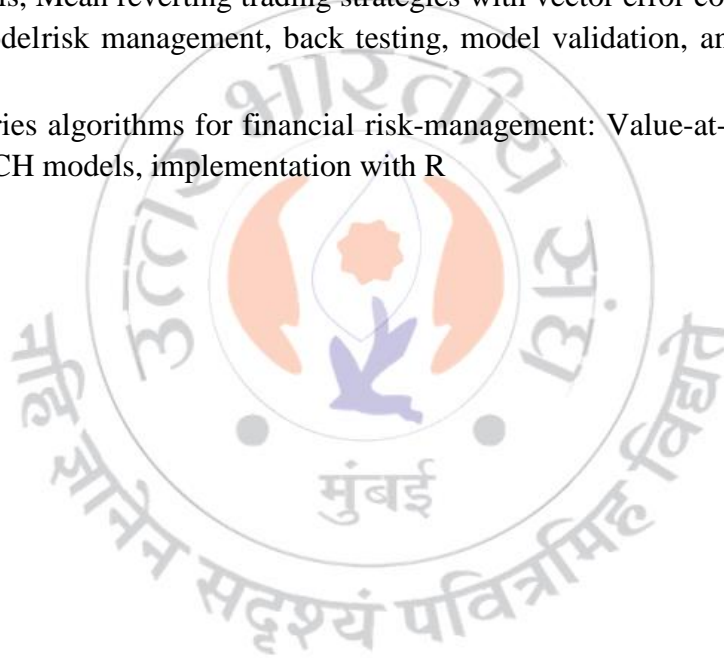
8: Portfolio Management and Performance Evaluation: Portfolio Management strategies, Active vs Passive Portfolio Management, Value vs Growth investing, One-parameter performance measures Timing & Selection performance measures, application of asset pricing models in performance management

9: Introduction to Algorithmic Trading: Technical analysis and trend determination, Dow Theory, Moving averages, Momentum indicators, Classical price patterns.

10: AI and machine learning in Trading execution and portfolio management: Regression and Classification algorithm applications in security analysis, forecasting, and prediction, Case Study examples

11: Advanced time-series regression algorithms: Panel regression quantile regression, ARMA/ARIMA models, Mean reverting trading strategies with vector error correction models and cointegration, model risk management, back testing, model validation, and stress testing with R

12: Advanced time-series algorithms for financial risk-management: Value-at-risk, Expected Shortfall, ARCH/GARCH models, implementation with R



Nitin

VC PRINCIPAL

Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15thDec,2022

NOTICE

2ndTerm–BAMMC and BSC Students

1. **Course Platform** - SWAYAM – Add on Course
 2. **Course Name** - Leadership and Team Effectiveness
 3. **Course by** - Prof.Santosh Rangnekar | IIT Roorkee
 4. **Course Nature** - Online
 5. **Course Duration** - 30 hours
One hour each session
Timing– 5 pm to 6pm
 6. **Course Coordinator in Host & Guest college** - Ms. Madhavi Neman
Mr. Chetan Toprani
 7. **Course Schedule** - 3rdJan, 2023 to 31st Mar, 2023
- A session of 1hour on each day (5 pm to 6pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory or each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**Leadership &
Team
Effectiveness**

Resource Person:-
Mr. Chetan Toprani
Knowledge Inclusion
Education &
Consulting Company
Ghatkopar Mumbai 400077

TUESDAY, 03 JAN 2023
TIME- 05:00PM
ONLINE Mode

Convener



Nitin

I/C PRINCIPAL

Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051

I/c Principal



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

(Affiliated to University of Mumbai)

(COLLEGE CODE - 729)

Content of course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Leadership and Team Effectiveness |
| 3. Course by | - Prof. Santosh Rangnekar IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 5 pm to 6pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Madhavi Neman
Mr. Chetan Toprani |
| 7. Course Schedule | - 3 rd Jan, 2023 to 31 st Mar, 2023 |

Course layout

- 1:**Introduction to Leadership & Team Management; Leadership Myths; Interactional Framework for analyzing leadership; Leadership Development: The First 90 Days as a Leader; Leader Development- The Action- Observation-Reflection Model
- 2:**LMX Theory and Normative Decision Model; Situational Leadership Model; Contingency Model and Path Goal Theory; Emotional Approach Charismatic and Transformational Leadership; Leadership for Tomorrow
- 3:**Leadership Attributes; Personality Traits and Leadership; Personality Types and Leadership; Intelligence and Leadership; Emotional Intelligence and Leadership
- 4:**Power and Leadership; The art of influence in leadership; Leadership and “Doing the Right Things; Character-Based Approach to Leadership; Role of Ethics and Values in Organisational Leadership
- 5:**Leadership Behaviour; Leadership Pipeline; Assessing Leadership Behaviors: Multi-rater Feedback Instruments; The Dark Side of; Leadership- Destructive Leadership; Managerial Incompetence and Derailment Conflict Management
- 6:**Negotiation and Leadership; Leadership under a crisis situation; The Situation and the Environment; Culture and Leadership; Global Leadership
- 7:**Motivation and Leadership; Introduction to Groups and Teams; Characteristics of Leader, Follower and Situation; Group Dynamics; Team Formation
- 8:**Delegation and Empowerment; Leading teams: Enhancing teamwork within a group; The leader’s role in team-based organizations; Leader actions that foster Teamwork Effectiveness; Offsite training and team development
- 9:**Understanding Team processes and Team Coaching; Team decision making and conflict management; Virtual teams; Managing Multicultural teams; Building great teams
- 10:**Experiential Learning; Action Learning; Development Planning: GAP Analysis; Coaching and Mentoring; Women in Leadership Roles
- 11:**Building Effective Relationship with subordinates and peers; Fostering Followers satisfaction; The Art of Communication; Setting Goals and Providing Constructive Feedback; Enhancing Creativity problem solving skills
- 12:** Building High-Performance Teams: The Rocket Model Building Credibility and Trust; Skills for Developing



V. PRINCIPAL
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UTTAR BHARATIYA SANGH'S
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COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th JULY, 2022

NOTICE
1st Term – BMS Students

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Institutions and Markets |
| 3. Course by | - Prof. Jitendra Mahakud IIT Kharagpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 7 pm to 8pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Minakshi Kandari
Mr. Suraj Kahar |
| 7. Course Schedule | - 1 st Aug, 2022 to 31 st Oct, 2022 |
- A session of 1 hour on each day (7 pm to 8pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**Financial
INSTITUTIONS
& MARKETS**

Resource Person:-
Mr. Suraj Kahar
Assistant Professor
Pune Vidyarthi Griha's College of Science
& Technology
Ghatkopar East Mumbai 400077

Monday
August 01, 2022
Duration:-30 Hours

Time
07:00pm
Online Mode

Convener



Nitin
I/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051
I/c Principal



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Institutions and Markets |
| 3. Course by | - Prof. Jitendra Mahakud IIT Kharagpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 7 pm to 8pm |
| 6. Course Coordinator in Host & Guest college | - Ms. Minakshi Kandari
Mr. Suraj Kahar |
| 7. Course Schedule | - 1 st Aug, 2022 to 31 st Oct, 2022 |

Course Layout

- 1 : Introduction to Financial System and Economic Development
Indicators of Financial Development
- 2 : Concepts Related to Financial Markets and Institutions
Concept of Risk, Concept and types of return and yield, Asset Pricing Models, Valuation of Assets
- 3 : Theories of Level and Structure of Interest Rates
- 4 : Financial Regulations and Regulatory Institutions in India (RBI, SEBI, IRDA, PFRDA)
Operating Procedures of Monetary Policy, Corporate Governance and SEBI
- 5 : Commercial Banking
Role of Banks, Banks' Financial Statement, Banks' Computation, International Banking, NPA, Risk Management in Banking
- 6 : Other Important Financial Institutions – I
(Provident Fund, Pension Fund, Insurance Companies)
- 7 : Other Important Financial Institutions – II
(Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds)
- 8 : Money Markets in India
(Call Money Market, Treasury Bill, Commercial Paper, Certificate of Deposit)
- 9 : Bond Market
Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds
- 10 : Classification of Stock Market and Securities
IPO, Stock Exchanges, Stock Market Indices, Market Micro-Structure in Stock Market
- 11 : Derivatives Market · Types of Derivatives, Important Concepts used in Derivatives Market, Pricing of Futures, Options and Swaps
- 12 : Foreign Exchange Market
Foreign Exchange Market Structure, Risk Management in Foreign Exchange Market
Exchange Rate Determination, Foreign Capital FDI & PFI, Central Bank Intervention in Foreign Exchange Market



Nitin
H.C. PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 12th July, 2022

NOTICE

1st Term – BSC – IT and CS Students

1. **Course Platform** - SWAYAM – Add on Course
 2. **Course Name** - IP Management & Technology Transfer
 3. **Course by** - Prof. Gouri Gargate | IIT Kharagpur
 4. **Course Nature** - Online
 5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
 6. **Course Coordinator in Host & Guest College** - Ms. Lalita Nirmal
Ms. Palak Agrawal
 7. **Course Schedule** - 1st Aug, 2022 to 31st Oct, 2022
- A session of 1 hour on each day (6 pm to 7pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce and Science
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**IP
MANAGEMENT
&
TECHNOLOGY
TRANSFER**

Resource Person:-
Ms. Palak Agrawal
Head of Department of IT
St. Rock's Degree College of Commerce & Science
Borivli West Mumbai 400092
DATE August 01, 2022
DURATION 30 hours

ONLINE MODE TIME:- 06:00PM

Convener



Nitin
VC PRINCIPAL
/c Principal
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE

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(COLLEGE CODE - 729)

Content of course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - IP Management & Technology Transfer |
| 3. Course by | - Prof. Gouri Gargate IIT Kharagpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 6 pm to 7 pm |
| 6. Course Coordinator in Host & Guest College | - Ms. Lalta Nirmal
Ms. Palak Agrawal |
| 7. Course Schedule | - 1 st Aug,2022 to 31 st Oct,2022 |

Course layout

- 1: Introduction to IP & IP Management (IPM) - Definition and concepts
- 2: Types of IP and various jurisdictions-A brief review
- 3: IP management – Emerging areas & IPM System (IPMS)
- 4: How to Develop IPMS of an organization (start-up/academic/research/ industrial organization)
- 5: IP lifecycle management – use of IP policy
- 6: Use of IP analytics for your IPM
- 7: Technology transfer– Definition and concepts, different ways
- 8: Interconnection between IP management and technology transfer, technology transfer- contracts and other legal procedures



Nita

I/C PRINCIPAL

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UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
(Affiliated to University of Mumbai)
(COLLEGE CODE - 729)

Date: 15th Dec, 2022

NOTICE

2nd Term – BMS Students

1. **Course Platform** - SWAYAM – Add on Course
 2. **Course Name** - Principles of Management
 3. **Course by** - Prof. Usha Lenka | IIT Roorkee
 4. **Course Nature** - Online
 5. **Course Duration** - 30 hours
One hour each session
Timing– 6 pm to 7 pm
 6. **Course Coordinator in Host & Guest College** - Ms. Shweta Pathak
Mr. Mohit Sharma
 7. **Course Schedule** - 3rd Jan, 2023 to 31st March, 2023
- A session of 1 hour on each day (6 pm to 7pm)
 - Total duration of course will be 30 hours.
 - Each participant should attend every session on each day.
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.

Uttar Bharatiya Sangh's
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629/1243, Behind Teacher's Colony, Bandra (East), Mumbai - 400051

**Principles
of
Management**

Resource Person:- Mr. Mohit Sharma
IQAC Co-ordinator
St. Rock's Degree College
of Commerce & Science
Bandra West Mumbai - 400002

• Date:- January 03 , 2023
• Time:- 06:00PM

•Online Mode •Duration:-30 hours

Convener

I/c Principal



I/C PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
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Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH
COLLEGE OF COMMERCE & SCIENCE
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Content of Course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Principles of Management |
| 3. Course by | - Prof. Usha Lenka IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing– 6 pm to 7 pm |
| 6. Course Coordinator in Host & Guest College | - Ms. Shweta Pathak
Mr. Mohit Sharma |
| 7. Course Schedule | - 3 rd Jan,2023 to 31 st March,2023 |

Course layout

- 1:** Introduction to Management: Management – An Emerging Profession, Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager
- 2:** Evolution of Management Thought : Classical Theory, Scientific Management , Management Process or Administrative Management, Bureaucracy, Behavioural Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Operational Approach
- 3:** Planning: Types of Plans, Planning Process, Introduction to Strategic Management, Types of Strategies, Understanding environment of business: Environmental appraisal – Industry Analysis - Porter's Model of competitive advantage, analysis of organisational resources and capabilities
- 4:** Forecasting and Premising : Introduction to Forecasting, Essential Components in Business Forecasting, Determinants of Business Forecasts, Benefits of Forecasting, Techniques of Forecasting, Limitations of Forecasting
- 5:** Decision-making : Introduction, Components of Decision-making, Decision-making Process, Group Decision-making, Creativity Problem-solving
- 6:** Management by Objectives and Styles of Management : Core Concepts of MBO, Characteristics of Management by Objectives, Process of MBO, Defining the Goal, Action Plan, Final Review, Benefits of Management by Objectives, Limitations of Management by Objectives, Styles of Management, American Style of Management, Japanese Style of Management, Indian Style of Management



Shweta Pathak
UGC PRINCIPAL
Mahendra Pratap Sharada Prasad Singh College
of Arts, Commerce & Science
Bandra (East), Mumbai - 400 051



UTTAR BHARATIYA SANGH'S
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(COLLEGE CODE - 729)

7: Organizing and Directing: Introduction, Organizational Design, Hierarchical Systems , Organization Structure, Types of Organization Structure, Formal and Informal Organization, Factors Determining Span of Management, Centralization and Decentralization, Span of control, Understanding authority and responsibility, Principles of Delegation, Authority, Developing a culture of Innovation and performance

8: Staffing and Coordination: Introduction, Human Resource Management, Recent Trends in HRM, Technology in HRM, Economic Challenges, Workforce Diversity, Concept of Coordination, Need for Coordination, Importance of Coordination, Principles of Coordination, Coordination Process, Types of Coordination, Issues and Systems Approach to Coordination, Techniques of Coordination

9: Career Development Strategy: Introduction, Concept and Elements of Career, Overview of Career Development, Significance and Advantages of Career Development, Objectives of Career Development, Types of Career Development Programmes, Different Stages or Cycles of Career Development Process, Career Anchors, Steps in the Career Planning Process

10: Leadership styles of Managers: Leadership Concept, Nature, Importance, Attributes of a leader, Role of a leader in demonstrating awareness of legal, personnel, and strategic issues relating to globalization, culture and gender diversity in an organization, Role of leader in conflict resolution and negotiations

11: Organizational Communication: Communication in Organizations: Introduction, Importance of Communication in the Workplace; Understanding Communication Process, Barriers to Communication, Use of tone, language and styles in Communication, Role of Perception in influencing communication, Role of culture in communication

12: Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational, Developing a climate for learning, Concept of learning organizations



Nitin

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Bandra (East), Mumbai - 400 051