



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Dept. of Psychology Postgraduate Centre

Add-On Course Building Character Strengths

Eligibility: UG & PG Students

Date of Commencement: 17-01-2023

No Registration fees

Mode: Hybrid

Duration: 30 Hours

Contact for queries: mscpsychology@sfscollge.in

Objective:

- Introducing positive psychology and character strengths
- Knowledge about building strengths

Outcome:

- Students will be able to use techniques in counselling sessions
- Builds strengths in them to balance work life



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**PG Department of Psychology
Academic year 2022-2023
Proposal for Add on Course**

Title of the Course	Building Character Strengths
Date of Registration	05-01-2023 to 15-01-2023
Date of Commencement	17-01-2023
Date of Completion	28-03-2023
Platform (Online/Offline)	Blended Approach (online and offline)
Duration	30 Hours
Target Audience	UG & PG Students
Registration Fee	No Fees
Course Facilitators	Mamatha KMs. Trishala M Payel Roy
Module 1	<u>Virtue 1: Wisdom and Knowledge</u> Creativity- definition, approach to strengthen creativity. Curiosity- definition, approach to strengthen curiosity. Judgement- definition, approach to strengthen judgement. Love of learning- definition, approach to strengthen love of learning. Perspective- definition, approach to strengthen perspective Bravery- definition, approach to strengthen bravery. Perseverance definition, approach to strengthen perseverance. Honesty- definition, approach to strengthen honesty. Zest- definition, approach to strengthen zest.



	Humanity
Module 2	<p>Teamwork- definition, approach to strengthen teamwork. Fairness- definition, approach to strengthen fairness. Leadership- definition, approach to strengthen leadership</p> <p>Forgiveness-definition, approach to strengthen forgiveness. Modesty- definition, approach to strengthen modesty. Prudence- definition, approach to strengthen prudence. Self-control- definition, approach to strengthen self-control.</p>

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	<p>Appreciation of Beauty- definition, approach to strengthen appreciation of beauty.</p> <p>Gratitude- definition, approach to strengthen gratitude.</p> <p>Hope- definition, approach to strengthen hope.</p> <p>Humour- definition, approach to strengthen humour.</p> <p>Spirituality- definition, approach to strengthen spirituality.</p>
Objectives of the Course	<ul style="list-style-type: none"> ▪ Introducing positive psychology and character strengths ▪ Knowledge about building strengths ▪ Use of strategies to build strengths in people ▪ Improving counselling skills
Outcome of the Course	<ul style="list-style-type: none"> ▪ Students will be able to use techniques in counselling sessions ▪ Builds strengths in them to balance work life

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DEPARTMENT OF COMMERCE PRESENTS CERTIFICATE COURSE ON BUSINESS COMMUNICATION

Objective:

The primary objective of these certificate courses is to enhance students' business communication skills, bridging the gap between academic knowledge and practical application.

Outcome:

Through expert guidance and interactive learning, participants can anticipate a transformation in their communication capabilities, setting them on a path towards confident and proficient professional communication.

Date of Registration: 15/10/22
Date of Commencement: 2/11/2022
Duration : 30 Hours
Free Registration
Open to UG & PG Students



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**Department of Commerce
Academic Year 2022-23
Proposal for Certificate Course**

Title of the Course	Certificate course on "Business communication"
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG and PG Students
Registration Fee	NO FEES
Course Facilitators	Johnson Mohan Vanitha Ronita Pradeep Mousime , Prof. Druva kumar



Module 1 (Complete syllabus)	Introduction to Business Communication Overview of Business Communication Importance of Effective Communication in Business Communication Models and Processes Barriers to Communication Business Virtual Communication and Collaboration Tools Online Meeting Etiquettes Communication in the Digital Age
Module 2 (Complete syllabus)	Ethics and Professionalism in Business Communication Ethical Considerations in Business Communication Maintaining Professionalism in Written and Oral Communication Handling Sensitive Information
Objectives of the Course	The primary objective of these certificate courses is to enhance students' business communication skills, bridging the gap between academic knowledge and practical application.
Outcome of the Course	Through expert guidance and interactive learning, participants can anticipate a transformation in their communication capabilities, setting them on a path towards confident and proficient professional communication.

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DEPARTMENT OF COMPUTER APPLICATIONS Presents

CERTIFICATE COURSE ON JOOMLA
With IIT MUMBAI

ACADEMIC YEAR 2022-2023

Date of Registration: 15/10/22

Date of Commencement: 2/11/2022

Duration : 30 Hours

Open to all UG & PG Students

Contact: Department of BCA

Objective:

The Certificate Course in Joomla and Interactive Web Programming aims to equip participants with the necessary knowledge and skills to build engaging and user-friendly websites using Joomla, a popular content management system (CMS), and interactive web programming techniques.

Outcome:

Joomla certificate course offers numerous benefits, ranging from improved web development skills to expanded career opportunities. Whether seeking employment, freelancing, or entrepreneurial endeavors, the knowledge gained from the course can significantly impact an individual's journey in the web development industry.



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Department of Computer Applications

Academic year 2022-2023

Proposal for Certificate Course

Title of the Course	JOOMLA Course By Spoken Tutorial, IIT BOMBAY
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Veena
Module 1 (Complete syllabus)	Joomla Basics



Module 2 (Complete syllabus)	Interactive Web Programming
Objectives of the Course	In today's digital age, the demand for skilled web developers who can create dynamic and interactive websites are higher than ever before. The Certificate Course in Joomla and Interactive Web Programming aims to equip participants with the necessary knowledge and skills to build engaging and user-friendly websites using Joomla, a popular content management system (CMS), and interactive web programming techniques.
Outcome of the Course	Joomla certificate course offers numerous benefits, ranging from improved web development skills to expanded career opportunities. Whether seeking employment, freelancing, or entrepreneurial endeavors, the knowledge gained from the course can significantly impact an individual's journey in the web development industry.

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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

PG DEPARTMENT OF COMMERCE Presents



**ADD ON COURSE
ON
LEADERSHIP AND MANAGEMENT**

Objective:

To help the participants familiarize themselves with the leadership skills.
To learn about strategic management.

Outcome:

This course is aimed at exposing participants to lead the team and to manage the team.

ACADEMIC YEAR 2022-2023

Date of Registration: 5/01/23

Date of Commencement: 17/01/2023

Open to all UG & PG Students

**For queries contact: PG Department
of Commerce**



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Post Graduate Department of Commerce

Academic Year 2022-23

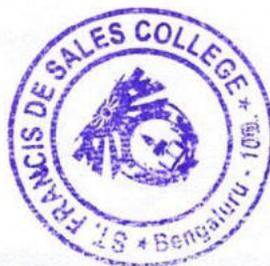
Proposal for Add on Course

Title of the Course	Leadership & Management
Date of Registration (From-to)	02- 01-2023 to 10-01-2023
Date of Commencement	17-01-2023
Date of Completion	28-03-2023
Platform (Online/Offline)	Offline Mode
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	Nil
Course Facilitators	Thanapackiam Siny Philip Rosaline Jayanthi
Module 1 (Complete Syllabus) (15 Hours)	Leadership and Change <ul style="list-style-type: none">• Personal leadership and leadership styles• Learning and learning to learn• Leadership of change• Appreciative inquiry and Appreciative leadership• People's reactions to change



	<ul style="list-style-type: none"> • Coaching skills • Leadership in groups: building and leading efficient teams • Conflict management and handling difficult conversations • Communications skills, especially listening skills
Module 2 (Complete Syllabus) (15 Hours)	Strategic Management <ul style="list-style-type: none"> • Strategic thinking Vs Strategic management Vs Strategic planning • Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic • Strategy and strategic plan, Nature of strategic plan, nature of strategic decision • Creating a vision • Analyse the strengths and weaknesses of an organisation • Organisational Design • The basics of a planning process
Objectives of the Course	<ol style="list-style-type: none"> 1. To provide knowledge on strategic management and leadership skill. 2. To help the participants familiarize themselves with the leadership skills. 3. To learn about strategic management.
Outcome of the Course	<p>This course is aimed at exposing participants to lead the team and to manage the team.</p>

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Objective:

To develop logical and mathematical thinking

To prepare the students for competitive exams

Dept. of Science

Organises

Certificate Course

On

Logical Thinking and Competitive Mathematics

For the Academic Year 2022-2023

PLATFORM :HYBRID Mode

Duration:30 Hours

Open to UG & PG Students

DATE of Commencement : 2nd NOV 2022

Contact: bsc.hod@sfscollege.in

Outcome:

The students will be able to solve logical and mathematics based questions

The students will get trained for competitive exams



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

**Department of Science
Academic year 2022-2023
Proposal for Certificate Course**

Title of the Course	Logical Thinking and Competitive Mathematics
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Jenifer Sujitha Roshini Anne Koshy Sonima Mohan Umamaheswari U. Regimol George
Module 1 (Complete syllabus)	Quantitative Aptitude Number series, Number system, Problems based on number, Decimal fractions, Square root and cube root, Simplification, Ratio and proportion.



Module 2 (Complete syllabus)	Reasoning Alphabet test, analogy, classification, coding, recoding, Blood relation, odd figures, analytical reasoning.
Objectives of the Course	To develop logical and mathematical thinking To prepare the students for competitive exams
Outcome of the Course	The students will be able to solve logical and mathematics based questions The students will get trained for competitive exams

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Add on Course – Odd Semester (2022-2023)

Objective:

Operations research deals with specific ideas and specific methods of solving Operations Research problems.

Outcome:

At the end of the course students should be able to solve Transportation problems and Linear programming problems.

Postgraduate Centre

Department of Mathematics

presents

“Operations Research”

(Hybrid mode)

Venue : PG005

Date : 17/01/2023 – 01/03/2023

Duration : 30 Hours

Contact : mscmaths@sfscollege.in

E- Certificates will be provided



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**Post Graduate Department of Mathematics
Academic Year 2022-23
Proposal for Add on Course**

Title of the course	OPERATIONS RESEARCH
Date of Registration (From – To)	02- 01-2023 to 10-01-2023
Date of Commencement	17-01-2023
Date of Completion	28-03-2023
Platform (Online/Offline)	Online and Offline
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	ROOPA J R SHANMUGA PRIYA PANDI KANI M
Module 1	Basics of Operations Research
Module 2	Sequencing Models and related problems Investment Analysis and Annuities
Objectives of the course	Operations research covers some general ideas on the subject and providing the perspective. Operations research deals with specific ideas and specific methods of solving Operations Research problems.
Outcome of the course	At the end of the course students should be able to solve Transportation problems and Linear programming problems.



Syllabus

Module 1: BASICS OF OPERATIONS RESEARCH

- 1.1 Development of operations research
 - Applications of various OR technique
 - Limitations of module
 - Role of computers in OR
- 1.2 Linear programming
 - Introduction
 - Some important definitions
 - The Big M-Method
 - The transportation models
 - Introduction
 - Matrix terminology
 - Least time transportation problem
- 1.3 The assignment models
 - Definition of assignment model
 - Formulation of the assignment problem

Module 2: SEQUENCING MODELS AND RELATED PROBLEMS

- 2.1 Sequencing problems
 - Processing n Jobs through 1, 2, 3 machines
 - Minimal path problem
- 2.2 Advanced topics in linear programming
 - Duality in linear programming
 - The decomposition method
 - Goal programming
- 2.3 Dynamic programming
 - Introduction
 - Solution of LLP by dynamic programming

INVESTMENT ANALYSIS AND ANNUITIES

- 3.1 Introduction
 - Break even analysis
 - Time adjusted flow
 - Hillier and hertz's models
- 3.2 Queuing models
 - Introduction



Waiting time and idle time costs
Models for arrival and service times
3.3 Replacement models
Introduction
Replacement of items that fail suddenly
Renewal theory

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PG DEPARTMENT OF BUSINESS ADMINISTRATION Presents

CERTIFICATE COURSE ON EMOTIONAL INTELLIGENCE AND CONFLICT RESOLUTION

Objective:

1. Develop a deep understanding of emotional intelligence and its relevance to conflict resolution.
2. Enhance self-awareness to recognize and manage personal emotions during conflicts.

ACADEMIC YEAR 2022-2023

Date of Registration: 5/01/23

Date of Commencement: 17/01/2023

Open to all UG & PG Students

For queries contact: MBA Department

Outcome:

This newfound expertise will empower them to navigate conflicts more constructively in both personal and professional contexts.



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

PG Department of Business Administration

Academic year 2022-2023

Proposal for Certificate Course

Title of the Course	Emotional Intelligence and Conflict Resolution
Date of Registration (From- to)	05-01-2023 to 15-01-2023
Date of Commencement	17-01-2023
Date of Completion	28-03-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Maria Priya Kevin Rozario
Module 1 (Complete syllabus)	Emotional Intelligence: Fundamentals of Emotional Intelligence <ul style="list-style-type: none">• Nature and Significance• Models of emotional intelligence: Ability, Trait and Mixed



	<ul style="list-style-type: none"> • Building blocks of emotional intelligence: self-awareness, self-management, social awareness, and relationship management <p>Personal Competence</p> <ul style="list-style-type: none"> • Self-Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development • Self-Management: Managing emotions, anxiety, fear, and anger <p>Emotional Intelligence: Measurement and Development</p> <ul style="list-style-type: none"> • Measures of emotional intelligence • Strategies to develop and enhance emotional intelligence
<p>Module 2 (Complete syllabus)</p>	<p>Conflict Resolution:</p> <ul style="list-style-type: none"> • Introduction to the course • Conflict: Sources, Processes, and Dynamics Parties in conflict • Conflict Map, Introduction to self-presentation techniques, to basic concepts and definitions in conflict analysis discourse • Conflict Analysis: issues, behavior, attitudes. Parties, needs, values, interests. Stages of conflict • Basic concepts and ideas in the field of desalination of conflict map. Introduction into various theories and approaches to the analytical conceptualization of parties of the conflict, and their stands • Dealing with conflict: management, resolution and transformation strategies • Introduction into the myriad of approaches to conflict resolution • Discussion of the difference between various techniques, as well as conceptual comparison of



	<p>conflict management, conflict resolution and conflict transformation</p> <ul style="list-style-type: none"> • Skills, Needed for Effective Conflict Resolution. <p>Conflict Spiral Model of the Conflict</p>
Objectives of the Course	<ol style="list-style-type: none"> 1. Develop a deep understanding of emotional intelligence and its relevance to conflict resolution. 2. Enhance self-awareness to recognize and manage personal emotions during conflicts. 3. Cultivate empathy to better understand and connect with others' perspectives and emotions. 4. Acquire effective communication skills for constructive conflict resolution.
Outcome of the Course	<p>This course has equipped students with the knowledge and skills to effectively manage and resolve conflicts through emotional intelligence. They have learned to understand and control emotions, communicate empathetically, and employ a variety of conflict resolution techniques. This newfound expertise will empower them to navigate conflicts more constructively in both personal and professional contexts.</p>

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DEPARTMENT OF HUMANITIES

ADD- ON COURSE ON ORGANISATIONAL BEHAVIOUR

DATE OF REGISTRATION: 15/10/22

Date of Commencement	02-11-2022
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PLATFORM: LINWAYS TECHNOLOGY
(Blend Mode)

Duration: 30 Hours

For more details contact department of Humanities

Objective:

The aim of undergoing this course is to develop an awareness of the major perspectives underlying the field of Industrial Psychology and understanding for the potential Industrial Psychology has for society and organizations now and in the future.

Outcome:

- Scientifically assess imperative issues in selection and training of employees.
- Critically evaluate classical and contemporary theories of motivation and leadership in terms of their application to real-life work issues.



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Department of Humanities
Academic year 2022-2023
Proposal for Certificate Course

Title of the Course	Organizational Behaviour
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Blend mode
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Diliya Joseph Lakshmi Balakrishnan
Module 1 (Complete syllabus)	INTRODUCTION TO ORGANISATIONAL BEHAVIOUR Definition, Goals, History of industrial Psychology and Organizational Behaviour, Two classical studies-A). Time and motion study -Nature and characteristics. Principles, shortcomings Hawthorne studies –Nature, Implications, and criticisms. I-O Psychology as a career: Training & Employment



	<p>JOB ANALYSIS AND SELECTION</p> <p>Job Analysis: Definition and methods – Questionnaire method, Checklist method, Individual interview method, Observation, Group interview method, Technical conference method, Diary method, Work participation method and Critical incident method.</p>
<p>Module 2 (Complete syllabus)</p>	<p>Selection: Definition, Steps in selection process Psychological tests used in selection – intelligence tests, personality tests, interest tests and aptitude tests Interview – guided interview, unguided interview, stress interview and group interview.</p> <p>MOTIVATION AND APPRAISAL</p> <p>Motivation- Goal setting- elements of motivation</p> <p>Content Theories of Motivation – Herzberg’s-Motivator-Hygiene (Two factors) Theory, Alderfer’s- E-R-G Model. Techniques of Performance Appraisal Methods –Objective Performance Appraisal methods- Computerised Performance Monitoring, Job-, Critical Incident Method, Check List Method, Judgmental Performance Appraisal Methods-Written narratives, Ranking Techniques, Paired-Comparison Technique, Behaviour Anchored Rating Scale(BARS), 360⁰ Feedback</p>
<p>Objectives of the Course</p>	<p>The aim of undergoing this course is to develop an awareness of the major perspectives underlying the field of Industrial Psychology and understanding for the potential Industrial Psychology has for society and organizations now and in the future.</p>
<p>Outcome of the Course</p>	<p>Scientifically assess imperative issues in selection and training of employees. Critically evaluate classical and contemporary theories of motivation and leadership in terms of their application to real-life work issues.</p>

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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF COMPUTER APPLICATIONS

Presents

ADD ON COURSE ON
PHP & MYSQL
IN ASSOCIATION WITH
IIT MUMBAI

Objective:

Analyze the basic structure of a PHP web application and be able to install and maintain the web server, compile, and run a simple web application.

Outcome:

- Create PHP scripts capable of inserting and modifying data in a MySQL database.
- Design web pages with the ability to retrieve and present data from a MySQL database.

Date of Registration: 15/10/2022

Date of Commencement: 02/11/2022

For more details contact :bca.hod@sfscollege.in



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**Department of Computer Applications
Academic year 2022-2023
Proposal for Add on Course**

Title of the Course	PHP and MySQL
Date of Registration (From-to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	Rs 200
Course Facilitators	Saranya (In collaboration with IIT Mumbai spoken tutorial)
Module 1 (Complete syllabus)	Anexure-1
Module 2 (Complete syllabus)	Anexure-1
Objectives of the Course	PHP (Hypertext Preprocessor) is a widely used server-side programming language which interacts with multiple database languages including MySQL, Oracle, Sybase, etc. Analyze the basic structure of a PHP web application and be able to install and maintain the web server, compile, and run a simple web application. Learn how databases work



	and how to design one, as well as how to use php MyAdmin to work with MySQL.
Outcome of the Course	Analyze PHP scripts and determine their behavior. Construct PHP scripts to create dynamic web content. Create PHP scripts capable of inserting and modifying data in a MySQL database. Design web pages with the ability to retrieve and present data from a MySQL database.

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The Spoken Tutorial project

- *Self-explanatory - uses simple language
- *Audio-video - uses multisensory approach
- *Small duration - has better retention
- *Learner-centered - learn at your own pace
- *Learning by doing - learn and practice simultaneously
- *Empowerment - learn a new FOSS

Target Group

- *Students - High School and College
- *Working professional - Software users, developers and trainers
- *Research scholars
- *Community at large

Workshops

The Spoken Tutorial Project Team conducts workshops on PHP & MySQL and other FOSS using spoken tutorials and gives certificates to those who pass an online test.

For more details, please write to
contact@spoken-tutorial.org

The Spoken Tutorial Project is funded by the National Mission on Education through Information and Communication Technology, Ministry of Human Resource Development, Government of India.

Contact us

Email: contact@spoken-tutorial.org
Website: <http://spoken-tutorial.org>



IIT Bombay

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Spoken Tutorial



National Mission on Education through Information and Communication Technology (NMEICT)

www.sakshat.ac.in

Funded by MHRD, Government of India

Introduction

PHP or "PHP : Hypertext Preprocessor" is a widely-used Open Source general-purpose scripting language that is especially suited for Web development and can be embedded into HTML. Its syntax draws upon C, Java and PERL, and is easy to learn.

The main goal of the language is to allow web developers to write dynamically generated web pages quickly, but you can do much more with PHP.

Uses of PHP

- To create large websites
- For E-commerce like osCommerce, OpenCart
- To create online discussion forums like phpBB
- To create content management systems like Drupal, Joomla
- To create e-learning management systems like Moodle
- To develop web-based management tools like phpMyAdmin
- And many more..

Introduction

MySQL is a relational database management system (RDBMS) that runs as a server providing multi-user access to a number of databases. The SQL phrase stands for Structured Query Language. Applications which use MySQL data bases include: Joomla, Word Press, MyBB, phpBB, Drupal and other software built on the LAMP software stack.

A third party open source software "phpMyAdmin" is used as a web-based front end for managing MySQL databases easily and efficiently. It is widely installed by Web hosts worldwide. Also it is included in the convenient LAMP, MAMP and WAMP software bundle installers.

MySQL is used in many high-profile, largescale World Wide Web products, including Wiki-pedia, Google and facebook.

Features of PHP & MySQL

- Scalability and flexibility
- High speed and high performance
- Data protection
- Comprehensive Application Development
- Management tools
- And many more...

Benefits

- A large chunk of facebook, the world's leading social networking site, has a huge code based in PHP and it uses MySQL as database to store information of 1 billion+users!

- PHP is the most preferred language for web development by free-lance developers across the globe.

- Many free and open source CMS like Drupal Moodle, etc. are created using PHP & MySQL.

- PHP & MySQL has a large user and developer community.

Links:

Original videos are available at

<http://phpacademy.org>

PHP Official Website -<http://www.php.net>

MySQL Official Website -

<http://www.mysql.com>

W3schools - PHP and MySQL Tutorials -

<http://www.w3schools.com/php/default.asp>
<http://www.w3schools.com/sql/default.asp>

These tutorials will help you get started with PHP programming. In this series we will go through the basic syntax and features of the language for development, the basic syntax and features of the language.





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DEPARTMENT OF BUSINESS ADMINISTRATION

Presents

ADD-ON COURSE ON RECENT TRENDS IN MARKETING

Objective:

- Use digital media for the creation of products and services.
- Use of Social Media Platform like Facebook, Twitter, YouTube & LinkedIn for Marketing.



Outcome:

- Create highly optimized and high quality paid ads on all Social Media platforms.
- Use Google Business to benefit the local business and help your Search Engine Optimization.

COURSE DETAILS:

DURATION : 30 HOURS

PLATFORM : HYBRID COURSE THROUGH LINWAYS TECHNOLOGY

DATE : 2nd NOV 2022 TO 10th JAN 2023



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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Department of Business Administration

Academic year 2022-2023

Proposal for Add on Course

Title of the Course	RECENT TRENDS IN MARKETING
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Geetha p s Mangayarkarasi G. Keerthi
Module 1 (Complete syllabus)	<ul style="list-style-type: none">• Business Environment• Programmatic Advertising• Direct mail- marketing• Influencer Marketing



Module 2 (Complete syllabus)	<ul style="list-style-type: none"> • Conversational Marketing • New Social Media • E-Commerce
Objectives of the Course	<ul style="list-style-type: none"> • Identify impact of digital space and digital marketing in reaching out to customers. • Find out the opportunities for marketers on digital platform. • Use digital media for the creation of products and services. • Use of Social Media Platform like Facebook, Twitter, YouTube & LinkedIn for Marketing. • Outline email Marketing and strategy to craft email marketing campaign. • Interpret eCommerce Shopping Cart Software & Other Factors of eCommerce-based business. • Using Influencers to create and promote content
Outcome of the Course	<ul style="list-style-type: none"> • Create highly optimized and high quality paid ads on all Social Media platforms. • Learn Instagram Marketing A-Z and how to monetize the social platform. • Optimize your LinkedIn profile and use LinkedIn ads to grow your business. • Learn social media marketing posting automation. • Use Google Business to benefit the local business and help your Search Engine Optimization.



	<ul style="list-style-type: none">• Become a Facebook Ads Expert!• Personalize the email messages• Increase brand awareness and reach.• Better customer experience. First, having conversations with your website visitors helps you to learn more about their needs and pain points, and collect the information you need to qualify them further.
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Sevitha
COORDINATOR
Curriculum Enrichment Cell
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Bengaluru - 560100





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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF BUSINESS ADMINISTRATION Presents

Objective:

The main objective of this course is to provide and motivate the students to create their own start-ups.

Outcome:

The students will be geared up to start their start-ups

CERTIFICATE COURSE ON STEPPING STONE FOR SUCCESS

ACADEMIC YEAR 2022-2023

Date of Registration: 15/10/22

Date of Commencement: 2/11/2022

Duration : 30 Hours

Contact: Department of BBA



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Department of Business Administration

Academic year 2022-2023

Proposal for Certificate Course

Title of the Course	Stepping Stone for Success
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Suma Merlin Haritha Devichandrika
Module 1 (Complete syllabus)	Entrepreneurship Entrepreneur-Start up-Meaning-Introduction-Objectives-Characteristics-Entrepreneur as a Leader-Responsibilities of a Leader-Pathways to the Future-Attitude – Team building- Real life successful entrepreneur.



	<p>INCUBATION</p> <p>Introduction-Objectives-Vision-Mission-Incubation-Incubation centers- Problems and challenges faced- Opportunities-Government support-other financial institutions support.</p>
<p>Module 2 (Complete syllabus)</p>	<p>START-UPS</p> <p>Young entrepreneur-India and young entrepreneurs-challenges faced-sustainability-Successful young entrepreneurs-Government initiatives for startups-SWOT analysis</p>
<p>Objectives of the Course</p>	<p>The main objective of this course is to provide and motivate the students to create their own start-ups.</p>
<p>Outcome of the Course</p>	<p>The students will be geared up to start their start-ups</p>

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DEPARTMENT OF COMMERCE PRESENTS ADD ON COURSE ON FINANCIAL BASICS OF STOCK MARKET

Objective:

1. To make the students aware of the foundation of Finance and its relation to

capital market.

2. To make the students understand the importance of Financial Planning and its long term impact.

ACADEMIC YEAR 2022-2023

Hybrid mode

Date of Registration: 15/10/22

Date of Commencement: 2/11/2022

Outcome:

1. Students will be able to know the basis on which the shares should be bought in stock market.

2. Students will be able to evaluate the performance of Mutual Funds.



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Department of Commerce
Academic year 2022-2023
Proposal for Add on Course

Title of the Course	Financial Basics of Stock Market
Date of Registration (From- to)	15-10-2022 to 25-10-2022
Date of Commencement	02-11-2022
Date of Completion	10-01-2023
Platform (Online/Offline)	Hybrid
Duration	30 hours
Target Audience	UG & PG Students
Registration Fee	NO FEES
Course Facilitators	Lavin. A. Bhawnani Deepa Shree Pavithra Priya. E Jhonson Pereria Chaitra
Module 1 (Complete syllabus)	Foundations for Finance & Investment Management <ul style="list-style-type: none">• Basics of Economics• Banking in India• Orientation to Financial Statements• Basics of Financial Planning• Basics of Investment Products



	<ul style="list-style-type: none"> • Investment Objectives and Risk Profiles
Module 2 (Complete syllabus)	<p>Capital Markets, Mutual Funds & Personal Financial Planning Budget</p> <ul style="list-style-type: none"> • Capital Markets in India • Stock Selection and Risk-Return Analysis (based on Fundamental and Technical Analysis) • Mutual Funds in India • Criteria for selection of Mutual Fund (based on Sharpe, Treynor, Alpha, Beta and Tracking Error) • Life Cycle based Financial Planning • Personal Financial Investment Budget Planning
Objectives of the Course	<ol style="list-style-type: none"> 1. To make the students aware of the foundation of Finance and its relation to capital market. 2. To make the students understand the importance of Financial Planning and its long term impact. 3. To make the students aware about working of Capital Market and Mutual Funds <p>Practically</p>
Outcome of the Course	<ol style="list-style-type: none"> 1. Students will be able to know the basis on which the shares should be bought in stock market. 2. Students will be able to evaluate the performance of Mutual Funds. 3. Students will be able to do Personal Budget Financial Planning for anyone.

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