Symbiosis Centre for Distance Learning
Symbiosis Bhavan, 1065 B, Gokhale Cross Road,
Model Colony, Pune, Maharashtra 411016
<table>
<thead>
<tr>
<th>Sr No</th>
<th>Particulars</th>
<th>Page no</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Name of the Institution</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Name and address of the Trust and Trustees</td>
<td>3-4</td>
</tr>
<tr>
<td>3.</td>
<td>Name and Address of the Director</td>
<td>4</td>
</tr>
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<td>330-335</td>
</tr>
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</table>
# Mandatory Disclosure

<table>
<thead>
<tr>
<th>1</th>
<th>Name of the Institution</th>
<th>Symbiosis Centre for Distance Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Address</td>
<td>Symbiosis Bhavan, 1065 B, Gokhale Cross Road, Model Colony, Pune - 411016, Maharashtra</td>
</tr>
<tr>
<td></td>
<td>Telephone with STD Code</td>
<td>20-66211183</td>
</tr>
<tr>
<td></td>
<td>Mobile No.</td>
<td>9850980112</td>
</tr>
<tr>
<td></td>
<td>Email ID</td>
<td><a href="mailto:registrar@scdl.net">registrar@scdl.net</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Name and address of the Trust / Society and the Trustees</th>
<th>Symbiosis Open Education Society</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Address</td>
<td>Symbiosis Bhavan, 1065 B, Gokhale Cross Road, Model Colony, Pune - 411016, Maharashtra, India</td>
</tr>
<tr>
<td></td>
<td>Telephone No. with STD Code</td>
<td>20-66211111</td>
</tr>
<tr>
<td></td>
<td>Email ID</td>
<td><a href="mailto:registrar@soes.ac.in">registrar@soes.ac.in</a></td>
</tr>
</tbody>
</table>

## Details of Trustees:

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Dr. S. B. Mujumdar, President</td>
<td>925/5, Mujumdar Apts., F. C. Road, Shivajinagar, Pune - 411004</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone No. with STD Code : 20-25679653</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email ID : <a href="mailto:sbmujumdar@symbiosis.ac.in">sbmujumdar@symbiosis.ac.in</a></td>
</tr>
<tr>
<td>b</td>
<td>Mrs. Sanjivani S. Mujumdar, Member</td>
<td>925/5, Mujumdar Apts., F. C. Road, Shivajinagar, Pune – 411004</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone No. with STD Code : 20-25679653</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email ID : <a href="mailto:ssmujumdar@symbiosis.ac.in">ssmujumdar@symbiosis.ac.in</a></td>
</tr>
<tr>
<td>c</td>
<td>Dr. Swati Mujumdar, Principal Director</td>
<td>Aarambh, Bungalow No. 25, Balaji Co-operative Housing Society, Behind Maratha Mandir, Bavdhan, Pune 411021, Maharashtra</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone No. with STD Code : 20-66211183</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email ID : <a href="mailto:director@scdl.net">director@scdl.net</a></td>
</tr>
<tr>
<td>d</td>
<td>Dr. Vidya Yeravdekar, Member</td>
<td>Raj Laxmi Apts., 39 Laxmi Park Colony, Navi Peth, Pune - 411030</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone No. with STD Code : 20-25651507</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email ID : <a href="mailto:dr-vidya@symbiosis.ac.in">dr-vidya@symbiosis.ac.in</a></td>
</tr>
</tbody>
</table>
Mr. S. K. Jain, Member  
Address  
259, Sindh Housing Society, Pune - 411007  
Telephone No. with STD Code  
020-25851234  
Email ID  
synergyjain@bsnl.in

Dr. Rajiv Yeravdekar, Member  
Address  
Raj Laxmi Apts., 39, Laxmi Park Colony, Navi Peth, Pune - 411030  
Telephone No. with STD Code  
020-25651507  
Email ID  
deanfohbs@siu.edu.in

Mrs. Vijaya Shete, Member  
Address  
"Vidya Prasad", 19 Shivaji Housing Society, Satara - 415001  
Telephone No. with STD Code  
02162-237681  
Email ID  
vijayashete1234@gmail.com

Ms. Devika Khandekar, Member  
Address  
B-302, Gold Coast, Ivory Estate, Baner Road, Pune - 411045  
Telephone No. with STD Code  
----  
Email ID  
devikachat@yahoo.com

Mr. Sameer Desai, Member  
Address  
Apartment # 2, 'Exclusive 14', Pallod Farms Phase 3, Baner, Pune 411045  
Telephone No. with STD Code  
020-27292502  
Email ID  
sameer@seagulladvertising.org

Dr. Swati Mujumdar,  
"Aarambh,” Bungalow No. 25, Balaji Co-operative Housing Society, Behind Maratha Mandir, Bavdhan, Pune 411021, Maharashtra State, India  
Telephone No. with STD Code  
20-66211183  
Email ID  
director@scdl.net
4 Governance

A. Members of the Board and their brief background

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Member</th>
<th>Designation</th>
<th>Brief background</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dr. S. B. Mujumdar</td>
<td>President</td>
<td>Dr. S. B. Mujumdar is a distinguished Academician and Educationist. He is Founder &amp; President of Symbiosis – a multi-lingual, multi-national and multi-disciplinary educational complex of international repute. In appreciation of his long illustrious career, the President of India awarded him prestigious ‘Padma Shri’ and ‘Padma Bhushan’ awards.</td>
</tr>
<tr>
<td>2.</td>
<td>Dr. Swati Mujumdar</td>
<td>Principal Director</td>
<td>Dr. Swati Mujumdar is an international TVET and higher education expert. She is a policy adviser on skill development &amp; self-financed universities. Under her able leadership Symbiosis has established two skills universities namely Symbiosis Skills &amp; Professional University, Pune and Symbiosis University of Applied Sciences, Indore. She is Principal Director of Symbiosis Open Education Society and Director of Symbiosis Centre for Distance Learning</td>
</tr>
<tr>
<td>3.</td>
<td>Mrs. S. S. Mujumdar</td>
<td>Member</td>
<td>Mrs. Sanjivani S. Mujumdar is Post Graduate in Science. She was born &amp; brought up under the guidance of Karmaveer Bhaurao Patil, an educationalist, social reformer &amp; founder of Rayat Shikshan Santha, Satara. She is a Member of Managing Committee of Symbiosis Open Education Society since its inception. Also she is a Honorary Director of Dr. Babasaheb Ambedkar Museum &amp; Memorial from 1990.</td>
</tr>
<tr>
<td>4.</td>
<td>Dr. Mrs. Vidya Yeravdekar</td>
<td>Member</td>
<td>Dr. Vidya Yeravdekar is an eminent educationist and Principal Director of Symbiosis Society. Dr. Vidya holds a Post Graduate Degree in Medicine, a degree in Law and is a Ph.D. in 'Internationalisation of Higher Education in India'. She has been a member of University Grants Commission (UGC), Member of the State Knowledge Advisory Board of Higher Education etc.</td>
</tr>
<tr>
<td>5.</td>
<td>Mr. S. K. Jain</td>
<td>Member</td>
<td>Mr. S. K. Jain is a well-known Industrialist and Business Personality. He is a Chairman &amp; Managing Director of Synergy Emulsifies (P) Ltd., He is a Member of Managing Committee of the Symbiosis Open Education Society since its inception. He is a Vice President &amp; Chairman-Civil Aviation Committee, Mahratta Chamber of Commerce and Industries &amp; Agriculture Pune and also a member of Advisory Committee, Pune Airport, Pune</td>
</tr>
<tr>
<td>6.</td>
<td>Dr. Rajiv Yeravdekar</td>
<td>Member</td>
<td>Dr. Rajiv Yeravdekar is a Master Degree holder in Obstetrics &amp; Gynaecology from B. J. Medical College, Pune and awarded Gold Medal for his outstanding academic performance. He has been awarded Ph.D. under the Faculty of Management by Savitribai Phule University, Pune. He has a total teaching experience of 32 years. He currently is the Director of SIHS, Pune. He is also Dean of Faculty of Health &amp; Biological Sciences, SIU.</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Role</td>
<td>Details</td>
</tr>
<tr>
<td>---</td>
<td>---------------------</td>
<td>-------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>7.</td>
<td>Mrs. Vijaya Shete</td>
<td>Member</td>
<td>Mrs. Vijaya Shete is a retired former Vice Principal of Rayat Shikshan Sanstha College and member of Managing Committee of Symbiosis Open Education Society since its inception.</td>
</tr>
<tr>
<td>8.</td>
<td>Ms. Devika Khandekar</td>
<td>Member</td>
<td>Ms. Devika is MBA in Finance domain and associated as Consultant-Senior Analyst with Equity Research Company SG Analytics at Pune. She has also worked as Senior Functional Analyst with Infosys Technologies Pune. She has represented Piramal Group of Industries in their German office in Stuttgart. She joined Price Waterhouse Coopers GmbH, Stuttgart in 1998 and remained in Germany until 2001.</td>
</tr>
<tr>
<td>9.</td>
<td>Mr. Sameer Desai</td>
<td>Member</td>
<td>Mr. Sameer Desai is an entrepreneur and Business Innovator. He is a Founder and Managing Director of Seagull Advertising Pune and Mumbai.</td>
</tr>
</tbody>
</table>
### B. Members of Academic Advisory Body (Academic Council)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category of the Member</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dr. Swati Mujumdar, Director, SCDL</td>
<td>Chairperson</td>
</tr>
<tr>
<td>2</td>
<td>Ms. Sonali Kadam, Deputy Director, SCDL</td>
<td>Member</td>
</tr>
<tr>
<td>3</td>
<td>Dr. Vikas Inamdar, Dean Academics, SCDL</td>
<td>Member</td>
</tr>
<tr>
<td>4</td>
<td>One expert each from Operations, Finance, HR, Retail/Marketing and IT under the Faculty of Management:</td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>a. Dr. Madhulika Kaushik, Former Director, School of Management Studies, IGNOU</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Dr. Gautam Saha, Professor (Marketing &amp; Strategic Management) MITCON-Institute of Management, Pune</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Mr. Kanchan Kulkarni, Former Regional Manager, ICICI Bank, Finance Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Dr. Manisha Ketkar, Director, Symbiosis School of Banking &amp; Finance – Finance Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>e. Dr. Shravan Kadvekar, Director, Corporate and Strategic Partnership, Symbiosis Skills &amp; Professional University-IT Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>f. Dr. Vinay Vaidya, Former CTO, KPIT Cummins-IT Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>g. Dr. Aditya Abhyankar, Professor, Department of Technology, Savitribai Phule Pune University-IT Management</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Two experts form the Faculty of Education, Humanities and Social Sciences</td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>a. Ms. Swati Ketkar, Co-founder and Executive Director, Harbinger Group</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Dr. Sanjeev Sonawane, HOD and Professor, Department of Education and Extension, Savitribai Phule Pune University</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Two experts from the Faculty of Law</td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>a. Dr. Shashikala Gurpur, Director, Symbiosis Law School, Pune</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mr. Namdeo Kumbhar, Registrar</td>
<td>Member-Secretary</td>
</tr>
</tbody>
</table>

### C. Frequency of the Board Meeting and Academic Advisory Body

- **Board Meeting**: Four times in a Financial Year
- **Academic Advisory Body (Academic Council)**: Twice in a year
D. Organizational chart

- **Chief HR**
  - **Dy. Head HR**
  - **HR Executives / Assistants**
  - **Head -Finance**
    - **Finance Officer**
      - **Accountant**
        - **A/C Assistant**
  - **Registrar**
    - **Deputy & Asst. Registrar**
      - **Exam. Co-ordinator / Comp. Operators / Assistants**
      - **Section Officer & Assistants**
    - **Data Support Dept.**
      - **Stores Dept.**
      - **Mail Dept.**
      - **Campus Admin**
        - **Drivers & Office attendants**
  - **Evaluation Head**
    - **Enrolment Dept.**
    - **Call Centre**
    - **Student Support**
    - **Corporate Cell**
    - **Graphic Designer**
  - **Dy. Director**
    - **Dean Academics**
      - **Faculty**
      - **Editor**
      - **Librarian**
    - **System Admin**
      - **Tester**
      - **Sr. Developer**
    - **Sr. Network Admin**
      - **Team Lead**
      - **Project manager**
    - **Head Networking**
    - **Head IT**
      - **Sr. Developer**
      - **Oracle DBA**
      - **Jr Java Developer**

- **DIRECTOR**
  - **EA to Director**
E. Grievance Redressal mechanism

The Students Grievance Redressal Committee (SGRC) has been constituted at Symbiosis Centre for Distance Learning in compliance with the All India Council for Technical Education (Redressal of Grievance of Students) Regulations, 2019.

F. Establishment of Anti Ragging Committee

The Anti Ragging Committee has been constituted at Symbiosis Centre for Distance Learning in compliance with All India Council for Technical Education notified Regulation for prevention and prohibition of ragging in AICTE approved Technical Institutions vide No. 37-3/ Legal/ AICTE/ 2009 dated 01.07.2009.

G. Establishment of Internal Complaint Committee (ICC)

An Internal Complaints Committee (ICC) has been constituted at Symbiosis Centre for Distance Learning in compliance with the All India Council for Technical Education (Gender Sensitization, Prevention and Prohibition of Sexual Harassment of Women Employees and Students and Redressal of Grievances in Technical Institutions) Regulations, 2016.

H. Establishment of Committee for SC/ST

The Scheduled Castes (SC) / Scheduled Tribes (ST) committee has been constituted at Symbiosis Centre for Distance Learning in compliance with the All India Council for Technical Education directives.

I. Internal Quality Assurance Cell

The Internal Quality Assurance Cell has been constituted at Symbiosis Centre for Distance Learning in compliance with the All India Council for Technical Education directives.
5. Programs:

A. Name of Programmes approved by AICTE

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Name of the Program</th>
<th>Duration</th>
<th>Intake</th>
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<tbody>
<tr>
<td>1</td>
<td>Post Graduate Diploma in Business Administration</td>
<td>2 Yrs</td>
<td>6800</td>
</tr>
<tr>
<td>2</td>
<td>Post Graduate Diploma in Banking and Financial Services</td>
<td>2 Yrs</td>
<td>1250</td>
</tr>
<tr>
<td>3</td>
<td>Post Graduate Diploma in International Business</td>
<td>2 Yrs</td>
<td>500</td>
</tr>
<tr>
<td>4</td>
<td>Post Graduate Diploma in Information Technology</td>
<td>2 Yrs</td>
<td>950</td>
</tr>
<tr>
<td>5</td>
<td>Post Graduate Diploma in Business Administration (Corporate)</td>
<td>2 Yrs</td>
<td>350</td>
</tr>
<tr>
<td>6</td>
<td>Post Graduate Diploma in Business and Corporate Law</td>
<td>2 Yrs</td>
<td>350</td>
</tr>
<tr>
<td>7</td>
<td>Post Graduate Diploma in Customer Relationship Management</td>
<td>2 Yrs</td>
<td>250</td>
</tr>
<tr>
<td>8</td>
<td>Post Graduate Diploma in Export &amp; Import Management</td>
<td>2 Yrs</td>
<td>250</td>
</tr>
<tr>
<td>9</td>
<td>Post Graduate Diploma in Human Resource Management</td>
<td>2 Yrs</td>
<td>1450</td>
</tr>
<tr>
<td>10</td>
<td>Post Graduate Diploma in Retail Management</td>
<td>2 Yrs</td>
<td>200</td>
</tr>
<tr>
<td>11</td>
<td>Post Graduate Diploma in Supply Chain Management</td>
<td>2 Yrs</td>
<td>850</td>
</tr>
<tr>
<td>12</td>
<td>Post Graduate Certificate in Cyber Laws</td>
<td>1 yr</td>
<td>150</td>
</tr>
<tr>
<td>13</td>
<td>Post Graduate Certificate in Management (Entrepreneurship Development)</td>
<td>1 yr</td>
<td>100</td>
</tr>
<tr>
<td>14</td>
<td>Post Graduate Certificate in Management (Digital Marketing)</td>
<td>1 yr</td>
<td>300</td>
</tr>
<tr>
<td>15</td>
<td>Post Graduate Diploma in Project Management</td>
<td>2 Yrs</td>
<td>500</td>
</tr>
<tr>
<td>16</td>
<td>Post Graduate Diploma in Data Science</td>
<td>2 Yrs</td>
<td>600</td>
</tr>
<tr>
<td>17</td>
<td>Post Graduate Diploma in Energy Management (RE)</td>
<td>2 Yrs</td>
<td>200</td>
</tr>
<tr>
<td>18</td>
<td>Post Graduate Certificate in Finance (Management Accounting)</td>
<td>1 yr</td>
<td>100</td>
</tr>
<tr>
<td>19</td>
<td>Post Graduate Diploma in Technical Writing in Business Management</td>
<td>2 Yrs</td>
<td>100</td>
</tr>
<tr>
<td>20</td>
<td>Post Graduate Certificate in Management (Event Management)</td>
<td>1 yr</td>
<td>200</td>
</tr>
<tr>
<td>21</td>
<td>Post Graduate Diploma in HRM (LL)</td>
<td>2 Yrs</td>
<td>200</td>
</tr>
<tr>
<td>22</td>
<td>Post Graduate Certificate in Finance (Taxation Laws)</td>
<td>1 yr</td>
<td>250</td>
</tr>
<tr>
<td>23</td>
<td>Post Graduate Diploma in Insurance Business Management</td>
<td>2 Yrs</td>
<td>100</td>
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</table>
### 6. Faculty:

<table>
<thead>
<tr>
<th>Faculty Designation</th>
<th>First Name</th>
<th>Last Name</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Director</strong></td>
<td>Dr Swati</td>
<td>Mujumdar</td>
<td>BCS, MBA, PhD, MS</td>
</tr>
<tr>
<td><strong>Head of Discipline &amp; Professor</strong></td>
<td>Dr. Vikas</td>
<td>Inamdar</td>
<td>B. Sc., MBA., Ph. D.</td>
</tr>
<tr>
<td><strong>Professor</strong></td>
<td>Dr. Manimala</td>
<td>Puri</td>
<td>B. Sc., M. Sc., M Tech., MDBA, Ph. D (IT)</td>
</tr>
<tr>
<td></td>
<td>Dr. Padmriya</td>
<td>Irabatti</td>
<td>Ph.D., MBA, M. Phil, B.Sc.</td>
</tr>
<tr>
<td></td>
<td>Dr. Shubhangi</td>
<td>Salokhe</td>
<td>Ph.D (Agri Mktg), Ph.D (Agri Biot), MBA, MMM, B.Sc.</td>
</tr>
<tr>
<td><strong>Associate Professor</strong></td>
<td>Dr. Shravan</td>
<td>Kadvekar</td>
<td>Ph. D., MS, MBA, BE</td>
</tr>
<tr>
<td></td>
<td>Dr. Rinku</td>
<td>Raghuvanshi</td>
<td>Ph.D., MBA (HR), MA (Eco), B.Sc.</td>
</tr>
<tr>
<td></td>
<td>Dr. Pallavi</td>
<td>Soman</td>
<td>Ph.D., SET, M.Ed., B.Ed., MA</td>
</tr>
<tr>
<td></td>
<td>Dr. Shabana</td>
<td>Inamdar</td>
<td>B. Sc. MCA., M. Phil., Ph. D.</td>
</tr>
<tr>
<td><strong>Assistant Professor</strong></td>
<td>Dr. Harpreet</td>
<td>Dhirman</td>
<td>Ph. D (Eng), M. A.</td>
</tr>
<tr>
<td></td>
<td>Dr. Arun</td>
<td>Mudbidri</td>
<td>Ph. D., MBA, LLB, B.Com.</td>
</tr>
<tr>
<td></td>
<td>Vijay</td>
<td>Masarkar</td>
<td>MLS, MIRPM, NET, MBA Ph. D (Pursuing)</td>
</tr>
<tr>
<td></td>
<td>Uttara</td>
<td>Deolankar</td>
<td>NET, MA, M.Ed., B.Ed., B. Home Science</td>
</tr>
<tr>
<td></td>
<td>Prashant</td>
<td>Ubarhande</td>
<td>NET, MBA, B.Sc.</td>
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<tr>
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<td>Shashank</td>
<td>Bhandakkar</td>
<td>BE (Mech). MMS</td>
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<td>Jyoti</td>
<td>Peswani</td>
<td>B. Com., MBA, Ph.D. Pursuing</td>
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<tr>
<td></td>
<td>Ankita</td>
<td>Mendiratta</td>
<td>M Tech.(CS), MCA</td>
</tr>
</tbody>
</table>
7. Profile of Faculty

- **Name:** Dr Swati Mujumdar – Director
- **Date of Birth:** 10th May 1969
- **Education Qualifications:** BCS, MBA, PhD, MS

**Work Experience**

- **Research:** 10 Years
- **Industry:** 20 Years
- **Area of Specialization:** Computer Science and Education
- **No. of papers published in National/International Journals/Conferences:** 10

- After obtaining MBA from one of the top B Schools of India (SIBM), Dr. Swati Mujumdar went on to obtain her Masters in Computer Science from USA.
- Dr. Swati worked in USA for over 12 years in top IT companies. She returned to India in 2002 & joined her father, Dr. S.B. Mujumdar, in furthering the cause of education through Symbiosis, an internationally reputed educational group. She led the Symbiosis Centre for Distance Learning (SCDL) to an exponential growth & today it has grown to international repute having distance learning students from all states of India & 40 different countries.
- For the past several years, she has been doing research in Skill Development & Vocational Education which ultimately led her to obtain a Doctorate in this area. Dr. Swati has also done extensive research in the area of self-financed universities model & has assisted the Govt. of Maharashtra to draft the Private Universities bill. She is now known across the country for her research in Skill Development, Vocational Education & Private Universities model. Her case study on the innovative use of information technology in education delivery brought her international recognition when UNESCO published it in their Asia Pacific Journal.
- In order to crystallize the ‘Make in India’ mission for creating a large pool of skilled youth who can get social acceptability & vertical mobility, Dr. Swati has created a unique model of Skill Development University after studying several foreign models & the needs of industry & society in India.
- Dr. Swati has been invited as a key note speaker in national & international conferences to share her views. She has published several research papers in leading journals. She is the recipient of awards like ‘Sanganak Sarathi IT Award 2010’, ‘Excellence in Education’ award from the Top Management Consortium, Pune as well as ‘Special Recognition Maharashtra Corporate Excellence Awards 2016 by Maxell Foundation for her contribution to the area of Skill Development & Open Learning.
• **Name : Dr Vikas Inamdar**

• **Date of Birth : 5th April, 1956**

• **Unique ID : T 2041**

• **Education Qualifications: MBA, PhD**

• **Work Experience**
  
  e. Teaching : 28 Years  
  f. Research : 22 Years  
  g. Industry :12 Years  
  h. Others :NIL  
  i. Area of Specialization :Marketing Management  

• **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate Diploma Level : Marketing Management, Industrial Marketing Research, Organization & Management (O&M), Principles & Practices of Management(PPM), Organizational Behaviour(OB) At PG, PG Diploma Level**

• **Research guidance (Number of Students) : 09 students obtained PhD from SPPU**
  
  • No. of papers published in National/ International Journals/ Conferences : 10  
  • Master (Completed/Ongoing): Completed.  
  • Ph.D. (Completed/Ongoing) : Completed.  
  • Projects Carried out : 09 All-India Industrial Marketing Research Projects  
  • Patents (Filed & Granted) : NIL  
  • Technology Transfer : 01 (CPML,INDIA & CLUPAK INC.USA)  
  • Research Publications (No. of papers published in National/International Journals/Conferences) :10  
  • No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.) NIL
Name: Dr. Puri Manimala Joginder Pal
Date of Birth: 9/7/1962

Education Qualifications:
- B.Sc. (Physics), M. Sc. (Electronics), M.D.B.A (Marketing), M. Tech (Electronics and Telecommunications), Ph.D.

Work Experience
- Teaching: 18 years
- Others:
  - Director All India Council for Technical Education: 3 Years
  - Director at the group level at JSPM Group of Institutions: 11 Years
  - Pro President at K.N Modi university Jaipur: 8 Months

Area of Specialization: IT

Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level:
- Networking, Software Engineering, Microprocessors and Microcomputer, Fundamentals of IT, C Programming, Project Management, Quantitative Techniques In Management

Research guidance (Number of Students)
- No. of papers published in National/ International Journals/ Conferences: 76
- Master (Completed/Ongoing): NA
- Ph.D. (Completed/Ongoing): 7 students completed
- Projects carried out: 1
- Patents (Filed & Granted): 1
- Technology Transfer:
- Research Publications (No. of papers published in National/International Journals/Conferences): 76
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication,

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<tr>
<th>Sr. No.</th>
<th>Name of Author(s) as in Publication</th>
<th>Book Title</th>
<th>Editor, Publisher and year</th>
<th>ISSN/ISBN No.</th>
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<tr>
<td>1.</td>
<td>Dr.M.M.Puri, Dr.Savita Pathak</td>
<td>Project Risk Management</td>
<td>Savita Pathak, Sarika Sharma, Wright Academic Series, 2010</td>
<td>ISBN 979-9087533821</td>
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<td>2.</td>
<td>Dr.M.M.Puri</td>
<td>Microprocessors and Microcomputers</td>
<td>Nirali Publications (National Publishers)</td>
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<td>3.</td>
<td>Dr.M.M.Puri</td>
<td>Microprocessors and Microcomputers</td>
<td>Nirali Publications (National Publishers)</td>
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<td>4.</td>
<td>Dr.Manimala Puri, Dr.Ajay Kumar, Dr.A.J.Kaiwade</td>
<td>Essentials of Networking</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-524-4</td>
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<td>5.</td>
<td>Dr. M.M. Puri, Prof. N. L. Bhale</td>
<td>Embedded Processor</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-438-4</td>
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<td>6.</td>
<td>Dr. Manimala Puri, Dr. Meenakshi Duggal, Prof. Asha Kiran S</td>
<td>E-Business and Business Intelligence</td>
<td>Success Publications (National Publishers)</td>
<td>978-81-935612-3-2</td>
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<td>7.</td>
<td>Dr. Manimala Puri, Prof. Vardhan Choubey, Prof. Sarika Sharma, Prof. Gunvant Rahane, Prof. Asha Kiran</td>
<td>IT Management and Cyber Laws</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-87317-11-6</td>
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<td>8.</td>
<td>Dr. E. B. Khedkar, Dr. K. M. Sharma, Dr. P. C. Kalkar, Dr. M. M. Puri, Dr. Arun Ingale, Dr. Tripti Sahu</td>
<td>Managing for Sustainability</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-146-8</td>
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<td>9.</td>
<td>Dr. M. M. Puri, Dr. V. D. Nandavadekar, Dr. Ajay Kumar, Dr. Sagar Jambhorkar, Prof. N. Khachane, Prof. D. H. Bodkheyy</td>
<td>Mobile Computing</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-84916-19-0</td>
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<td>10.</td>
<td>Dr. Manimala Puri, Prof. Vijaykumar Joshi, Prof. S. L. Kurkute</td>
<td>Mobile Communication</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-494-0</td>
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<td>11.</td>
<td>Dr. Manimala Puri, Prof. A. M. Patki</td>
<td>Wireless Networks</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-555-8</td>
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<td>13.</td>
<td>Dr. M. M. Puri, Dr. Ranjit D. Patil, Prof. P. P. Mulay, Prof. J. A. Pawar, Prof. Shivendu Bhusan, Prof. Megha D. Mane</td>
<td>Recent Trends in IT</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-481-0</td>
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<td>15.</td>
<td>Dr. Manimala Puri, Dr. Shivaji D. Mundhe, Prof. Pratibha S. M. Prof. Jyoti A. Mokashi</td>
<td>Web Technologies</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-523-7</td>
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<td>Dr. M.M. Puri, Dr. Sharad T. Patil, Prof. Sapankumar B. Singh, Prof. Amol Berad</td>
<td>Web Technologies</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-83414-85-7</td>
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<td>17</td>
<td>Dr. M M Puri, Prof. B S Tarle, Prof. S N Sutar, Prof. A V Brahmane</td>
<td>Computer Networks</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-84961-06-0</td>
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<td>18</td>
<td>Dr. M M Puri</td>
<td>Computer Organisation</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-5158-558-9</td>
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<td>19</td>
<td>Dr. M M Puri, Prof. B S Tarle, Prof. S. A. Shinde, Prof. M D Shelar</td>
<td>Software Engineering (TE Comp)</td>
<td>Success Publications (National Publishers)</td>
<td>978-93-84916-05-3</td>
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</table>
• **Name:** Dr. Padmapriya Irapatti
• **Date of Birth:** 07/12/1975
• **Unique ID:** T0574
• **Education Qualifications:** B.Sc.(Mathematics), MBA, M.Phil, Ph.D.

**Work Experience**

a. Teaching: 17 years  
b. Research: 15 years  
c. Industry: 6.5 years  
d. Others: NA  
e. Area of Specialization: Marketing Management, Strategic Management

**Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level**

1. Marketing Management  
2. Consumer Behaviour  
3. Marketing Research  
4. Sales and Distribution Management  
5. Research Methodology an SQM  
6. Entrepreneurship Development and Management  
7. International Business Management  
8. International Trade Logistics  
9. Strategic Marketing  
10. Project management

**Research guidance (Number of Students)**

- No. of papers published in National/ International Journals/ Conferences: 27  
- Master (Completed/Ongoing): Completed  
- Ph.D. (Completed/Ongoing): Completed  
- Projects Carried out:

**FUNDED RESEARCH PROJECT:**

Received grant of Rs. 20000/- by Bharati Vidyapeet, for the research project on “Potential for Higher Education in Tier II and Tier III cities in Maharashtra with special reference to Solapur City’’, in the academic year 2011-2012

- Patents (Filed & Granted): NA  
- Technology Transfer: NA  
- Research Publications (No.of papers published in National/International Journals/Conferences): 27  
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): 01
Publication in Book-

• **Name:** Dr. Shubhangi Salokhe

• **Date of Birth:** 12/05/66

• **Education Qualifications:** B.Sc., M.Sc., MMM, MBA, Rashtra Bhasha Ratna, Ph.D. (Biotechnology), Ph.D in Marketing, Diploma in Clinical Research Management.

• **Work Experience**
  
a. **Teaching:** 16 Years  
b. **Research:** 15 Years  
c. **Industry:** Nil  
d. **Others:** 1.9 Years  
e. **Area of Specialization:** Marketing Management

• **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate Diploma Level:** Management Courses

• **Research guidance (Number of Students):**
  
  • No. of papers published in National/ International Journals/ Conferences: 32  
  • Master (Completed/Ongoing):   
  • Ph.D. (Completed/Ongoing): Nil  
  • Projects Carried out: 12  
  • Patents (Filed & Granted): Nil  
  • Technology Transfer: 3  
  • Research Publications (No. of papers published in National/International Journals/Conferences): 32 (4 Scopus Indexed)  
  • No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.) -0
Name: Dr. Shravan Kadvekar

Date of Birth: 14 April 1975

Education Qualifications: B.E. MBA MS PhD

Work Experience
a. Teaching: 10 Years
b. Research: 05 Years
c. Industry: 15 Years (incl consulting)
d. Others: Nil
e. Area of Specialization: Educational Technology, E-Learning, Information Technology, Marketing, E-Commerce

Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level: MBA, PGDBA, BBA

Research guidance (Number of Students):
- No. of papers published in National/International Journals/Conferences: 2
- Master (Completed/Ongoing): NA
- Ph.D. (Completed/Ongoing): NA
- Projects Carried out: NA
- Patents (Filed & Granted): NA
- Technology Transfer: NA
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)
• Name: Dr. Rinku Raghuvanshi

• Date of Birth: 30 July 1975

• Education Qualifications: PhD Economics, MBA HR

• Work Experience 15 years
  a. Teaching : 11 Years
  b. Research : 15 Years
  c. Industry : 04 Years (Admin in University)
  d. Others :
  e. Area of Specialization: Economics and Human Resource Management

• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level : Business Economics, Global Business Management, Macroeconomics, Industrial Relations, HRM, Performance Management, Stress Management, Principals of Management

• Research guidance (Number of Students) : 06 PhD Candidates
  • No. of papers published in National/ International Journals/ Conferences : 14
  • Master (Completed/Ongoing):
  • Ph.D. (Completed/Ongoing) : 02 ongoing 03
  • Projects Carried out : NIL
  • Patents (Filed & Granted) : NIL
  • Technology Transfer : NIL
  • Research Publications (No. of papers published in National/International Journals/Conferences) : 14
  • No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.) : NIL
Name - Dr. Pallavi Soman

• Date of Birth-04/08/1971
• Unique ID- 448
• Education Qualifications-B.Hsc, B.Ed, MA -English, M.Ed, SET, DSM, Ph.D in Education

• Work Experience
  a. Teaching- 29 years
  b. Research- 12 years
  c. Industry-0
  d. others
  e. Area of Specialization - Education, English, Distance Education, Training, Instructional Design, Guidance and Counseling

• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level-
  1. Teaching English at Primary and Secondary Level
  2. Introduction to Study of English Language
  3. Educational Psychology
  4. Development Psychology
  5. Instructional Design
  6. Sources of Creativity
  7. Preparatory Practices
  8. A Study in English Grammar
  9. Learning Difficulties
  10. Course Design
  11. Introduction to Creative forms of writing
  12. The Expressive Self
  13. Experiencing the word
  14. Teaching English through Constructivism
  15. Creative lives
  16. Advanced Instructional Design
  17. Effective communication

• Research guidance (Number of Students) -2
  • No. of papers published in National/ International Journals/ Conferences
  • Master (Completed/Ongoing): Completed
  • Ph.D. (Completed/Ongoing)- Completed
  • Projects Carried out - nil
  • Patents (Filed & Granted)-nil
  • Technology Transfer
• Research Publications (No. of papers published in National/International Journals/Conferences) - 26
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication etc.)- nil
• Name: Dr. Shabana Inamdar

• Date of Birth: 20/12/1980

• Unique ID:

• Education Qualifications: B.Sc. (Computer Science),

  MCA, M.Phil. (Comp. Sci.), Ph.D (Computer Science)

• Work Experience
  a. Teaching: 14 years
  b. Research: 6 years
  c. Industry: NA
  d. Others: NA
  e. Area of Specialization: Computer Science/ Computer Application

• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level
  1. Data Mining and Web Mining
  2. Data Science
  3. Software Engineering
  4. Data Structures and Algorithms
  5. Cloud Computing

• Research guidance (Number of Students)- NA
• No. of papers published in National/ International Journals/ Conferences: 12
• Master (Completed/Ongoing): Completed
• Ph.D. (Completed/Ongoing): Completed
• Projects carried out: Nil
• Patents (Filed & Granted): NA
• Technology Transfer: NA
• Research Publications (No. of papers published in National/International Journals/Conferences): 12
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication,
  etc.): 01 (In Process)
- **Name**: Dr. Harpreet Dhiman
- **Date of Birth**: 12.07.83
- **Education Qualifications**: PhD

**Work Experience**

a. **Teaching**: 8 Years  
b. **Research**: 5.5 Years  
c. **Industry**: 2 Years  
d. **Others**: 2 years (All India Radio, Chandigarh)  
e. **Area of Specialization**: Communication & Soft skills training, Corporate training, English language skills enhancement, Storytelling, Educational consultancy

- **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level**: English Literature & Language to all graduate classes (BA, B.Com, B.Sc, BBA) Business Communication to Post Graduate classes (MA, MBA)

**Research guidance (Number of Students)**:

- No. of papers published in National/ International Journals/ Conferences: N.A.
- Papers presented in person at The American University in Cairo, Egypt; Conference on New Trends in English Language & teaching in Istanbul, Turkey; and Wits University in Johannesburg, South Africa.
- Master (Completed/Ongoing): Completed  
- Ph.D. (Completed/Ongoing): Completed  
- Projects Carried out: N.A.  
- Patents (Filed & Granted): N.A.  
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.) N.A.  

**Others**

- Scholarships won
  1. Fully sponsored course by Regional English Language Office, US Embassy, New Delhi  
  2. TESOL scholarship by Cengage Learning/National Geographic Learning
• **Name:** Uttara Deolankar

• **Date of Birth:** 12th April 1970

• **Unique ID:** T 406

• **Education Qualifications:** B Sc (Dietetics), MA (Sociology), M Ed, NET in Education.

• **Work Experience**
  
  a. Teaching: 14 years
  b. Research: 10 years
  c. Industry: NA
  d. Others: NA
  e. Area of Specialization: Educational Administration and Training, Instructional Design, Guidance and Counselling

• **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate Diploma Level:** Diploma/ Post Diploma/ Under Graduate/ Post Graduate Diploma Level.

• **Research guidance (Number of Students):** NA

• **No. of papers published in National/ International Journals/ Conferences:** 21

• **Master (Completed/Ongoing):** MA (Sociology), M Ed. (Completed)

• **Ph.D. (Completed/Ongoing):** Ph D in Education: Ongoing

• **Projects Carried out:** NA

• **Patents (Filed & Granted):** NA

• **Technology Transfer:** NA

• **Research Publications (No.of papers published in National/International Journals/Conferences):** 21

• **No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.):** NA
• **Name:** Vijay Haridas Masarkar  
• **Date of Birth:** 13\textsuperscript{th} January 1974  
• **Unique ID:** 0378  
• **Education Qualifications:** B.Com, M.I.R.P.M.,  
  M.B.A., UGC-NET (HR), SET (MGT), Ph.D. (Pursuing)

• **Work Experience**
  
  a. **Teaching:** 17 Years  
  b. P.W.S. College of Arts and Commerce, Nagpur.  
  c. Raisoni Group of Institutions, Nagpur  
  d. Symbiosis Centre for Distance Learning, Pune  
  
  e. **Industry:** 4.9 Years  
  f. P. S. Sarkar and Associates, Nagpur  
  g. Vandana Distilleries Pvt. Ltd., (Shaw Wallace Bottling Plant) Nagpur,  
  h. INDO – RAMA Synthetics (I) Ltd. Butibori Nagpur,  
  i. LORDS WEAR Pvt. Ltd. & Lords Academy of Fashion Technology, Nagpur  
  j. Artefact Projects Ltd, Nagpur.  
  
  k. **Others:** 3 Years  
  l. YCMOU Nasik, TMV Pune  
  
  m. **Area of Specialization:** Human Resource Management


In addition, subjects at BBA and MBA Level as per RTMNU, Nagpur.

• **Research guidance (Number of Students)**
• No. of papers published in National/ International Journals/ Conferences: NA  
• Master (Completed/Ongoing): NA  
• Technology Transfer: NA  
• Research Publications (No. of papers published in National/International Journals/Conferences): NA
• Name: Prashant Ubarhande
• Date of Birth: 27/05/1984
• Unique ID: T 0543
• Education Qualifications: B.Sc. (Mathematics), MBA, NET.

• Work Experience
  a. Teaching: 11 years
  b. Research: 10 years
  c. Industry: NA
  d. Others: NA
  e. Area of Specialization: Financial Management

• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level
  3. Financial Management
  4. Economics
  5. Accounting
  6. Security analysis
  7. International Finance
  8. Quantitative Techniques
  9. Banking

Research guidance (Number of Students)
• No. of papers published in National/ International Journals/ Conferences: 12
• Master (Completed/Ongoing): Completed
• Ph.D. (Completed/Ongoing): Completed
• Projects carried out: 01
• Patents (Filed & Granted): NA
• Technology Transfer: NA
• Research Publications (No. of papers published in National/International Journals/Conferences): 12
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication etc.): 02

Publication in Book-
• **Name:** Ankita Mendiratta  
• **Date of Birth:** 21.05.1984  
• **Unique ID:**  
• **Education Qualifications:** MCA, M.Tech  

**Work Experience**

- a. **Teaching:** 15 years  
- b. **Research:** 6 years  
- c. **Industry:** NA  
- d. **Others:** NA  
- e. **Area of Specialization:** Computer Science/Computer Application

**Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level**

1. Software Engineering  
2. Data Structures and Algorithms  
3. Cloud Computing

**Research guidance (Number of Students)- NA**

- **No. of papers published in National/International Journals/Conferences:** 1  
- **Master (Completed/Ongoing):** Completed  
- **Ph.D. (Completed/Ongoing):** Completed  
- **Projects carried out:** Nil  
- **Patents (Filed & Granted):** NA  
- **Technology Transfer:** NA  
- **Research Publications (No. of papers published in National/International Journals/Conferences):** 1  
- **No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.):** 00
- **Name**: Jyoti Peswani
- **Date of Birth**: 28 November 1992
- **Unique ID**: 783
- **Education Qualifications**: B.com/ MBA (Finance)/ UGC NET (2018 & 2019)/ Ph.D. (Pursuing)
- **Work Experience**
  a. Teaching: 2 years
  b. Research: 2.5 Years
  c. Industry: 2 Years
  d. Others: NA
  e. Area of Specialization: Finance

- Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level:
  1. Financial Management
  2. Principles and Practices of Management
  3. Research Methodology
  4. GST
  5. Entrepreneurship Development
  6. Capital Markets
  7. Indian Financial System
  8. Communication Skill
  9. Budgeting and Management Control
  10. Management Accounting

**Research guidance (Number of Students)**: NA

- No. of papers published in National/ International Journals/ Conferences: 4
- Master (Completed/Ongoing): Completed
- Ph.D. (Completed/Ongoing): Ongoing
- Projects Carried out: NA
- Patents (Filed & Granted): NA
- Technology Transfer: NA
- Research Publications (No.of papers published in National/International Journals/Conferences): 4
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication etc.): NA
• **Name** – Shashank Bhandakkar

• **Date of Birth**- 05/08/1963

• **Unique ID**- C202030

• **Education Qualifications**- B.E. (Mechanical Engineering, MMS, Diploma Export Import)

• **Work Experience**
  a. Teaching- 13 months
  b. Industry-30
  c. Others
  d. Area of Specialization – Supply Chain management, Operations Management

• **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level**-
  1. Supply Chain Management
  2. Production and Operations Management
  a. Logistics and distribution management
  3. Materials Management
  4. World Class Manufacturing
  5. Warehouse Management

**Research guidance (Number of Students)** -

- No. of papers published in National/ International Journals/ Conferences
- Master (Completed/Ongoing): Completed
- Ph.D. (Completed/Ongoing)- Ongoing
- Projects Carried out – Industrial Projects ERP, Turnkey Projects SCM, NPD projects
- Patents (Filed & Granted)-nil
- Technology Transfer - Functional Contribution in industry
- Research Publications (No. of papers published in National/International Journals/Conferences) - Nil
- No. of Books published with details.
• **Name**: Dr. Arun Mudbidri

• **Date of Birth**: 12-04-1956

• **Education Qualifications**: B. Com, LLB, MPM, Ph. D.

• **Work Experience**
  
  f. **Teaching**: 17 Years
  
  g. **Research**: 04 Years
  
  h. **Industry**: 10 Years
  
  i. **Others**: Experience of creating employability modules. Focusing on career building of MBA students achieving 100% of placement success. Mentorship programs. During my tenure as Director SIBM the institute became no. 1 private sector consecutively for 4 years
  
  j. **Area of Specialization**: Management, HRM, General Management, Business Analysis

• **Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate Diploma Level**: HRM, Business Environment, General Management
8. Fees:
A. Details of Fee, as approved by State Fee Committee, for the Institution (AY 2020-21)

<table>
<thead>
<tr>
<th>Course</th>
<th>General</th>
<th>Defence</th>
<th>NRI</th>
<th>SAARC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Fee</td>
<td>1st</td>
<td>2nd</td>
<td>Full Fee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Installment</td>
<td>Installment</td>
<td></td>
</tr>
<tr>
<td>PGCF-MA</td>
<td>₹ 20,000</td>
<td>₹ 15,000</td>
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<tr>
<td>PGCM-CL</td>
<td>₹ 20,000</td>
<td>₹ 15,000</td>
<td>₹ 10,000</td>
<td>₹ 20,000</td>
</tr>
<tr>
<td>PGCM-DM</td>
<td>₹ 20,000</td>
<td>₹ 15,000</td>
<td>₹ 10,000</td>
<td>₹ 20,000</td>
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<tr>
<td>PGCM-ED</td>
<td>₹ 20,000</td>
<td>₹ 15,000</td>
<td>₹ 10,000</td>
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</tr>
<tr>
<td>PGCM-EM</td>
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<td>₹ 15,000</td>
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<td>₹ 50,000</td>
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<tr>
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<tr>
<td>PGDCRM</td>
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<td>₹ 20,000</td>
<td>₹ 47,000</td>
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<tr>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
</tr>
<tr>
<td>PGDEMR(LE)</td>
<td>₹ 50,000</td>
<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
</tr>
<tr>
<td>PGDEXIM</td>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
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<tr>
<td>PGDHRM</td>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
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</tr>
<tr>
<td>PGDIBM</td>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
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<td>PGDIT</td>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
</tr>
<tr>
<td>PGDP&amp;HRM (LL)</td>
<td>₹ 50,000</td>
<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
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<td>PGDPM</td>
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<td>₹ 20,000</td>
<td>₹ 47,000</td>
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<td>PGDRM</td>
<td>₹ 50,000</td>
<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
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<tr>
<td>PGDSM</td>
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<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
</tr>
<tr>
<td>PGDTWBMA</td>
<td>₹ 50,000</td>
<td>₹ 35,000</td>
<td>₹ 20,000</td>
<td>₹ 47,000</td>
</tr>
<tr>
<td>C-PGDBA</td>
<td>₹ 67,000</td>
<td>₹ 40,000</td>
<td>₹ 27,000</td>
<td>NA</td>
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</table>
B. Time schedule for payment of Fee for the entire Programme (AY 2020-21)

<table>
<thead>
<tr>
<th>SN</th>
<th>SERVICES</th>
<th>1ST CYCLE - JULY 2020</th>
<th>2ND CYCLE - JAN 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pay Complete Program Fee</td>
<td>10 Aug 2020 (Mon)</td>
<td>10 Feb 2021 (Wed)</td>
</tr>
<tr>
<td>2</td>
<td>Pay Full Program Fee With Late Fee</td>
<td>17 Aug 2020 (Mon)</td>
<td>15 Feb 2021 (Mon)</td>
</tr>
<tr>
<td>3</td>
<td>Admission Cancellation - Refund of Fee</td>
<td>20 Aug 2020 (Thus)</td>
<td>20 Feb 2021 (Sat)</td>
</tr>
<tr>
<td>4</td>
<td>Apply for EBC [Fee Concession]</td>
<td>20 Aug 2020 (Thus)</td>
<td>20 Feb 2021 (Sat)</td>
</tr>
<tr>
<td>5</td>
<td>Pay Program Fee as per</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option 1: One Instalment: Full Fee</td>
<td>Within 30 days of grant of confirmed admission</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option 2: Two Instalments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Pay 1st Instalment within 15 days of grant of confirmed admission</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Pay 2nd Instalment within 60 days of payment of 1st Inst payment or on or before the last date to pay full fee, whichever is earlier, as per policy.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

C. No. of Fee waivers granted with amount and name of students

i. EBC: Fee concession for last three Academic Years granted to Students

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>No of students who were given fee waiver</th>
<th>Amount of fee waiver</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>4</td>
<td>₹ 35,500</td>
</tr>
<tr>
<td>2018-2019</td>
<td>43</td>
<td>₹ 4,17,500</td>
</tr>
<tr>
<td>2019-2020</td>
<td>27</td>
<td>₹ 2,91,250</td>
</tr>
<tr>
<td>2020-2021</td>
<td>0</td>
<td>₹ 0</td>
</tr>
<tr>
<td>Grand Total</td>
<td>74</td>
<td>₹ 7,44,250</td>
</tr>
</tbody>
</table>

**Note:** For AY 2020-21, no applications received under EBC fee Concession.

ii. Defence Personnel: As a recognition of their service to the nation, fee waiver up to 15% in course fee is given, to defence personnel’s

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>No of defence personnel’s students who were given fee waiver</th>
<th>Amount of fee waiver</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>137</td>
<td>₹ 4,19,000</td>
</tr>
<tr>
<td>2018-2019</td>
<td>154</td>
<td>₹ 5,20,000</td>
</tr>
<tr>
<td>2019-2020</td>
<td>132</td>
<td>₹ 5,25,000</td>
</tr>
<tr>
<td>2020-2021</td>
<td>192</td>
<td>₹ 11,39,000</td>
</tr>
<tr>
<td>Grand Total</td>
<td>615</td>
<td>₹ 26,03,000</td>
</tr>
</tbody>
</table>
D. Criteria for Fee waivers

Fee Concession Scheme for Students of SCDL Belonging to Economically Backward Community (EBC) - AY 2020-21

Symbiosis firmly believes that it is the foremost responsibility of every educational institute to contribute to some extent for the cause of uplift of the weaker section of the society. Symbiosis is fully aware of its social obligations and to meet these social obligations, Symbiosis Open Education Society announced fee concessions to 100 deserving students belonging to Economically Backward Community (EBC) & share their financial burden to some extent & to motivate them to continue to pursue to enrol for the programs of Symbiosis Centre for Distance Learning (SCDL).

Eligibility: Students fulfilling the following eligibility criteria will be eligible for fee concession under this scheme.

a) The total income of the family [means self (if earning), father and mother] of the student from all sources should not exceed Rs.1,50,000/ per annum.
b) The application for fee concession from this category should be supported by a certificate of annual income issued by Competent Govt. Authority.
c) The admission of the student should be confirmed. Student must have enrolled for Post Graduate Diploma program.
d) The student must have paid the first instalment full amount. The student can avail fee concession of 25% on total program fees.
e) This scheme is not applicable to the International / SAARC students.

Procedure & Rules for award of Fee Concession:

a) The student should submit prescribed application form for fee concession under this scheme along with the attested copies of;
i. Certificate of annual income of the family issued by the Competent Govt. Authority.
ii. Mark-list of 10th Std., 12th Std. and qualifying examination.
iii. Birth Date Certificate (School leaving certificate or any other valid document mentioning the date of birth).
b) The Fee Concession Committee will consider the applications and will recommend the names of maximum 100 students for award of fee concession.
c) Head Finance will inform the concerned students about the fee concession granted to them.
d) If the number of applications of eligible students is more than 100, the Fee Concession Committee shall normally apply the criteria of highest marks obtained by the students amongst themselves at the qualifying examination.
e) If two students have obtained the same percentage/marks at the qualifying examination, then the student obtaining highest marks at the 12th standard examination shall be given preference over the other.
f) If the marks obtained by two students are same at the last qualifying examination and at 12th standard examination, then the student obtaining highest marks at the 10th standard examination shall be given preference over the other.

g) If two students have obtained the same percentage / marks at the last qualifying examination, 12th standard examination and 10th standard examination then the student senior in age between them shall be given preference.

h) Fee concession will be applicable for the students enrolling for Post Graduate Diploma program ONLY.

i) It is the sole discretion of the Director, SCDL, to grant or reject any application/s received for grant of fee concession under this scheme.
### Any Other fees:

**Administrative Charges for other Service Requests for AY 2020-21**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Fee Type</th>
<th>National Fee in ₹</th>
<th>National Fee in $ (USD)</th>
<th>SAARC Fee in ₹</th>
<th>SAARC Fee in $ (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>By Hand</td>
<td>By Post</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>Enrolment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Duplicate ID Card</td>
<td>₹ 200</td>
<td>₹ 250</td>
<td>₹50</td>
<td>₹ 60</td>
</tr>
<tr>
<td>2</td>
<td>Profile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Specialization Change</td>
<td>₹ 500</td>
<td>₹ 500</td>
<td>₹200</td>
<td>₹ 250</td>
</tr>
<tr>
<td>2</td>
<td>Program Change</td>
<td>₹ 1,500</td>
<td>₹ 1,500</td>
<td>₹300</td>
<td>₹ 350</td>
</tr>
<tr>
<td>3</td>
<td>SLM Re-dispatch charges</td>
<td>NA</td>
<td>₹ 700</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>4</td>
<td>Purchase of SLM (One Semester)</td>
<td>₹ 1,000</td>
<td>₹ 1,200</td>
<td>₹600</td>
<td>₹ 650</td>
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<tr>
<td>5</td>
<td>Purchase of Loose SLM (per book)</td>
<td>₹ 500</td>
<td>₹ 700</td>
<td>₹25</td>
<td>₹ 75</td>
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<tr>
<td>6</td>
<td>Loose Book Re-dispatch</td>
<td>NA</td>
<td>₹ 200</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>B</td>
<td>Evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Examination</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Exam Fee per Attempt</td>
<td>₹ 450</td>
<td>₹ 450</td>
<td>₹25</td>
<td>₹ 300</td>
<td>$25</td>
</tr>
<tr>
<td>ii. Re-evaluation (only for subjective questions)</td>
<td>₹ 500</td>
<td>₹ 500</td>
<td>₹30</td>
<td>₹ 350</td>
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<td>2</td>
<td>Assignment paid Attempt</td>
<td>₹ 350</td>
<td>₹ 350</td>
<td>₹20</td>
<td>₹ 300</td>
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<tr>
<td>3</td>
<td>PGD Programs Project Report / Case Study etc. (as applicable)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>i. Submission</td>
<td>₹ 600</td>
<td>₹ 600</td>
<td>₹35</td>
<td>₹ 400</td>
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<tr>
<td>ii. Re-Submission</td>
<td>₹ 1,200</td>
<td>₹ 1,200</td>
<td>₹55</td>
<td>₹ 1,000</td>
<td>$55</td>
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<tr>
<td>iii. Re-Evaluation</td>
<td>₹ 1,200</td>
<td>₹ 1,200</td>
<td>₹55</td>
<td>₹ 1,000</td>
<td>$55</td>
</tr>
<tr>
<td>4</td>
<td>PGDPTT (Resource File) / DCWE &amp; DELT Submissions, (each course) / PGCM [TL] (per Submission) &amp; CCBT</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>i. Submission</td>
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<td>₹5</td>
<td>₹ 150</td>
<td>$5</td>
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<td>ii. Re-Submission</td>
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<td>₹ 300</td>
<td>₹8</td>
<td>₹ 225</td>
<td>$8</td>
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<td>iii. Re-Evaluation</td>
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<td>₹10</td>
<td>₹ 275</td>
<td>$10</td>
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<td>5</td>
<td>PG Certificate Program in Cyber Law - Research Project Report</td>
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<tr>
<td>i. Submission</td>
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<td>₹ 300</td>
<td>₹15</td>
<td>₹ 150</td>
<td>$15</td>
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<tr>
<td>ii. Re-Submission</td>
<td>₹ 500</td>
<td>₹ 500</td>
<td>₹8</td>
<td>₹ 375</td>
<td>$8</td>
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<tr>
<td>iii. Re-Evaluation</td>
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<td>₹ 500</td>
<td>₹10</td>
<td>₹ 425</td>
<td>$10</td>
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<td>Duplicate Diploma + Mark sheet</td>
<td>₹ 1,200</td>
<td>₹ 1,500</td>
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<td>₹ 1,050</td>
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<td>7</td>
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<td>₹ 900</td>
<td>₹ 1,000</td>
<td>₹50</td>
<td>₹ 825</td>
</tr>
<tr>
<td>8</td>
<td>Only Duplicate Mark sheet</td>
<td>₹ 400</td>
<td>₹ 500</td>
<td>₹20</td>
<td>₹ 375</td>
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<td>Provisional Certificate</td>
<td>₹ 300</td>
<td>₹ 400</td>
<td>₹35</td>
<td>₹ 325</td>
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<td>Syllabus charges</td>
<td>₹ 300</td>
<td>₹ 500</td>
<td>₹25</td>
<td>₹ 425</td>
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<td>11</td>
<td>Transcripts (Per Transcript)</td>
<td>₹ 400</td>
<td>₹ 600</td>
<td>₹35</td>
<td>₹ 475</td>
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<td>12</td>
<td>PCP</td>
<td>₹ 500</td>
<td>₹ 500</td>
<td>NA</td>
<td>NA</td>
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<td>13</td>
<td>Verification of Student Record</td>
<td>₹ 400</td>
<td>₹ 600</td>
<td>₹35</td>
<td>₹ 475</td>
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<td>D</td>
<td>Late Fee</td>
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</tr>
<tr>
<td>1</td>
<td>Program late fee 2 Years</td>
<td>₹ 5,000</td>
<td>₹ 4,500</td>
<td>₹300</td>
<td>₹ 375</td>
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<tr>
<td>2</td>
<td>Program late fee 1 Year</td>
<td>₹ 1,000</td>
<td>₹ 1,000</td>
<td>₹30</td>
<td>₹ 325</td>
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9. Admission

A. Number of seats sanctioned with the year of approval

<table>
<thead>
<tr>
<th>Program</th>
<th>Course</th>
<th>Course Duration</th>
<th>Level</th>
<th>Approved Intake 2018-19</th>
<th>Approved Intake 2019-20</th>
<th>Intake Applied 2020-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Business Administration</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>6800</td>
<td>6800</td>
<td>6800</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Banking and Finance</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>1250</td>
<td>1250</td>
<td>1250</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in International Business</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Information Technology Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>950</td>
<td>950</td>
<td>950</td>
</tr>
<tr>
<td>Management</td>
<td>Corporate Post Graduate Diploma in Business Administration</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>350</td>
<td>350</td>
<td>350</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Business and Corporate Law</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>350</td>
<td>350</td>
<td>350</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Customer Relationship Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>250</td>
<td>250</td>
<td>250</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Export and Import Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>250</td>
<td>250</td>
<td>250</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Human Resource Management</td>
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<td>Post Graduate Diploma</td>
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<td>1450</td>
<td>1450</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Insurance Management</td>
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<td>Post Graduate Diploma</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Retail Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Supply Chain Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>850</td>
<td>850</td>
<td>850</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Certificate Program in Cyber Law</td>
<td>1</td>
<td>Post Graduate Certificate</td>
<td>150</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Certificate Program in Entrepreneurship Development</td>
<td>1</td>
<td>Post Graduate Certificate</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Certificate Program in Management Accounting</td>
<td>1</td>
<td>Post Graduate Certificate</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Technical Writing in Business Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Certificate Program in Digital Marketing</td>
<td>1</td>
<td>Post Graduate Certificate</td>
<td>150</td>
<td>150</td>
<td>300</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Project Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>--</td>
<td>--</td>
<td>500</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Event Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>--</td>
<td>--</td>
<td>200</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Data Science</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>--</td>
<td>--</td>
<td>600</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Personnel &amp; HRM (LL)</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>--</td>
<td>--</td>
<td>200</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Diploma in Energy Management</td>
<td>2</td>
<td>Post Graduate Diploma</td>
<td>--</td>
<td>--</td>
<td>200</td>
</tr>
<tr>
<td>Management</td>
<td>Post Graduate Certificate in Finance (Taxation Laws)</td>
<td>1</td>
<td>Post Graduate Certificate</td>
<td>--</td>
<td>--</td>
<td>250</td>
</tr>
</tbody>
</table>
B. Number of Students admitted under various categories each year

<table>
<thead>
<tr>
<th>Caste</th>
<th>AY 2019-2020</th>
<th>AY 2020-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>6255</td>
<td>5429</td>
</tr>
<tr>
<td>OBC</td>
<td>1243</td>
<td>1246</td>
</tr>
<tr>
<td>SC</td>
<td>288</td>
<td>271</td>
</tr>
<tr>
<td>ST</td>
<td>38</td>
<td>49</td>
</tr>
<tr>
<td>Minority</td>
<td>342</td>
<td>226</td>
</tr>
<tr>
<td>Other</td>
<td>1305</td>
<td>1017</td>
</tr>
<tr>
<td>NA</td>
<td>6</td>
<td>261</td>
</tr>
<tr>
<td>Grand Total</td>
<td>9477</td>
<td>8499</td>
</tr>
</tbody>
</table>
10. Admission Procedure

A. Purchase of application form:

Students desiring to take admission purchase application online via SCDL website www.scdl.net

B. Registration:

Students need to fill the form online and enclose copies of necessary documents and submit by hand or by registered post or by courier, to SCDL Pune Campus with all the documents.

C. Fee payment:

Students submit complete program fee from their respective student login as per timelines specified either through online payment gateway or by demand draft.
### 11. Criteria and Weightages for Admission

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Duration</th>
<th>Program Short Name</th>
<th>Program Full Name</th>
<th>Eligibility</th>
</tr>
</thead>
</table>
| 1      | 2 Yrs    | PGDBA             | Post Graduate Diploma in Business Administration | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 2      | 2 Yrs    | PGDBFS            | Post Graduate Diploma in Banking & Financial Services | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 3      | 2 Yrs    | PGDIB             | Post Graduate Diploma in International Business | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 4      | 2 Yrs    | PGDIT             | Post Graduate Diploma in Information Technology | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 5      | 2 Yrs    | PGDBCL            | Post Graduate Diploma in Business and Corporate Law | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 6      | 2 Yrs    | PGDCRM            | Post Graduate Diploma in Customer Relationship Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 7      | 2 Yrs    | PGDEXI            | Post Graduate Diploma in Export & Import Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 8      | 2 Yrs    | PGDHRM            | Post Graduate Diploma in Human Resource Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 9      | 2 Yrs    | PGDIBM            | Post Graduate Diploma in Insurance Business Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 10     | 2 Yrs    | PGDRM             | Post Graduate Diploma in Retail Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 11     | 2 Yrs    | PGDSCM            | Post Graduate Diploma in Supply Chain Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Duration</th>
<th>Program Short Name</th>
<th>Program Full Name</th>
<th>Eligibility</th>
</tr>
</thead>
</table>
| 12     | 2 Yrs    | PGDTWB M          | Post Graduate Diploma In Technical Writing In Business Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 13     | 2 Yrs    | PGDPM             | Post Graduate Diploma In Project Management | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 14     | 2 Yrs    | PGDDS             | Post Graduate Diploma In Data Science | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 15     | 2 Yrs    | PGDP & HRM [LL]   | Post Graduate Diploma In Personnel & HRM [Labour Laws] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 16     | 2 Yrs    | PGDEM [RE]        | Post Graduate Diploma In Energy Management [Renewable Energy] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 17     | 2 Yrs    | CPGDBA            | Corporate Post Graduate Diploma In Business Administration | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 18     | 1 Yr     | PGCM [EM]         | Post Graduate Certificate In Mgmt. [Event Management] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 19     | 1 Yr     | PGCM [DM]         | Post Graduate Certificate In Mgmt. [Digital Marketing] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 20     | 1 Yr     | PGCM [CL]         | Post Graduate Certificate In Mgmt. [Cyber Laws] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 21     | 1 Yr     | PGCM [ED]         | Post Graduate Certificate In Mgmt. [Entrepreneurship Dev.] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 22     | 1 Yr     | PGCF [MA]         | Post Graduate Certificate In Finance [Mgmt. Accounting] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |
| 23     | 1 Yr     | PGCF [TL]         | Post Graduate Certificate In Finance [Taxation Laws] | • Bachelor degree holder / Graduate in any discipline from a recognised University.  
• International / SAARC Graduate from a recognised / accredited University /Institution. |

*Note: Students who have appeared for final year of examination of their bachelor's degree program and are awaiting results can also apply, subject to successfully completing their bachelor's degree program / graduation within the time-period specified by SCDL.*
12. Information of Infrastructure and Other Resources Available

A. Infrastructure for ODL courses at Headquarters:

<table>
<thead>
<tr>
<th>Sr No.</th>
<th>Type of Area</th>
<th>Area in Sq. mtr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Academic area</td>
<td>960</td>
</tr>
<tr>
<td>2.</td>
<td>Administrative area</td>
<td>304.27</td>
</tr>
<tr>
<td>3.</td>
<td>Academic support area</td>
<td>600.66</td>
</tr>
<tr>
<td>4.</td>
<td>Amenities or other support facilities area</td>
<td>348.45</td>
</tr>
</tbody>
</table>

B. Barrier Free Built Environment for disabled and elderly persons:

SCDL provides appropriate facilities to take care of the physically challenged students and elderly persons comprising Teaching/ Non-Teaching staff including students visiting the Institution. Barrier Free Built Environment for disabled/ elderly persons is available in the institution building. Institution building has an entrance accessible to the physically challenged. The entrance can be approached through a ramp.
C. Occupancy Certificate:
D. Fire and Safety Certificate:

<table>
<thead>
<tr>
<th>No.</th>
<th>Section</th>
<th>Observation</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fire Protection System</td>
<td>12 in numbers fire pump has provided. One at ground level of fire standpipe of 34 LPS. Second number is at terrace with capacity of 16 LPS. Fire hydrant pod and hose reel drum assembly has provided at each floor.</td>
<td>System is operational. However, maintenance is required to be frequent.</td>
</tr>
<tr>
<td>2</td>
<td>Fire Extinguisher</td>
<td>Total 41 in numbers fire extinguisher has provided at the complete premises.</td>
<td>Fire Extinguishers are in healthy condition.</td>
</tr>
<tr>
<td>3</td>
<td>Fire Detection System</td>
<td>Exits floor and Offices are equipped with Smoke Detector/ HOV Heads and heat detectors (where required).</td>
<td>System are in healthy condition.</td>
</tr>
<tr>
<td>4</td>
<td>Fire Signage</td>
<td>There is no signage at site.</td>
<td>Signages in respect of - Exit sign, Assistance Bell Sign, Assembly Point. Fire Extinguisher indicates sign to be installed at suitable location.</td>
</tr>
<tr>
<td>5</td>
<td>Evacuation Drill</td>
<td>Record not found.</td>
<td>Evacuation drill is required to be conducted on the monthly basis to make aware of staff that how to move on safer places in minimum designated timing. Also, to do the crowd management.</td>
</tr>
<tr>
<td>6</td>
<td>Training</td>
<td>Training has imparted on 19 Feb 2018.</td>
<td>Proper training to be imparted to the staff and security personnel for operation of fire fighting appliances and evacuation procedures.</td>
</tr>
</tbody>
</table>

For Omkar Firewise Pvt Ltd.

[Signature]

Reference: OFW/15/20/1507
Date: 19/11/2018
E. Library:

i. Library Collection (Books)

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Course</th>
<th>Total No of Titles</th>
<th>Total No of Volumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Management</td>
<td>940</td>
<td>2276</td>
</tr>
<tr>
<td>2</td>
<td>Law</td>
<td>422</td>
<td>877</td>
</tr>
<tr>
<td>3</td>
<td>Information Technology</td>
<td>346</td>
<td>605</td>
</tr>
<tr>
<td>4</td>
<td>Education</td>
<td>467</td>
<td>862</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>2175</strong></td>
<td><strong>4620</strong></td>
</tr>
</tbody>
</table>

ii. Print Journals /magazines details (Subscribed)

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Name of the Journal</th>
<th>National /International</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Competition Success Review</td>
<td>National</td>
</tr>
<tr>
<td>2</td>
<td>Indian Journal of Commerce &amp; Management Studies</td>
<td>National</td>
</tr>
<tr>
<td>3</td>
<td>Computer Society of India (CSI)</td>
<td>National</td>
</tr>
<tr>
<td>4</td>
<td>Indian Journal of Industrial Relation</td>
<td>National</td>
</tr>
<tr>
<td>5</td>
<td>IIMB Management Review</td>
<td>National</td>
</tr>
<tr>
<td>6</td>
<td>Harvard Business Review</td>
<td>International</td>
</tr>
<tr>
<td>7</td>
<td>Vikalpa: the decision makers</td>
<td>National</td>
</tr>
<tr>
<td>8</td>
<td>Digital Learning</td>
<td>National</td>
</tr>
<tr>
<td>9</td>
<td>Human Capital</td>
<td>National</td>
</tr>
<tr>
<td>10</td>
<td>Asian Economic Review</td>
<td>National</td>
</tr>
<tr>
<td>11</td>
<td>People Matters</td>
<td>National</td>
</tr>
<tr>
<td>12</td>
<td>MCCIA (Membership -IA-8231)</td>
<td>National</td>
</tr>
<tr>
<td>13</td>
<td>India Today</td>
<td>National</td>
</tr>
<tr>
<td>14</td>
<td>Outlook</td>
<td>National</td>
</tr>
<tr>
<td>15</td>
<td>BW/Business world</td>
<td>National</td>
</tr>
</tbody>
</table>

iii. Online e- National/ International Journals (subscribed)

**EBSCO – online Full Text Journal**

- Academic Search Elite : 2285
- Business Search Elite : 1072

Total: 3357

**E-library (Subscribed)**

EBSCO INTERNATIONAL INC.
EBSCOHOST- EBOOK BUSINESS COLLECTION (ESS NEGOTIATED PRICE)
(19124 e-books)
F. Computing Facilities

i.

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Item</th>
<th>Qty</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Internet Bandwidth</td>
<td>----</td>
<td>100 Mbps</td>
</tr>
<tr>
<td>2.</td>
<td>Number and configuration of System</td>
<td>153</td>
<td>Intel Core2Duo, i3,i5 processor machines,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4GB/8GB RAM, 500GB/1TB Hard Disk, Monitor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Thin Client</td>
</tr>
<tr>
<td>3.</td>
<td>Total number of system connected by LAN</td>
<td>153</td>
<td>----</td>
</tr>
<tr>
<td>4.</td>
<td>Total number of system connected by WAN</td>
<td>4</td>
<td>----</td>
</tr>
<tr>
<td>5.</td>
<td>Major software packages available</td>
<td>----</td>
<td>Windows 8.1/10 Desktop Operating System,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Windows Server Operating System, Linux Operating System, Microsoft SQL Database, Oracle Database, JBoss, MySQL Database, Moodle, Koha, Tally</td>
</tr>
<tr>
<td>6.</td>
<td>Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.)</td>
<td>----</td>
<td>Microsoft Teams, Zoom, Google Meet</td>
</tr>
<tr>
<td>7.</td>
<td>Facilities for conduct of classes/courses in online mode (Theory &amp; Practical)</td>
<td>----</td>
<td>WizIQ Virtual Classroom, Microsoft Teams, WebEx for online classes, JBoss Application for uploading Assignments, Moodle for uploading projects</td>
</tr>
</tbody>
</table>

ii. Social Media Cell:

The objective of the Cell is to manage as well as communicate important details pertaining to various student activities as well as various initiatives taken by the institute, different events and activities organized at the institution.

Key functions:

a. To publish webinar series, online counselling, events etc.
b. To receive feedback, critics, review etc. and to initiate suitable actions.
c. To publish Student Testimonials, details of Alumni meet, Placement Meet etc.
The cell manages institute website www.scdl.net and all social media handles of Symbiosis Centre for Distance Learning namely Facebook, Twitter, YouTube, Instagram etc.

Links to Social Media Handles of the institute:

LinkedIn : https://www.linkedin.com/school/symbiosiscentrefordistancelearning
Facebook : https://www.facebook.com/SCDLDistanceLearning
Instagram : https://www.instagram.com/symbiosisdistance/
Twitter : https://twitter.com/SCDLSymbiosis
G. Teaching Learning Process

i. Curricula and syllabus for each of the Programmes

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (PGDBA)

Total Credits- 80

COURSE STRUCTURE:

<table>
<thead>
<tr>
<th>SEM</th>
<th>Sr. no.</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1</td>
<td>Principles and Practices of Management</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Organisational Behaviour</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Management Accounting</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Business Law</td>
</tr>
<tr>
<td>II</td>
<td>1</td>
<td>Production/ Operations Management</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Financial Management</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Marketing Management</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Marketing Specialisation</em></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Services Marketing</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Marketing Research</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Electives (Any one out of three)</em></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Advertising &amp; Public Relations</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Industrial Marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>HRM Specialisation</em></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>HR Development &amp; Training</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Industrial Relations and Labour Laws</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Electives (Any one out of three)</em></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Compensation Management</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Personnel Administration</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Industrial and Labour Economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Finance Specialisation</em></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Capital Market</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Corporate Governance</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Electives (select any one course)</em></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Project Finance</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Security Analysis &amp; Portfolio Management</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Financial Institutions &amp; Banking</td>
</tr>
<tr>
<td>Operations Specialisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>1</td>
<td>Quantitative Techniques</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Materials Management</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Strategic Management</td>
<td></td>
</tr>
<tr>
<td>Electives (select any one course)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Techniques for Operations Efficiency</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Operations Strategy</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Project Management (Operations)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CRM Specialisation</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Customer Relationship Management</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td>3</td>
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<td>Cost Planning &amp; Analysis</td>
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<td>Research Methodology and Statistical Quantitative Methods and Project</td>
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<td>Research Methodology &amp; Statistical Quantitative Methods and Project Report</td>
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<td>Strategic HR &amp; TQM</td>
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<td>Organizational Development</td>
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<td>Human Resource Information System</td>
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<td>Research Methodology &amp; Statistical Quantitative Methods and Project Report</td>
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<td>Indirect Taxation</td>
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**Operations Specialisation**

| 1 | Supply Chain Management |
| 2 | Research Methodology & Statistical Quantitative Methods and Project Report |

**Electives (select any one course)**

| 3 | Technology Management |
| 4 | World Class Manufacturing |
| 5 | Business Process Re-engineering |

**CRM Specialisation**

| 1 | Advanced CRM |
| 2 | Research Methodology & Statistical Quantitative Methods and Project Report |

**Electives (select any one course)**

| 3 | Technology in CRM |
| 4 | CRM in Service Industry |
| 5 | Marketing Research |

**Management Accounting Specialisation**

| 1. | Group Financial Statements |
| 2. | Research Methodology & Statistical Quantitative Methods and Project Report |

**Electives (select any one course)**

| 1. | Corporate Governance |
| 2. | International Finance |
| 3. | Capital Market |

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**COURSE CURRICULUM**

**Sem-I**

2. **Principles & Practices of Management (PPM)**
   2. Business - the Purpose of Management
   3. Designing Organization for Business
   4. Need for Managing Organization and Business
   5. Management of Standard Functions
   6. Managing Resources
   7. Planning
   8. Decision Making
   9. Organizing
   10. Staffing
   11. Leading: Directing • Communicating • Motivating
   12. Controlling
   13. Coordinating (Synchronizing)
   14. Evolution of Management Thought
   15. Pursuing Managerial Career
3. Organization Behaviour
   2. Historical Evolution of Organisational Behaviour
   3. Understanding Organisational Behaviour:
      4. Perception
      5. Personality
      6. Attitudes
   7. Motivation: The Driving Forces of Human Behaviour
   8. Work Motivation Theories
   9. Morale
  10. Work and Conditions of Work
  11. Conflict Management
  12. Group Dynamics
  13. Stress Management
  14. Leadership
  15. Management of Organisational Change
  16. Organisational Culture
  17. Organisational Power and Politics

4. Management Accounting
   2. Introduction To Accounting
   4. Process of Accounting
   5. Cost Accountancy (Basic Concepts and Principles)
   6. Elements of Costs
   7. Material Costs
   8. Labour Costs
   9. Overhead Costs
  10. Marginal Costing
  11. Budgetary Control
  12. Standard Costing

5. Managerial Economics
   2. Introduction to Managerial Economics
   3. Profit
   4. Demand
   5. Elasticity of Demand
   6. Demand Forecasting
   7. Supply Analysis
   8. Production and Costs – I
   9. Production and Costs – II
  10. Pricing and Output Determination Under Perfect Competition
  11. Imperfect Competition
  12. Pricing Methods or Pricing Practices
  13. Cost Benefit Analysis
  14. Macro Economic Analysis
6. Business Law
   2. Indian Contract Act, 1872 – Part I
   3. Indian Contract Act, 1872 – Part II
   4. Special Types of Contracts
   5. Partnership Act, 1932
   7. The Negotiable Instruments Act, 1881
   8. The Consumer Protection Act, 1986

Sem-II

7. Production / Operations Management
   2. The Production (Manufacturing) Function
   3. Manufacturing Methods
   4. Facilities (Plant) Location
   5. Facilities (Plant) Layout
   6. Production Planning and Control (PPC)
   7. Aggregate Planning
   8. Master Production Schedule
   9. Operations Scheduling
   10. Production Activity Control
   11. JIT and Kanban
   12. Project Planning & Control: Critical Path Analysis (PERT/CPM)
   13. Maintenance of the Plant
   14. Quality Management- I
   15. Quality Management - II
   16. Six Sigma
   17. Work Study - I (Method Study)
   18. Work Study - II (Work Measurement)
   19. Operations Management in Service Sector

8. Financial Management
   3. Finance Function
   4. Forms of Business Organisation
   5. Financial Statements
   6. Interpretation of Financial Statements (Ratio Analysis)
   7. Interpretation of Financial Statements (Funds Flow/Cash Flow statements
   8. Capitalisation
   9. Sources of Long Term and Medium Term Finance
   10. Capital Structure
   11. Leverages and Theories of Capital Structure
   12. Capital Market
   13. Capital Budgeting
   15. Management of Cash
16. Management of Receivables
17. Management of Inventory
18. Dividend Policy

   2. Nature of Human Resource Development
   3. Human Resource Planning
   4. Job Evaluation
   5. Recruitment, Selection, Promotion and Transfer
   6. Training and Development
   7. Performance Improvement
   8. Performance Appraisal
   9. Career and Succession Planning
  10. Total Quality Management
  11. HRD Audit
  12. Managing Change through Continuous Improvement
  13. Good HR Practices
  14. Recent Techniques in Human Resource Management
  15. Human Resource Practices in Information Technology Industry

10. Marketing Management
   1. Basic Concepts of Marketing
   2. The Marketing Environment
   3. Market Oriented Strategic Planning
   4. Competition and Competitive Strategy
   5. Market Research and Demand Forecasting
   6. Consumer Behavior
   7. Market Segmentation and Selecting Target Markets
   8. Positioning
   9. Product Concepts
  10. Distribution Channels and Marketing of Services
  11. Strategic Pricing
  12. Integrated Marketing Communications (IMC)

11. Management Information Systems
   2. Management Information System
   3. Information Technology
   4. Data Communication and IT Enabled Services
   5. Management and Decision Making
   6. Information:
   7. Decision Support System
   8. System Analysis and Design
   9. System Development
  10. The Database Management System:
  11. Data Warehousing and Data Mining:
  12. Information Security and Control
13. Information Systems and Quality
14. Functional Applications
15. Applications in Service Sector

Sem-III- Marketing

12. Services Marketing
   1. Introduction to Services
   2. Customer Expectations and Service Perceptions
   3. Service Models and New Product Development
   4. Pricing and Service Delivery
   5. Service Promotion
   6. The People Dimension of Services
   7. Service Process Blueprinting and Physical Evidence
   8. Service Quality

13. Marketing Research
   1. Fundamentals of Market Research
   2. Application and Limitations
   3. Sampling
   4. Questionnaire Design Development
   5. Scaling
   6. Data Collection-Primary and Secondary
   7. Data Preparation and Processing
   8. Data Analysis and Interpretation
   9. Multivariate Analysis
   10. Research Process and Design
   11. Specialised Techniques in Market Research
   12. Market and Sales Analysis Research
   13. New Product Development and Test Marketing
   14. Presentation of Research Findings
   15. Research in Service Segments

14. Strategic Management
   1. Introduction to Strategic Management
   2. Understanding Strategy
   3. The Strategic Management Process
   4. Environmental Appraisal and SWOT
   5. Corporate Level Strategies: I
   6. Corporate Level Strategies: II
   8. Tools for Strategic Analysis and Choice: II
   9. Implementing Strategy: I
  10. Implementing Strategy: II
  11. Implementing Strategy: III
  12. Strategic Evaluation and Control
15. Advertising and Public Relations
   1. What is Advertising
   2. Objectives of Advertising, Planning and Decision Making
   3. Creating the Advertising Campaign
   4. Brand Image, Personality and Equity
   5. Advertising, Market Positioning, Segmentation
   6. Media Strategy, Budgets, Research
   7. Global Marketing and Advertising
   8. Advertising and Society, Ethics and Regulations
   9. What is Public Relations
  10. Nature and Scope of Public Relations
  11. Organisation and Practice
  12. Public Relations Practitioner
  13. Principal Areas of PR Work
  14. Case Studies
  15. Media Relations, Investor Relations

16. Consumer Behaviour
   1. Consumer Behaviour
   2. Consumer Research
   3. Motivation, Personality and Emotion
   4. Consumer Learning
   5. Consumer Perception
   6. Consumer Involvement
   7. Information Processing
   8. Attitude
   9. Social Class, Lifestyle and Culture
  10. Retail Consumer and Outlet Selection
  11. Consumerism
  12. Consumer/Satisfaction
  13. Organizational Buying Behaviour
  14. Consumer Modelling
  15. Rural Buying Behaviour

16. Industrial Marketing
   1. The Nature of Industrial Marketing
   2. Industrial Marketing Environment
   3. Industrial Buyer Behaviour
   4. Industrial Marketing Research
   5. Market Segmentation, Targeting and Positioning
   6. Product Planning and Development
   7. Integrated Marketing Communications (IMC)
   8. Distribution Channels and Logistics
   9. Role of Services
10. Price and Pricing Strategies
11. Personal Selling and Negotiations
12. Strategic Marketing Planning
13. International and Global Marketing Issues
14. Future Trends

Sem-IV- Marketing

17. Sales and Distribution Management

Part-I

1. Introduction to Sales Management
2. Personal Selling
3. Effective Sales Executive
4. Sales Planning and Budgeting
5. Sales Forecasting
6. Sales Organisation
7. Recruitment and Selection of Sales Force
8. Sales Training
9. Sales Quota and Compensating Sales Personnel
10. Leading and Motivating the Sales Personnel
11. Evaluation and Control of Sales Force
12. Sales Territory
13. Key Account Management

Part-II

1. Introduction to Distribution Management
2. Retailing
3. Wholesaling
4. Warehousing
5. Transportation
6. Distribution Channels in Services
7. Distribution Planning and Control

18. Research Methodology and Statistical Quantitative Methods

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

19. International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. E-Marketing and E-Commerce
14. Future Trends

20. B2B Marketing

1. Introduction to Business Marketing
2. Organisational Buying / Buyer Behaviour
3. Enterprise Selling
4. Product Differentiation of Business Products
5. B2B Hub
6. Multi-Channel Marketing
7. B2B Database Marketing
8. Key Account Management (KAM)
9. Strategic B2B Marketing
10. Marketing Research in B2B Marketing
21. Virtual Marketing

1. E-Business Fundamentals
2. The Virtual Value Chain
3. Consumer Behaviour On the Internet
4. Information for Competitive Marketing Advantage
5. The Internet Marketing Mix
6. Customer Experience on the Web
7. E-Customer Relationship Management
8. Virtual Communities
9. Legal and Ethical Issues
10. Risk Mitigation & Consumer Rights
11. Business Models for Virtual Enterprises

Sem-III- HRM

22. HR Development & Training

1. Introduction to Human Resource Development
2. Training and Organisation Environment
3. Training Needs Analysis
4. Learning Principles and Conditions
5. The Training Program: Selection, Design and Delivery
6. Assessing the Effectiveness of Training
7. Training Audit and Cost Benefit Analysis
8. Training for a New Economy & Skills of a Trainer
9. Emerging Trends in Training
10. Recruitment and Selection
11. Performance Appraisal, Feedback and Reward Systems
12. Quality of Work Life and Career Development

23. Industrial Relations and Labour Laws

1. Industrial Relations – Evolution, Concept and Approach
2. Evolution of Industrial Relations Policies
3. Industrial Disputes
4. Mediation, conciliation, Arbitration and Adjudication
5. Grievance Procedure
6. Industrial Relations in Public Sector Units
7. Trade Union and Collection Bargaining
8. Workers Participation in Management
9. Domestic Enquiry
10. The Regulative Labour Legislation
   a. Industrial Disputes Act 1947
   b. Industrial Employment Standing Order Act 1946
11. The Protective Labour Legislation
   a. Factories Act, 1948
   b. Contract Labour (Regulation and Abolition) Act 1976
12. Wage Related Labour Legislation
   a. Payment Of Wages Act 1936
   b. Minimum Wages Act 1948
   c. Payment of Bonus Act, 1965

13. Social Security Labour Legislation:
   a. Employees Compensation Act, 1923
   b. ESI Act, 1948
   c. EPF and Miscellaneous Provisions Act, 1952
   d. Maternity Benefit Act, 1961
   e. Payment of Gratuity Act, 1972

24. Strategic Management
   1. Introduction to Strategic Management
   2. Understanding Strategy
   3. The Strategic Management Process
   4. Environmental Appraisal and SWOT
   5. Corporate Level Strategies: I
   6. Corporate Level Strategies: II
   8. Tools for Strategic Analysis and Choice: II
   9. Implementing Strategy: I
  10. Implementing Strategy: II
   11. Implementing Strategy: III
   12. Strategic Evaluation and Control

25. Compensation Management
   1. Compensation and Costs - Concepts and Context
   2. Control Systems for Labour Costs
   3. Compensation Systems Their Merits and Demerits
   4. Wage and Salary Administration
   5. Legal Framework for Wage and Salary Administration
   6. Compensation Structures
   7. Compensation Surveys
   8. Pay Structure Today and Tomorrow
   9. Incentives, Reward System and Pay Restructuring
  10. Process and Steps for Preparation of Payroll
   11. Tax Planning and Payroll Components
   12. Emerging Issues and Trends
   13. Constitutional and International Labour Standard Norms

26. Personnel Administration
   1. Personnel Administration Concepts and Scope
   2. Strategic Importance and Diagnostic Approach to Personnel Administration
5. Employee Wage and Salary Administration
6. Compensation and Benefits, Promotion, Transfer, Demotion and W.P.M.
7. Career Development
8. Employee Welfare and Wellness Programme
9. Learning and Motivation
10. Employee Relations and Leadership/Team Building
11. Industrial Relations and Management of Conflict
12. Disciplinary Actions and Labour Laws
13. Information Technology and Personnel Administration

27. Industrial & Labour Economics

1. Nature and Scope of Labour Economics
2. Elasticity and Mobility of Labour
3. The Nature of Labour Market and its Problems
4. Efficiency of Labour
5. Wage Management
6. Employment Policy
7. Emerging issues in Labour Economics
8. Introduction Nature and Scope of Industrial Economics
9. Indian Industrial Growth
10. Theories of Industrial Location
11. Industrial Finance
12. Planning and Industrialisation

Sem-IV- HRM

28. Performance & Potential Management

1. Performance Management System
2. Performance Planning and Goal Setting
3. Performance Appraisals
4. Performance and Training
5. Performance Feedback, Coaching and Counselling
6. Performance Parameters and Key Principles in Human Performance Improvement
7. Current Trends in Performance Management System
8. Performance Competencies
10. Performance Appraisal Format and 360 Degree Sample
29. Research Methodology and Statistical Quantitative Methods

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

30. Strategic HR and TQM

1. Introduction to Strategy
2. Human Resource Management
3. Developing HR Strategy
4. The Context for Strategic HR
5. Measuring the Impact of Strategic HRM
6. Designing and Implementing Strategic HRM
7. Bringing about Strategic Change
8. Managing HR in Mergers, Alliances and Downsizing
9. Total Quality: The Role of HR
10. From Traditional to Strategic HR
11. Evolution of Quality Concepts
12. Quality Culture and Leadership
13. TQM: Elements and Implementation
14. Leading Thinkers on Quality
31. Organizational Development

1. Organisation
2. Organisational Change and Organisational Development
3. Characteristics of Organisational Development
4. Foundation and Research of Organisation
5. Action Research and OD
6. Interventions
7. Team Interventions
8. Intergroup and Third Party Peacemaking Interventions and Structural Interventions
9. Organisation wide Interventions
10. Change Agents and Emerging Issues in OD
11. Power and Politics and Organisation Development

32. Human Resource Information System

1. Evolution of Human Resource information system
2. Introduction to Database Management system
3. Design of Human Resource Information system
4. HRIS – Need Analysis
5. Human Resources Analytics
6. Introduction to the Management of Change
7. Outsourcing and HRIS
8. Talent management
9. E-recruitment and Selection
10. Training and Development in e-learning Organisations
11. Performance Management System and Compensation
12. International HRM and HRIS

Sem-III- Finance

33. Capital Market

1. Introduction to Capital Markets
2. Securities and Exchange Board of India (SEBI)
3. Money Markets
4. Mutual Funds
5. Merchant Banking
6. Recent Developments
7. Stock Exchanges
8. Venture Capital
9. Credit Rating
10. Share Buy Back
11. Portfolio Management and Financial Engineering
12. Corporate Governance
13. Mergers and Takeovers
14. Lease and Hire Purchase
15. Housing Finance

34. Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

35. Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

36. Project Finance

1. Project Formation and Implementation
2. Promoter’s Role/Functions, Data and Skills Requirements – I
3. Promoter’s Role/Functions, Data and Skills Requirements – II
4. Financial Statements and Tools
5. Lenders’ General Appraisal
6. Commercial Viability
7. Sources of Finance
8. Financial Feasibility Appraisal
9. Technical Feasibility Appraisal
10. Project Risks, Risk Management and Credit Rating
11. Working Capital Arrangements and Terms and Conditions of Project Finance
12. Project Scheduling, Implementation and Follow-Up
37. Security Analysis & Portfolio Management

1. Basic Concepts
2. Investment
3. Introduction to Security Analysis
4. Risk and Return Concepts
5. Security Market Indicators
6. Fundamental Analysis
7. Technical Analysis
8. Efficient Market Theory
9. Bond Valuation
10. Portfolio Management
11. Portfolio Theory
12. Derivatives: Futures and Options
13. Mutual Fund and their Schemes

38. Financial Institutions & Banking

1. Overview of the Financial Markets - Meaning and Scope :
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions – Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank and Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)

Sem-IV – Finance

39. Direct Taxation

2. Income Exempt from Tax
3. Income from Salaries
4. Income from House Property and other Sources
5. Profits and Gains from Business or Professions
6. Capital Gains
7. Deductions from Total Income
8. Tax Deducted at Source, Interest, Rebates and Relief
9. Assessment and Procedures
40. Research Methodology and Statistical Quantitative Methods

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

41. Strategic Finance

1. Capital Structuring
2. Dividend Theories
3. Restructuring through Share Repurchase
4. Mergers and Acquisitions
5. Activity Based Costing: I
6. Activity Based Costing: II
7. Working Capital
8. Accounting Standards: I
9. Accounting Standards: II
10. Human Resources Accounting
42. International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

43. Indirect Taxation

1. Introduction to GST I
2. Introduction to GST II
3. Registration
4. Processes under GST I
5. Processes under GST II
6. Offences and Penalties under GST
7. Appeals and Revisions
8. Rates of GST

Sem-III – Operations

44. Quantitative Techniques

1. Introduction to Quantitative Techniques
2. Decision Theory
3. Linear Programming - I : Problem Identification and Formulation
4. Linear Programming - II : Graphical Method
5. Linear Programming - III : Simplex Method
6. Transportation/Distribution Models
7. Assignment Models
8. Games Theory (Competitive Strategies)
9. Queueing Theory
10. Simulation

45. Material Management

1. Introduction to Materials Management
2. Materials Planning
3. Purchase Management: An Overview
4. Buying Policies
5. Buying at the Right Price
6. Project and Capital Goods Purchasing
7. Transport and Traffic Management
8. The Stores Function
9. Stores Operations
10. Fundamentals of Inventory Management
11. Economic Lot Size
12. Replenishment Systems
13. Just-in-Time (JIT)
14. Computerisation of Materials Management
15. Evaluation of Materials Department

46. Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

47. Techniques for Operations Efficiency

1. Systematic Problem Solving
2. 7 QC Tools
3. Quality Circles
4. 5-S for Good Workplace Organisation
5. SMED for Set-up Time Reduction
6. MUDA (Waste) Elimination
7. Poka-Yoke (Mistake/Error Proofing)
8. Statistical Process Control (SPC)
9. Kaizen
10. Daily Work Management (DWM)
11. Benchmarking
12. Total Productive Maintenance
13. Total Quality Management (TQM)

48. Operations Strategy

2. Operations Strategy - A Strategic Fit with Corporate, Business and Technology Strategies
3. Operations Strategy and Competitive Dimension
4. Stakeholders and Strategy
5. Product/Process Design and Strategy
6. Operations Strategy and Market Requirements
7. Company / Product / Service Profiling and Downsizing
8. Capacity Decisions
9. Operation Strategy Implementation
10. Implementing Operation Strategy (Modern Techniques)
11. Strategic Quality Management, CAD, CAM and CIM
12. Delivering Value to Customers’ Key Performance Indicators
13. Investment Decisions, Market Feedback and Organizational Learning

49. Project Management (Operations)

1. Introduction to Projects
2. Project Management Process
3. Project Financing and Evaluation
4. Project Estimation and Economic Analysis
5. Organising Projects
6. Project Planning
7. Networks for Project Management
8. Resource Levelling and Project Crashing
9. Project Implementation and Monitoring
10. Controlling Projects
11. Projects Contracts Management
12. Management Risk in Projects
13. Project Quality Management
14. Software Project Management
15. Issues in Project Management

Sem-IV – Operations

50. Supply Chain Management

1. Introduction to Supply Chain Management (SCM)
2. Logistics to Supply Chain Management (SCM)
3. Forecasting and Aggregate Planning
4. Inventory Management in SCM
5. Transportation
6. Inbound Supply Chain Management
7. Outbound Supply Chain Management
8. Designing Supply Chain Distribution Network
9. Postponement and CRM in SCM
10. Outsourcing and Financial Aspects of SCM
11. Role of IT in Supply Chain Management
12. E-Business and the Supply Chain
13. SCM Measurement
14. The Indian Supply Chain Architecture

51. Research Methodology and Statistical Quantitative Methods

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

52. Technology Management

1. Introduction to Technology Management
2. Competitive Advantages Through New Technologies
3. Technology Strategy
4. Technology Forecasting
5. Technology Assessment
6. Technology Diffusion and Absorption
7. Technology Transfer Management
8. Human Aspects in Technology Management

53. World-Class Manufacturing

1. Overview & History
2. Changing Scenario & Measures for WCM
3. Productivity & Work Study
4. Manufacturing Strategy
5. Product and Process Design
6. Waste Elimination
7. Toyota Production System (TPS)
8. Views of Experts (Gurus)
9. Lean Six Sigma
10. Modern Techniques
11. World Class Indian Companies

54. Business Process Re-Engineering

1. Introduction to BPR
2. Business Processes and MIS
3. Strategic Planning and BPR
4. Strategic Impact of IT and BPR
5. BPR Principles
6. Business Process Reengineering Techniques and Methodologies
7. BPR and QMS
8. Organising and Implementing BPR
9. Managing Barriers to BPR Success
10. BPR in Banks
11. ERP and BPR
12. SCM and BPR
13. Evolution of BPR for E-Business

Sem-III – CRM

55. Customer Relationship Management

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

56. Consumer Behaviour

1. Consumer Behavior
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behavior
14. Consumer Modelling
15. Rural Buying Behavior

57. Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

58. B2B Markets and CRM

1. Introduction to Business Marketing
2. Organizational Buying / Buyer Behaviour
3. Enterprise Selling
4. Segmentation
5. Targeting & Sales Planning
6. Relationship Marketing & CRM
7. Product Differentiation of Business Products
8. Pricing
10. Product Differentiation & Solution
12. International Business
13. Marketing Communication

59. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

60. Consumer Protection Act, 1986
1. Introduction to Consumer Protection Act, 1986 (CPA)
2. Definitions and their Interpretations under the Act
3. Consumer Protection Councils
4. ‘Consumer’ under Consumer Protection Act
5. Consumer Disputes Redressal Agencies
6. Procedure for filing Consumer Complaint
7. Consumer Awareness and Remedies
8. Appeals
11. Negligence
12. Consumer and Insurance Claims
13. Drafting of Complaint and Other Applications under CPA

Sem-IV – CRM

61. Advanced CRM
14. CRM Concepts
15. CRM through Effective Customer Complaints Handling
16. Call Centre to Contact Centre to Customer Interaction Centre
17. Sales Force Automation
18. Architectural Map for CRM Implementation
19. Industry Specific CRM Cases
20. Operational CRM
21. Analytical CRM
22. Customer Experience Management (CEM)

62. Research Methodology and Statistical Quantitative Methods
Section-I Research Methodology
1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
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1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

63. Technology in CRM

1. Introduction to CRM
2. Introduction to E-CRM
3. Sales Force Automation (SFA)
4. Enterprise Marketing Automation
5. Implementing CRM
6. The Application Service Provider (ASP)
7. Customer Loyalty, CRM in FMCG and Data Mining in CRM
8. IT-Enabled CRM
9. Case Studies

64. CRM in Service Industry

10. An Introduction to Service Industry
11. Understanding Services
12. Understanding CRM
13. Relationship between Service & CRM
14. Designing of Service for CRM
15. Internal Marketing: People Dimension of Service & CRM
16. Service Management & Productivity
17. Service Quality & Customer Satisfaction
18. CEM-Customer Experience Management for Service Business
65. Marketing research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection-Primary and Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialised Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development and Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

Sem-III- Management Accounting

66. Project Financial Management

1. Introduction to Project Financial Management
2. Project Planning
3. Project Process
4. Tools and Techniques of Project Management
5. Project Evaluation Rules
6. Management Control and Change Control
7. Project Completion, Documentation and Reporting
8. Project Audit

67 Cost Planning and Analysis

1. Introduction to Cost Planning and Analysis
2. Tools for CVP Analysis
3. Value Analysis
4. Just-In-Time
5. Kaizen Costing and Learning Curves
6. Activity Based Costing
7. Life Cycle Costing
8. Value Chain and Supply Chain Management
9. Gain-Sharing Arrangement
10. Pareto Analysis

68. Budgeting and Management Control

1. Control System and Risk Management
2. Diversifying Risk
3. Internal Control Systems
4. Use of Budgets and Planning
5. Controllable and Uncontrollable Cost
6. Performance Analysis and Ratio Analysis
7. Responsibility Accounting
8. Performance Reporting
9. Behavioral Issues in Budgeting
10. Performance Evaluation

69 Strategic Finance

1. Capital Structuring
2. Dividend Theories
3. Restructuring through Share Repurchase
4. Mergers and Acquisitions
5. Activity Based Costing: I
6. Activity Based Costing: II
7. Working Capital
8. Accounting Standards: I
9. Accounting Standards: II
10. Human Resources Accounting

70. Strategic Management Accounting

1. Introduction to Strategic Management Accounting
2. Strategic Management Accounting Techniques I
3. Strategic Management Accounting Techniques II
4. Strategic Performance Management
5. Customer Profitability Analysis
6. Inter-Organizational Cost Management Structure
7. Strategic Cost Management
8. Strategic Pricing I
9. Strategic Pricing II
10. Strategic Audit

71. Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

Sem-IV- Management Accounting

72. Group Financial Statements

1. Introduction to Group Financial Statements
2. Preparation of Consolidated Financial Statements I
3. Preparation of Consolidated Financial Statements II
4. Associates and Joint Ventures
5. Changes in Group Structure
6. Complex Groups
7. Foreign Currency Transactions
8. Group Statements of Cash Flows I
9. Group Statements of Cash Flows II

73. Research Methodology and Statistical Quantitative Methods

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
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3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory
74. International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

75. Capital Market

1. Introduction to Capital Markets
2. Securities and Exchange Board of India (SEBI)
3. Money Markets
4. Mutual Funds
5. Merchant Banking
6. Recent Developments
7. Stock Exchanges
8. Venture Capital
9. Credit Rating
10. Share Buy Back
11. Portfolio Management and Financial Engineering
12. Corporate Governance
13. Mergers and Takeovers
14. Lease and Hire Purchase
15. Housing Finance

76. Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement
• **Faculty and support staff requirement**
  As per AICTE norms

• **Teaching Learning Pedagogy**
  Teaching learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

  Media used for delivery of instruction for the course includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website.

**Evaluation System**

• Evaluation system includes Check your progress questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.

• The Evaluation system includes Formative Evaluation and Summative Evaluation.

• The questions formulated are based on the Course objectives.

• The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.

• The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.

• The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

**Formative Evaluation**

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

• Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

**Summative Evaluation**

Summative comprehensive evaluation method is as under:

• The students are given opportunity to attend the exams as per their own pace.

  These exams are taken course wise separately according to the convenience of the students.
• Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
• The question papers for the examinations are set centrally at Pune.
• The exams are conducted through test centers appointed by SCDL.
• Answer papers are evaluated centrally at Pune.
• Project report- A student has to submit a project report as per the Course requirement. (Additional 3 months are provided for working on research project and submitting the research project).

**Library resources:**

1. E-resource – EBSCO, JSTOR
2. List of Books in Library

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Supply Chain Management For Global Competitiveness 2nd Ed.</td>
<td>Sahay BS</td>
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<td>4.</td>
<td>Retail Management: A Strategic Approach 10th Ed.</td>
<td>Berman Bary,</td>
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<td>5.</td>
<td>Managerial Economics : principles and worldwide applications 6th Ed</td>
<td>Salvatore, Dominick</td>
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<td>Financial Management</td>
<td>Jain, Promod</td>
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<td>Management Accounting IC 89</td>
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<td>9.</td>
<td>Management Accounting Text, Problems and Cases</td>
<td>Khan, M.Y</td>
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<td>Management Accounting</td>
<td>Inamdar, Satish M</td>
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<td>12.</td>
<td>Corporate Planning Theory and Practice</td>
<td>SarwateDilip</td>
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<td>13</td>
<td>An Introduction to Management Science: Quantitative Approaches to Decision Making 10th ed</td>
<td>Anderson David</td>
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<td>14</td>
<td>Business Policy and Strategic Management 2nd ed</td>
<td>Azhar Kazmi</td>
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<td>15</td>
<td>Industrial Marketing 4th ed</td>
<td>Hill Richard</td>
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<td>16</td>
<td>Global Marketing Management 5th ed</td>
<td>Keegan W J</td>
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<td>17</td>
<td>Essentials of Management 5th ed</td>
<td>Harold Koonz</td>
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<td>18</td>
<td>Marketing Management: Analysis Planning Implementation and Control 9th ed</td>
<td>Kotler Philip</td>
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<td>19</td>
<td>E-Commerce: Strategy, Technologies and Applications</td>
<td>Whiteley, David</td>
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<td>20</td>
<td>Corporate Finance</td>
<td>Kulkarni, P. V.</td>
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<td>21</td>
<td>Management Information System 7th ed</td>
<td>Laudon K.C.</td>
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<td>Management Accounting</td>
<td>Rao, A.P.</td>
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<td>23</td>
<td>Marketing Management: A South Asian Perspective 12th ed</td>
<td>Kotler Philip</td>
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<td>Management Information System</td>
<td>Prasad LM</td>
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<td>25</td>
<td>International Marketing 8th Ed.</td>
<td>Terpstra Vern</td>
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<td>26</td>
<td>International Business 6th Ed.</td>
<td>Czinkota Michael R</td>
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<td>Purchasing And Supply Chain Management 2nd Ed.</td>
<td>Monczka Robert,</td>
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<td>28</td>
<td>Marketing Research: Text And Cases 7th Ed.</td>
<td>Boyd H W,</td>
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<td>Financial Management</td>
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<td>Business Communication</td>
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<td>31</td>
<td>International Financial Management 2nd Ed.</td>
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<td>32</td>
<td>Modern Marketing Management 7th Ed.</td>
<td>Davar Rustom</td>
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<td>33</td>
<td>Marketing Research : Measurement And Method 6th Ed.</td>
<td>Tull Donald,</td>
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<td>34</td>
<td>Consumer Behaviour 9th Ed.</td>
<td>Schiffman Leon,</td>
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<tr>
<td>35</td>
<td>Fundamentals Of Accounting For CPT 2nd Ed.</td>
<td>Maheshwari, S.N.</td>
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<td>36</td>
<td>Human Resource Management 10th Ed.</td>
<td>Ghanekar Anjali</td>
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<td>37</td>
<td>International Business Environment 4th Rev Ed.</td>
<td>Cherunilam Francis</td>
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<td>38</td>
<td>The Project Management Manual</td>
<td>Young Trevor L.</td>
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<td>39</td>
<td>Modernisation Of Materials Management</td>
<td>Jhamb LC</td>
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<td>41</td>
<td>Project Management Managing Human Resources 12th Ed.</td>
<td>Choudhury S Bohlander George</td>
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<td>42</td>
<td>Customer Relationship Management: Emerging Concepts, Tools and Applications.</td>
<td>Sheth JN</td>
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<td>43</td>
<td>Case Studies In Retail Management Vol I</td>
<td>ICFAI</td>
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<td>44</td>
<td>Retail Management</td>
<td>Bajaj Chetan</td>
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<td>45</td>
<td>Contemporary Business Communication 5th Ed.</td>
<td>Ober Scot</td>
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<td>46</td>
<td>Quantitative Analysis for Management 10th ed</td>
<td>Render Barry</td>
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<tr>
<td>47</td>
<td>Corporate Accounting</td>
<td>Agarwal, N.P.</td>
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<tr>
<td>48</td>
<td>Guide to Business Modelling</td>
<td>Tennent,</td>
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<tr>
<td>49</td>
<td>Statistical and Quantitative Methods</td>
<td>Chitale, Ranjeet H.</td>
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COURSE FEES— Rs. 50,000/

Grading System

- Grading System (All Courses): SCDL has a grading system, which gives aggregate percentage as well as the respective grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Class</th>
<th>Percentage</th>
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<tr>
<td>A+</td>
<td>Distinction</td>
<td>70% and Above</td>
</tr>
<tr>
<td>A</td>
<td>First Class</td>
<td>60% - 69.99%</td>
</tr>
<tr>
<td>B</td>
<td>Second Class</td>
<td>55% - 59.99%</td>
</tr>
<tr>
<td>C</td>
<td>Pass Class</td>
<td>50% - 54.99%</td>
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<tr>
<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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CAREER OPPORTUNITIES

1. Finance Manager
2. Financial Analyst,
3. Business Analyst,
4. Marketing Manager,
5. Sales Manager,
6. Brand Manager,
7. Senior HR Officer,
8. Placement Officer,
9. Recruitment Coordinator,
10. HR Head,
11. Administrative Head,
12. Purchase Manager,
13. Operations Head,
14. Branch Head,
15. Team Leader,
16. Customer Service Manager,
17. Project Manager,
18. Business Development Manager, etc.
# POST GRADUATE DIPLOMA IN BANKING AND FINANCIAL SERVICES (PGDBFS)

Total Credits: 80

## Semester I

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<tr>
<td>1.</td>
<td>Principles and Practices of Management</td>
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<tr>
<td>2.</td>
<td>Management Accounting</td>
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<tr>
<td>3.</td>
<td>Managerial Economics</td>
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<td>4.</td>
<td>Indian Banking and Financial System</td>
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<td>5.</td>
<td>Marketing of Banking Services</td>
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## Semester II

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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Financial Management</td>
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<tr>
<td>2.</td>
<td>MIS and Technology in Banking</td>
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<tr>
<td>3.</td>
<td>Banking Regulations and Laws</td>
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<td>4.</td>
<td>Global Banking and Finance</td>
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<td>5.</td>
<td>Financial Institutes and Markets</td>
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## Semester III

<table>
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<tr>
<th>Sr. No.</th>
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<tbody>
<tr>
<td>1.</td>
<td>Capital Market</td>
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<td>2.</td>
<td>Accounting Systems and Financial Analysis</td>
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<tr>
<td>3.</td>
<td>Management of Bank</td>
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<td>4.</td>
<td>Security Analysis and Portfolio Management</td>
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<td>5.</td>
<td>Bank Lending Policies and Procedures</td>
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## Semester IV

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<tr>
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<tbody>
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<td>1.</td>
<td>Macro Economics</td>
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<td>2.</td>
<td>Micro Financing</td>
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<tr>
<td>3.</td>
<td>Risk Management</td>
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<tr>
<td>4.</td>
<td>Rural &amp; Co-Operative Banking</td>
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<tr>
<td>5.</td>
<td>Research Methodology and Statistical Quantitative Methods and Project</td>
</tr>
</tbody>
</table>
CURRICULUM

Semester I

1) Principles and Practices of Management
   1. Business - the Purpose of Management
   2. Designing Organisation for Business
   3. Need for Managing Organisation and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision Making
   8. Organising
   9. Staffing
   10. Leading | Directing | Communicating | Motivating
   11. Controlling
   12. Co-ordinating (Synchronising)
   13. Evolution of Management Thought
   14. Pursuing Managerial Career

2) Management Accounting
   1. Introduction
   2. Basics of Financial Accounting
   3. Process of Accounting
   4. Cost Accountancy (Basic Concepts and Principles)
   5. Elements of Costs
   6. Material Costs
   7. Labour Costs
   8. Overhead Costs
   9. Marginal Costing
   10. Budgetary Control
   11. Standard Costing

3) Managerial Economics
   1. Introduction to Managerial Economics
   2. Profit
   3. Demand
   4. Elasticity of Demand
   5. Demand Forecasting
   6. Supply Analysis
   7. Production and Costs – I
   8. Production and Costs – II
   9. Pricing and Output Determination Under Perfect Competition
   10. Imperfect Competition
   11. Pricing Methods or Pricing Practices
   12. Cost Benefit Analysis
   13. Macro-Economic Analysis
   14. Government and Private Businesses
4) **Indian Banking and Financial System**
   1. Indian Financial System - An Overview
   2. Overview of Banking and Structure of Banking in India
   3. Role and Functions of Reserve Bank of India
   4. Banks in India - Role and Functions
   5. Changing Role of Banks
   6. Banker - Customer Relationship
   7. Types of Customers and Mode of Operation
   8. Negotiable Instruments
   9. Retail Banking Products - Deposits
   10. Retail Banking Products - Loan
   11. Foreign Exchange Business of Banks
   12. Insurance
   13. Mutual Funds
   14. Recent Trends in Banking Regulation

5) **Marketing of Banking Services**
   1. Marketing Concept in Banks
   2. Marketing Strategy for Banks
   3. Developing the Marketing Plan
   4. Elements of the Marketing Mix
   5. Delivery Channels
   6. Promotional Mix for Bank Marketing
   7. Product Identification and Corporate Image
   8. Product Development and Pricing
   9. Cross Selling of Banking Products
   10. Relationship Management and Cross Selling
   11. Marketing Research in Banks
   12. Market Segmentation
   13. Advertising and Communication
   14. Customer Focus
   15. Customer Delight
   16. Customer Relationship Management (CRM) in Banking

**Semester II**

6) **Financial Management**
   1. Finance Function
   2. Forms of Business Organisation
   3. Financial Statements
   4. Interpretation of Financial Statements (Ratio Analysis)
   5. Interpretation of Financial Statements (Funds Flow/Cash Flow Statements)
   6. Capitalisation
   7. Sources of Long Term and Medium Term Finance
   8. Capital Structure
   9. Leverages and Theories of Capital Structure
10. Capital Market
11. Capital Budgeting
12. Working Capital Management
13. Management of Cash
14. Management of Receivables
15. Management of Inventory
16. Dividend Policy

7) MIS and Technology in Banking
   1. Management Information System
   2. Information and Decision Making
   3. Decision Support System
   4. The Database Management System
   5. Applications in Service Sector
   6. Introduction to Core Banking Solutions (CBS)
   7. IT Based Banking Services
   8. Payment Solutions
   9. Information Security
   10. Data Warehousing and Data Mining
   11. Cloud Computing

8) Banking Regulations and Laws
   1. The Reserve Bank of India Act, 1934
   2. Banking Regulation Act, 1949
   3. Negotiable Instrument Act, 1881
   4. Paying and Collecting Bankers
   5. Relationship Between Banker and Customer
   6. Securities Against Advances
   7. Recovery Measures
   9. Foreign Exchange Management Act, 1999
   12. Information Technology Act, 2000 and Laws Relating to Banking
   13. Banking Ombudsman

9) Global Banking and Finance
   1. Introduction to Global Banking and Finance (Introduction to NRI/PIOs)
   2. Financial Regulations
   3. Banks Engaged in Business of International Banking
   4. Exchange Rate Mechanism
   5. Developmental Financial Institutions and International Banking
   6. New Financial Instruments
   7. Derivatives
   8. Credit Rating
9. Factoring and Forfaiting
10. Introduction to Insurance
11. Disinvestment of PSUs

10) Financial Institutes and Markets
1. Overview of Financial Markets
2. Financial Institutions - I
3. Securitisation
4. Indian Money Market
5. International Monetary Fund (IMF)
6. Introduction to Capital Markets
7. Securities and Exchange Board of India (SEBI)
8. Merchant Banking
9. Role of Banks in Stock Market
10. Venture Capital and Private Equity
11. Portfolio Management and Financial Engineering
12. Mergers and Takeovers
13. Lease and Hire Purchase

Semester III

11) Capital Market
1. Introduction to Capital Markets
2. Securities and Exchange Board of India (SEBI)
3. Money Markets
4. Mutual Funds
5. Merchant Banking
6. Recent Developments
7. Stock Exchanges
8. Venture Capital
9. Credit Rating
10. Share Buy Back
11. Portfolio Management and Financial Engineering
12. Corporate Governance
13. Mergers and Takeovers
14. Lease and Hire Purchase
15. Housing Finance

12) Accounting Systems and Financial Analysis
1. Introduction to Financial and Cost Accounting
2. Accounting Standards and Accounting Mechanics
3. Accounting Aspect of Investment Decisions
4. Accounting Aspect of Financing Decisions (Share Capital)
5. Financial Statements of Limited Companies
6. Software Package for Financial Accounting
7. Overview of Taxation (Direct & Indirect Taxes)
8. Accounting Aspects of Mergers and Acquisitions
9. Consolidated Accounts of Holding and Subsidiary Companies
10. Financial Statements Analysis
11. Software Package for Financial Analysis
12. Funds Flow Analysis and Financial Forecasting
13. US GAAP and Recent Developments
14. Enterprise Resource Planning (ERP)

13) Management of Bank
1. Management of Basic Functions of Banks
2. Management of Bank’s Budgeting and Finance
3. Management of Asset/Liability, NPA, Profitability and Capital Adequacy in Banks
4. Management of Customer Relationship
5. Management of Banking Organisation, Structure, Branch Expansion and Management of Delivery Channels
6. Management of Resources (HR / Infrastructure / Security and Services)
7. Investment and Treasury Management
8. Systems and Control and Risk Based Supervision
9. Management of IT Infrastructure and MIS in Banks
10. Measurement and Management of Risks in Banks
11. Management of Grievance and Corporate Governance

14) Security Analysis and Portfolio Management
1. Basic Concepts
2. Investment
3. Introduction to Security Analysis
4. Risk and Return Concepts
5. Security Market Indicators
6. Fundamental Analysis
7. Technical Analysis
8. Efficient Market Theory
9. Bond Valuation
10. Portfolio Management
11. Portfolio Theory
12. Derivatives: Futures and Options
13. Mutual Fund and their Schemes

15) Bank Lending Policies and Procedures
1. Types of Loans and Advances made by Banks
2. Factors Determining the Growth and Mix of Bank Loans
3. Regulation of Lending
4. Asset Quality
5. Camels Rating System
6. Bank’s Written Loan Policy
7. Credit Analysis
8. Basics of Lending
10. Lending Process
11. Common Types of Collateral Sources of Information about Loan Customers
12. Typical Loan Agreement
13. Loan Review and Loan Monitoring
14. Warning Signs of Problem Loans and Management of NPA’s and Loan Workouts

Semester IV

16) Macro Economics
   1. Introduction to Macroeconomics and Measuring Income and Output
   2. Aggregate Demand and Supply
   3. Aggregate Markets and Shocks
   4. Unemployment and Business Cycles
   5. Keynesian Economics
   6. Money Markets
   7. Central Banking, Federal Reserve Policy and Monetary Policy
   8. Inflation: Measurement, Cost, Sources and Kinds and the Phillips Curve and Inflation
   9. Fiscal Policy, Deficits and Public Debt and Deficit Financing in an Open Economy
  10. Economic Growth, Aggregate Growth and Monetarism and Rational Expectation
  11. Economic Crises and Policies for Growth and Stability

17) Micro Financing
   1. Introduction to Microfinance
   2. Models of Microfinance
   3. Self-Help Groups
   4. Models of Microfinance
   5. Cooperative Microfinance
   6. Client Impact Studies
   7. Housing Microfinance
   8. Development of Microfinance Products
   9. Promoting Women’s Enterprises
  10. Equitable and Sustainable Development
  11. Microfinance and Social Entrepreneurship
  12. Corporate Values and Micro Financing
  13. Strategic Issues in Microfinance: Gender, Activism, Scale and Management

18) Risk Management
   1. Introduction to Risk Management
   2. Asset Liability Management in Banks
   3. Managing Credit Risk
   4. Managing Market Risk
   5. Managing Liquidity Risk
   6. Managing Interest Rate Risk
   7. Managing Foreign Exchange Risk
   8. Operational Risk Management
   9. Derivatives in Banks and Risk Management Strategies
  10. Enterprise-Wide Risk Management in Banks

19) Rural and Co-Operative Banking
   1. Rural India and Panchayati Raj System for Rural Development
   2. Agricultural Activities and Farm Development Loans
   3. Allied Activities in Agriculture and Agricultural Marketing in India
   4. Small Scale Industry and Green Revolution
   5. Cooperative Banks in India
   6. RBI Policies for Cooperative Banks
   7. Types of Cooperative Banks
   8. Functions of Cooperative Banks.

- **Faculty and support staff requirement**
  As per AICTE norms

- **Teaching Learning Pedagogy**
  Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

  Media used for delivery of instruction for the program includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website, Lecture DVDs & interactive PCPs.

- **EVALUATION SYSTEM**
  
i. Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.

  ii. The Evaluation system includes Formative Evaluation and Summative Evaluation.

  iii. The questions formulated are based on the program / course objectives.

  iv. The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.

  v. The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.

  vi. The questions are randomly generated through the computerised system and hence the chances of malpractice / copy are remote.

- **Formative Evaluation**
  Continuous comprehensive evaluation method is followed which is explained below:

  The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in
the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

**Summative Evaluation**

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centres appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the program requirement for 70 marks with 50% (35 Marks) passing.

**Library resources:**

1. **E-resource – EBSCO, JSTOR**
2. **List of Books in Library**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Financial Management</td>
<td>Jain, Promod</td>
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<td>2.</td>
<td>Financial Management 9th Ed.</td>
<td>Pandey I.M</td>
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<td>5.</td>
<td>Cost and Management Accounting Intermediate Course:</td>
<td>Inst. Of Comp.Sec. Of India</td>
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<tr>
<td>7.</td>
<td>Macroeconomics For Management Students 2nd Ed.</td>
<td>Nag, A</td>
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<td>10.</td>
<td>Macroeconomics 2nd Ed.</td>
<td>Farmer, Roger E. A.</td>
</tr>
<tr>
<td>11.</td>
<td>General Economics</td>
<td>Inst. Of Chartered Acct. Of India</td>
</tr>
<tr>
<td>12.</td>
<td>Ethical and Professional Standards and Quantitative Methods</td>
<td>CFA Program Curriculum Volume 1.; CFA</td>
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<td>Title</td>
<td>Author/Publisher</td>
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<td>15.</td>
<td>Equity and Fixed Income</td>
<td>CFA Program Curriculum Volume 5: CFA</td>
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<td>17.</td>
<td>Management Accounting IC 89</td>
<td>Insurance Institute of India</td>
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<td>18.</td>
<td>Risk Management IC 86</td>
<td>Ins. Inst. Of India</td>
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<tr>
<td>19.</td>
<td>Fundamentals of Accounting</td>
<td>Tulsian, P.C</td>
</tr>
<tr>
<td>23.</td>
<td>Managerial Economics: principles and worldwide applications 6th Ed</td>
<td>Salvatore, Dominick</td>
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<tr>
<td>25.</td>
<td>Managing Accounting 5th Ed.</td>
<td>Atkinson A A</td>
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<tr>
<td>27.</td>
<td>Financial Management</td>
<td>Kapil, Sheeba</td>
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<tr>
<td>29.</td>
<td>Management of Working Capital</td>
<td>Arora, Amit Kumar</td>
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<tr>
<td>30.</td>
<td>Microfinance and Empowerment of Rural Poor in India</td>
<td>Das, Sudhansu Kumar</td>
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<tr>
<td>31.</td>
<td>Public Finance</td>
<td>Singh, Supreet</td>
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<tr>
<td>32.</td>
<td>Macro Economics</td>
<td>Singh, S B</td>
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<tr>
<td>33.</td>
<td>Indian Economy 3rd Ed.</td>
<td>Deepashree</td>
</tr>
<tr>
<td>34.</td>
<td>Money matters macroeconomics and financial markets</td>
<td>Iyengar, Murali</td>
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<tr>
<td>35.</td>
<td>Managerial Economics</td>
<td>Saravanavel P.</td>
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<tr>
<td>36.</td>
<td>Financial Management</td>
<td>CIMA</td>
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<tr>
<td>37.</td>
<td>Statistical Methods</td>
<td>Gupta S. P.</td>
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<tr>
<td>38.</td>
<td>Risk Management</td>
<td>Indian Inst. of Banking and Finance</td>
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<tr>
<td>39.</td>
<td>Economics</td>
<td>Mankiw, N. Gregory</td>
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<td>40.</td>
<td>Options, Futures and other Derivatives</td>
<td>Hull, John C</td>
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<td>41.</td>
<td>Corporate Finance And Portfolio Management Vol IV, Level I 2009</td>
<td>CFA</td>
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<td>42.</td>
<td>Investment Analysis and Portfolio Management 4th Ed</td>
<td>Chandra, Prasanna</td>
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<tr>
<td>43.</td>
<td>Statistics for Management 7th Ed.</td>
<td>Levin Richard</td>
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<tr>
<td>44.</td>
<td>Projects, Planning , Analysis, Selection, Financing and Review 6th Ed.</td>
<td>Chandra Prasanna</td>
</tr>
<tr>
<td>45.</td>
<td>Management Accounting Text, Problems and Cases</td>
<td>Khan, M.Y.</td>
</tr>
<tr>
<td>46.</td>
<td>Credit Appraisal, Risk Analysis and Decision Making</td>
<td>Mukherjee, D.D</td>
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<td>47.</td>
<td>Risk Management</td>
<td>Risk Management</td>
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</tbody>
</table>
48. Handbook of Banking Information  
    Toor, N.S
49. Management Accounting  
    Inamdar, Satish M
50. Financial Management  
    Dhond, Arvind A
51. Financial Services and Markets  
    Pandian Punithavathy
52. Macroeconomics Demystified  
    Swanenberg, August
53. Indian Economy  
    Datt, Gaurav
54. Effective Leadership: Theory, Cases and Applications  
    Humphrey, Ronald H
55. Economics  
    Samuelson, Nordhaus
56. Macro Economics  
    Sethi M. L.
    Chandra, Prasanna

**Fees**: Rs. 50,000

**Grading Mechanism**

- Grading System (All courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Class</th>
<th>Percentage</th>
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<tr>
<td>A+</td>
<td>Distinction</td>
<td>70% and Above</td>
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<td>A</td>
<td>First Class</td>
<td>60% - 69.99%</td>
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<td>B</td>
<td>Second Class</td>
<td>55% - 59.99%</td>
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<td>C</td>
<td>Pass Class</td>
<td>50% - 54.99%</td>
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<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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</table>

**CAREER OPPORTUNITIES**

1. Banking Officer and Bank Manager in Nationalised Banks,
2. Private and Foreign Banks, Financial Analyst
3. Financial Planner
4. Portfolio Manager
5. Financial Reporting, Credit and Market Risk Analyst in Investment Banking
**POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS (PGDIB)**

**Total Credits: 80**

**Semester I:**

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<tbody>
<tr>
<td>1</td>
<td>Principles &amp; practices of Management</td>
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<td>2</td>
<td>Organizational Behavior</td>
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<td>Management Accounting</td>
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<td>Managerial Economics</td>
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<td>Business Communication</td>
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**Semester II:**

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<tr>
<td>1</td>
<td>International Economics</td>
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<tr>
<td>2</td>
<td>International Business Management</td>
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<tr>
<td>3</td>
<td>Economic Environment &amp; Business</td>
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<td>4</td>
<td>Management Information System</td>
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<td>5</td>
<td>Research Methodology &amp; Statistical Quantitative Methods</td>
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**Semester III:**

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<th>Sr. No.</th>
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<tbody>
<tr>
<td>1</td>
<td>International Commercial Law</td>
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<tr>
<td>2</td>
<td>International (Trade) Logistics</td>
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<tr>
<td>3</td>
<td>Financial Institutions &amp; Banking</td>
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<td>4</td>
<td>Strategic Management</td>
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<td>Foreign Exchange Management</td>
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**Semester IV:**

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<th>Sr. No.</th>
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<tr>
<td>1</td>
<td>International Marketing</td>
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<tr>
<td>2</td>
<td>Marketing Research</td>
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<tr>
<td>3</td>
<td>Exim Policy &amp; procedures</td>
</tr>
<tr>
<td>4</td>
<td>International Finance</td>
</tr>
<tr>
<td>5</td>
<td>Corporate Governance</td>
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</tbody>
</table>
CURRICULUM

Semester I

1. Principles & practices of Management
2. Organizational Behavior
3. Management Accounting
4. Managerial Economics
5. Business Communication

1. Principles & practices of Management (PPM)

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading Directing | Communicating | Motivating
11. Controlling
12. Co-ordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

2. Organization Behaviour

1. Historical Evolution of Organisational Behaviour
2. Understanding Organisational Behaviour
3. Perception
4. Personality
5. Attitudes
6. Motivation
7. Work Motivation Theories
8. Morale
9. Work and Conditions of Work
10. Conflict Management
11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power and Politics
3. Management Accounting

1. Introduction
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Costs
6. Material Costs
7. Labour Costs
8. Overhead Costs
9. Marginal Costing
10. Budgetary Control
11. Standard Costing

4. Managerial Economics

1. Introduction to Managerial Economics
2. Profit
3. Demand
4. Elasticity of Demand
5. Demand Forecasting
6. Supply Analysis
7. Production and Costs – I
8. Production and Costs – II
9. Pricing and Output Determination under Perfect Competition
10. Imperfect Competition
11. Pricing Methods or Pricing Practices
12. Cost Benefit Analysis
13. Macro-Economic Analysis
14. Government and Private Businesses

5. Business communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

**Semester II**

1. International Economics
2. International Business Management
3. Economic Environment & Business
4. Management Information System
5. Research Methodology & Statistical Quantitative Methods

**6. International Economics**

1. The International Economy
2. International Trade Theory
3. New Trade Theory
4. International Trade Policy
5. Trade Restrictions
6. Terms of Trade
7. Regional Trading Arrangements
8. International Monetary Fund
9. International Bank for Reconstruction and Development
10. GATT & WTO
11. The Balance of Payment
12. Foreign Exchange Rate
13. The Determination of Foreign Exchange Rate
14. Foreign Capital Movements and Multinational Corporations
15. External Sector – India

**7. International Business Management**

1. Theories of International Trade
2. Globalisation
3. Trade Barriers and Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India:
9. Raising Money in International Markets
10. World Trade Organization:
11. International Marketing - Entry Strategies
12. International Monetary Fund
13. World Bank
8. Economic Environment and Business
1. Basic Terms and Concepts
2. Economic Environment
3. Social Environment
4. Political Environment
5. Industry
6. Industrial Relations and Labour Issues
7. Infrastructure
8. Agriculture, Employment and other Indian Economic Issues
9. Finance
10. Globalisation and WTO
11. International Economic Backdrop
12. Foreign Trade
13. Media and Business

9. Management Information Systems
1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Management and Decision-Making
5. Information
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System
10. Data Warehousing and Data Mining
11. Information Security and Control
12. Information System and Quality
13. Functional Applications
14. Applications in Service Sector

10. Research Methodology and Statistical Quantitative Methods
1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis
15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Semester III

1. International Commercial Law
2. International (Trade ) Logistics
3. Financial Institutions & Banking
4. Strategic Management
5. Foreign Exchange Management

11. International Commercial Law

1. Introduction to International Commercial Law &Foreign Trade
2. Importance of Commercial Law in Foreign Trade
3. Indian Contract Act, 1872:
4. Agreement to do Impossible Acts
5. Bailee’s Lien & Pledge of Mercantile
6. Marine Insurance
7. Container, Air & Sea Transport
8. Agreement in Restraint of Legal Proceedings
9. GATT Procedure of Dispute Settlement
10. Intellectual Property in Patents & Trade Marks
11. Intellectual Property in Industrial Design & Copyright
13. Recourse Against Arbitral Award
14. A Brief Perspective of Cyber Laws in Different Countries
15. Cyber Laws in India

12. International Trade logistics

1. Marketing Logistics: An Introduction:
2. International Commercial Terms (Incoterms):
3. Organisation of Overseas Transport Services
4. Liner Shipping Services:
5. Chartering Principles and Practices:
6. Containerisation and Multi-modal Transportation of Goods
7. Ports System and its Role in India's Foreign Trade
8. Air Transport:
9. Transport Intermediaries
10. Carriage of Goods by Sea and Multimodal Transport - Legal Aspects
11. Maritime Fraud

13. Financial Institutions and Banking
1. Overview of the Financial Markets - Meaning and Scope :
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions – Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank and Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)

14. Strategic Management
1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies : I
6. Corporate Level Strategies : II
8. Tools for Strategic Analysis and Choice : II
9. Implementing Strategy : I
10. Implementing Strategy : II
11. Implementing Strategy : III
12. Strategic Evaluation and Control

15. Foreign Exchange Markets
1. Foreign Exchange Markets
2. The International Monetary System
3. Exchange Rate Determination
4. Regulatory Framework in India
5. Imports
6. Exports
7. Financing Exports
8. Methods of Payments
9. Facilities for Non-Residents
10. Export Credit Guarantee Corporation and Exim Bank
Semester IV

1. International Marketing
2. Marketing Research
3. Exim Policy & procedures
4. International Finance
5. Corporate Governance

16. International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. e-Marketing and e-Commerce
14. Future Trends

17. Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire - Design Development.
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialised Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments
18. Exim Policy & procedures

1. Foreign Trade Policy
2. Export and Import Procedures
3. Documents Related to Export and Import
4. Instruments and Terms of Payment in Export – Import
5. Methods of Export - Import Financing
6. Letter of Credit and Bill of Exchange
7. Foreign Exchange Regulations and Formalities
8. Cargo Insurance
9. International Commercial Terms
10. Procedure and Documentation for Availing Export Incentives

19. International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

20. Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

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1. E-resource – EBSCO, JSTOR
2. List of Books in Library

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
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<td>Supply Chain Management For Global Competitiveness 2nd Ed.</td>
<td>Sahay BS</td>
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<td>Retail Management: A Strategic Approach 10th Ed.</td>
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<td>5.</td>
<td>Managerial Economics : principles and worldwide applications 6th Ed</td>
<td>Salvatore, Dominick</td>
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<td>Financial Management</td>
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<td>An Introduction to Management Science Quantitative Approaches to Decision Making 10th ed</td>
<td>Anderson David</td>
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<td>Marketing Research: Text And Cases 7th Ed.</td>
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<td>International Management - Managing Across Borders and</td>
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**Fees:** Rs ₹ 50,000

**Grading Mechanism**

- Grading System (All courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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**CAREER OPPORTUNITIES**

1. Banking Officer and Bank Manager in Nationalised Banks,
POST GRADUATE DIPLOMA IN INFORMATION TECHNOLOGY (PGDIT)

Total Credits- 80

Semester I:

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<td>Business Communication</td>
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<td>Information Technology Concepts</td>
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<td>4</td>
<td>Database Management Systems</td>
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Semester II:

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Semester III:

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Semester IV:

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<td>4</td>
<td>Project</td>
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</table>
CURRICULUM

Semester - I

1. Principles and Practices of Management
   1. Business - The Purpose of Management
   2. Designing Organisation for Business
   3. Need for Managing Organisation and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision Making
   8. Organising
   9. Staffing
   10. Leading - Directing, Communicating, Motivating
   11. Controlling
   12. Coordinating (Synchronising)
   13. Evolution of Management Thought
   14. Pursuing Management as a Career

2. Business Communication
   1. Communication in Business
   2. Process of Communication
   3. Psychological and Cultural Dimensions of Business Communication
   4. Listening
   5. The Writing Process – Planning
   6. Writing Process: Organizing, Composing and Revising Business Messages
   7. Writing Routine, Good News and Goodwill Messages
   8. Writing Indirect Messages
   9. Short and Long Reports
   10. Developing and Delivering Effective Presentations
   11. Interviews and Meetings
   12. Group Communication Strategies
   13. Resumes and Employment Letters
   14. Communicating with Technology
   15. Formats for Business Documents

3. Information Technology Concepts
   1. Introduction to Information Technology
   2. Fundamentals of Computers
   3. Data Storage and Data Processing
   4. Computer Software
   5. Common Office Applications
   6. Operating Systems
   7. Networking and Security
   8. E-Business
   9. Mobile Computing
10. Social Media

4. Database Management Systems

1. Basic Concepts
2. Data Models
3. Relational Models
4. Relational Algebra
5. Structured Query Language (SQL)
6. Advanced Structured Query Language (SQL)
7. Integrity and Security
8. Normalisation
9. Transaction Management
10. Concurrent Execution
11. Solved Examples
12. SQL Syntax

5. Algorithms and Programming Concepts

1. Pseudocodes
2. Algorithms
3. Designing and Analysing Algorithms
4. Writing Language- Neutral Algorithms
5. Algorithms for Programming Cases
6. Advanced Constructs using Algorithms
7. Searching Algorithms
8. Sorting Algorithms
9. Special Problems and Algorithms

Semester II

6. Business Requirement Analysis

1. Basics of Requirement Engineering
2. Requirements Elicitation
3. Requirements Analysis
4. Requirements Specification
5. Requirements Verification and Validation
6. Requirements Management Principles and Practices
7. Adapting Requirement Practices to Project
8. Requirements using User Stories (Agile Requirements)
9. Writing Effective Use Cases

7. Project Management (IT)
1. Software Project Management Concepts
2. Project Initiating
3. Managing Scope of the Project
4. Estimating and Scheduling
5. Managing Cost
6. Managing Quality
7. Managing Team
8. Managing Communication
9. Managing Risks
10. Software Configuration Management (SCM)
11. Update yourself: Current Trends

8. Business Applications and ERP
   1. Basics of Business Applications
   2. Business as a System
   3. Development of Business Applications
   4. Classification of Business Applications
   5. Key Modules of Business Applications
   6. Introduction to ERP
   7. ERP Implementation Lifecycle
   8. ERP Related Technologies
   9. ERP Vendors and Case Study

9. Software Engineering with UML
   1. Introduction to Software Process Models
   2. Software Project Planning and Estimation
   3. System Engineering and Business Process Engineering
   4. System Modelling and UML – I
   5. System Modelling and UML – II
   6. Design Concepts and Principles
   7. Architectural Design
   8. Software Testing Techniques
   9. Software Configuration Management

10. Data Warehousing and Data Mining
    1. Introduction to Data Warehouse
    2. Data Warehouse Architecture
    3. Dimensional Modeling
    4. Data Warehouse Implementation
    5. Data Warehouse and OLAP Technologies
    6. Introduction to Data Mining
    7. Mining Association Rules
    8. Classification and Prediction
9. Mining Complex Types of Data
10. Data Mining Applications and Trend

Semester III

11. Software Quality Management
   1. Introduction to Quality
   2. Software Configuration Management
   3. Validation and Verification
   4. Software Metrics
   5. Defect Management
   6. Quality Improvement
   7. Software Quality Models
   8. Internal Audit
   9. Organizing QA Function and Quality Culture
   10. Software Quality Assurance

12. Introduction to Data Science, Machine Learning and AI
   1. Basics of Data Science
   2. Big Data, Datafication & its impact on Data Science
   3. Data Science Pipeline, EDA & Data Preparation
   4. Data Scientist Toolbox, Applications & Case Studies
   5. Basics of Machine Learning
   6. Supervised Machine Learning
   7. Unsupervised Machine Learning
   8. Deep Learning
   9. Artificial Intelligence
   10. Business Intelligence
   11. Web Analytics

13. E-Business
   1. Computer Network
   2. Web Publishing
   3. E-Commerce
   4. The Web Presence
   5. E-Marketing
   6. Technologies for E-Commerce
   7. Electronic Data Interchange (EDI)
   8. E-Payment
   9. E-Security
   10. E-Services
   11. E-Business- An Evaluation
   12. E-Business Intelligence
   13. M-Commerce
   14. The impact of e-business on different fields and industries
15. Case Studies


1. Introduction to Information Security
2. Access Control
3. Communications Security
4. Risk Management and Business Continuity Planning
5. Policy, Standards and Organisation
7. Application Program Security
8. Computer Operation Security
9. Physical Security
10. Law, Investigation and Ethics

15. Software Documentation

1. Introduction to Software Documentation
2. Principles of Technical Writing
3. Types of Software Documents
4. System Documentation
5. System Maintenance Documentation
8. Software Documentation Metrics
9. Software Documentation Standards

Semester IV

16. Current Trends in IT

1. Pervasive Computing
2. Unified Communication and Collaboration (UCC)
3. Disruptive Technologies
4. Virtual Reality
5. Big Data
6. Crowdsourcing
7. Gartners’ Trends- I
8. Gartners’ Trends- II
9. The Indian Scenario-Road ahead

17. Business Process Modelling

1. Introduction to Business Processes
3. Essentials of Process Modeling
4. Business Process Mapping
5. Business Process Analysis and Modeling
7. Business Process Architecture & Approaches
8. Business Process Reengineering - Concepts and Applications
10. Business Process Intelligence

18. Cloud Computing

1. Introduction to Cloud Computing
2. Principles of Parallel Computing
3. Principles of Distributed Computing
4. Virtualization
5. Virtualization- Technology Examples
6. Cloud Computing Architecture
7. Aneka: Cloud- Application Platform
8. Concurrent Computing: Thread Programming
9. Concurrent Computing: Multithreading with Aneka
10. High-Throughput Computing: Task Programming
11. Cloud Platforms in Industry – I
12. Cloud Platforms in Industry – II
13. Cloud Applications – I
14. Cloud Applications – II

Project

As a part of the curriculum of Post Graduate Diploma in IT (PGDIT) program, students will carry out a Project. While developing the project, the students will follow certain internal evaluation procedures of SCDL. A student should choose a technical or Techno-business topic of his/her interest and is required to develop the Project based on the provided guidelines.

Faculty and support staff requirement

As per AICTE norms

TEACHING LEARNING PEDAGOGY:

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website & interactive PCPs.

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• The question papers for the examinations are set centrally at Pune.
• The exams are conducted through test centers appointed by SCDL.
• Answer papers are evaluated centrally at Pune.
• Project report - A student has to submit a project report as per the program requirement for 100 marks with 50% (50 Marks) passing.

Library resources

A full-fledged library is available in the campus, as well as, access to resources like EBSCO, support are also given to the students.

1. E-resource – EBSCO,JSTOR
2. List of Books in Library

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<td>Software Engineering Principles &amp; Practice</td>
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**FEES:** Rs. 50,000/-

**Grading System:**
Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<th>Grade</th>
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<td>Distinction</td>
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<td>Fail</td>
<td>Below 50%</td>
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CAREER OPPORTUNITIES

After doing this program, candidates can take the opportunity of being employed in the IT industry at the following positions:

- Project Managers
- IT Managers
- Technical Leaders
- System Analyst
- Business Analysts
- Software Consultants
CORPORATE POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (CPGDBA)

Credits: 80

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<td>Production or Operations Management</td>
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<td>Organizational Behavior</td>
<td>Financial Management</td>
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<td>Management Accounting</td>
<td>Human Resource Management</td>
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<td>Marketing Management</td>
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**Specializations Offered:**

**FINANCE MANAGEMENT**

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**MARKETING MANAGEMENT**

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**CUSTOMER RELATIONSHIP MANAGEMENT**

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**INFORMATION TECHNOLOGY MANAGEMENT**

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**RETAIL MANAGEMENT**

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**OPERATIONS MANAGEMENT**

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**Total Credit 80**

**SEMESTER I:**

**Course Title**

1. Principles and Practices of Management
2. Organizational Behaviour
3. Management Accounting
4. Managerial Economics

**COURSE CURRICULUM**

**Semester I:**

1. **Principles and Practices of Management (PPM)**
   1. Business - the Purpose of Management
   2. Designing Organisation for Business
   3. Need for Managing Organisation and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision Making
   8. Organising
   9. Staffing
   10. Leading: Directing • Communicating • Motivating
   11. Controlling
   12. Coordinating (Synchronising)
   13. Evolution of Management Thought
   14. Pursuing Managerial Career

2. **Organisation Behaviour**
   1. Historical Evolution of Organisational Behaviour
   2. Understanding Organisational Behaviour
   3. Perception
   4. Personality
   5. Attitudes
6. Motivation: The Driving Forces of Human Behaviour
7. Work Motivation Theories
8. Morale
9. Work and Conditions of Work
10. Conflict Management
11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power and Politics

3. Management Accounting
   1. Introduction To Accounting
   2. Basics of Financial Accounting
   3. Process of Accounting
   4. Cost Accountancy (Basic Concepts and Principles)
   5. Elements of Costs
   6. Material Costs
   7. Labour Costs
   8. Overhead Costs
   9. Marginal Costing
  10. Budgetary Control
  11. Standard Costing

4. Managerial Economics
   1. Introduction to Managerial Economics
   2. Profit
   3. Demand
   4. Elasticity of Demand
   5. Demand Forecasting
   6. Supply Analysis
   7. Production and Costs – I
   8. Production and Costs – II
   9. Pricing and Output Determination Under Perfect Competition
  10. Imperfect Competition
  11. Pricing Methods or Pricing Practices
  12. Cost Benefit Analysis
  13. Macro Economic Analysis
5. Management Information Systems
   1. Management Information System
   2. Information Technology
   3. Data Communication and IT Enabled Services
   4. Management and Decision Making
   5. Information:
   6. Decision Support System
   7. System Analysis and Design
   8. System Development
   9. The Database Management System:
   10. Data Warehousing and Data Mining:
   11. Information Security and Control
   12. Information Systems and Quality
   13. Functional Applications
   14. Applications in Service Sector

SEMESTER II:

Course Title
1. Production / Operations Management
2. Financial Management
3. Human Resource Management
4. Marketing Management
5. Strategic Management

Semester II:

6. Production / Operations Management
   1. The Production (Manufacturing) Function
   2. Manufacturing Methods
   3. Facilities (Plant) Location
   4. Facilities (Plant) Layout
   5. Production Planning and Control (PPC)
   6. Aggregate Planning
   7. Master Production Schedule
   8. Operations Scheduling
   9. Production Activity Control
   10. JIT and Kanban
   11. Project Planning and Control: Critical Path Analysis (PERT/CPM)
   12. Maintenance of the Plant
   13. Quality Management - I
   14. Quality Management - II
   15. Six Sigma
16. Work Study - I (Method Study)
17. Work Study - II (Work Measurement)
18. Operations Management in Service Sector

7. Financial Management
   1. Finance Function
   2. Forms of Business Organisation
   3. Financial Statements
   4. Interpretation of Financial Statements (Ratio Analysis)
   5. Interpretation of Financial Statements (Funds Flow/Cash Flow statements)
   6. Capitalisation
   7. Sources of Long Term and Medium Term Finance
   8. Capital Structure
   9. Leverages and Theories of Capital Structure
   10. Capital Market
   11. Capital Budgeting
   12. Working Capital Management
   13. Management of Cash
   14. Management of Receivables
   15. Management of Inventory
   16. Dividend Policy

8. Human Resource Management
   1. Nature of Human Resource Development
   2. Human Resource Planning
   3. Job Evaluation
   4. Recruitment, Selection, Promotion and Transfer
   5. Training and Development
   6. Performance Improvement
   7. Performance Appraisal
   8. Career and Succession Planning
   9. Total Quality Management
   10. HRD Audit
   11. Managing Change through Continuous Improvement
   12. Good HR Practices
   13. Recent Techniques in Human Resource Management

9. Marketing Management
   1. Basic Concepts of Marketing
   2. The Marketing Environment
10 Strategic Management
1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

Specialization I - Marketing Management

SEMESTER III
1. Consumer Behaviour
2. Sales and Distribution Management
3. Services Marketing and Brand Management
4. International Marketing
5. Marketing Research

10. Consumer Behaviour
1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer/Satisfaction
13. Organisational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

12. Sales and Distribution Management

Part-I
1. Introduction to Sales Management
2. Personal Selling
3. Effective Sales Executive
4. Sales Planning and Budgeting
5. Sales Forecasting
6. Sales Organisation
7. Recruitment and Selection of Sales Force
8. Sales Training
9. Sales Quota and Compensating Sales Personnel
10. Leading and Motivating the Sales Personnel
11. Evaluation and Control of Sales Force
12. Sales Territory
13. Key Account Management

Part-II
1. Introduction to Distribution Management
2. Retailing
3. Wholesaling
4. Warehousing
5. Transportation
6. Distribution Channels in Services
7. Distribution Planning and Control

13. Services Marketing

1. Introduction to Services
2. Customer Expectations and Service Perceptions
3. Service Models and New Product Development
4. Pricing and Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process Blueprinting and Physical Evidence
8. Service Quality

14. International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. E-Marketing and E-Commerce

15. Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection-Primary and Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialised Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development and Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

Semester IV-

Business Communication

Research Methodology
Project Report

16. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
10. Developing and Delivering Effective Presentations
13. Resumes and Employment Letters
14. Communicating with Technology

17. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques

Specialization II - Human Resource Management

Semester III

1. Personnel Administration
2. HR Development and Training
3. Industrial Relations
4. Performance and Potential Management
5. Labour Laws

18. Personnel Administration

1. Personnel Administration Concepts and Scope
2. Strategic Importance and Diagnostic Approach to Personnel Administration
5. Employee Wage and Salary Administration
6. Compensation and Benefits, Promotion, Transfer, Demotion and W.P.M.
7. Career Development
8. Employee Welfare and Wellness Programme
9. Learning and Motivation
10. Employee Relations and Leadership/Team Building
11. Industrial Relations and Management of Conflict
12. Disciplinary Actions and Labour Laws
13. Information Technology and Personnel Administration

19. HR Development and Training

1. Introduction to Human Resource Development
2. Training and Organisation Environment
3. Training Needs Analysis
4. Learning Principles and Conditions
5. The Training Program: Selection, Design and Delivery
6. Assessing the Effectiveness of Training
7. Training Audit and Cost Benefit Analysis
8. Training for a New Economy and Skills of a Trainer
9. Emerging Trends in Training
10. Recruitment and Selection
11. Performance Appraisal, Feedback and Reward Systems
12. Quality of Work Life and Career Development

20. Industrial Relations

1. Industrial Relations – Evolution, Concept and Approach
2. Evolution of Industrial Relations Policies
3. Industrial Disputes
4. Mediation, Conciliation, Arbitration and Adjudication
5. Grievance Procedure
6. Industrial Relations in Public Sector Units
7. Trade Union and Collection Bargaining
8. Workers Participation in Management
9. Domestic Enquiry


1. Performance Management System
2. Performance Planning and Goal Setting
3. Performance Appraisals
4. Performance and Training
5. Performance Feedback, Coaching and Counselling
6. Performance Parameters and Key Principles in Human Performance Improvement
7. Current Trends in Performance Management System
8. Performance Competencies
10. Performance Appraisal Format and 360 Degree Sample

22. Labour Laws

1. The Regulative Labour Legislation
   a. Industrial Disputes Act 1947
   b. Industrial Employment Standing Order Act 1946
2. The Protective Labour Legislation
   c. Factories Act, 1948
   d. Contract Labour (Regulation and Abolition) Act 1976
3. Wage Related Labour Legislation
   e. Payment Of Wages Act 1936
   f. Minimum Wages Act 1948
   g. Payment of Bonus Act, 1965
4. Social Security Labour Legislation:
   h. Employees Compensation Act, 1923
   i. ESI Act, 1948
   j. EPF and Miscellaneous Provisions Act, 1952
   k. Maternity Benefit Act, 1961
   l. Payment of Gratuity Act, 1972

Semester IV:

1. Business Communication
2. Research Methodology
3. Project Report

23. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process — Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology

24. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Specialization III - Finance Management

Semester III

1. Project Finance
2. Capital Market
3. Financial Institutions and Banking
4. International Finance
5. Corporate Governance
25. Project Finance

1. Project Formation and Implementation
2. Promoter’s Role/Functions, Data and Skills Requirements – I
3. Promoter’s Role/Functions, Data and Skills Requirements – II
4. Financial Statements and Tools
5. Lenders’ General Appraisal
6. Commercial Viability
7. Sources of Finance
8. Financial Feasibility Appraisal
9. Technical Feasibility Appraisal
10. Project Risks, Risk Management and Credit Rating
11. Working Capital Arrangements and Terms and Conditions of Project Finance
12. Project Scheduling, Implementation and Follow-Up
13. Legal Aspects of Project Finance and Documentation
14. Infrastructure Projects (Private Sector) Financing
15. Public-Private Partnership (PPP) Projects

26. Capital Market

1. Introduction to Capital Markets
2. Securities and Exchange Board of India (SEBI)
3. Money Markets
4. Mutual Funds
5. Merchant Banking
6. Recent Developments
7. Stock Exchanges
8. Venture Capital
9. Credit Rating
10. Share Buy Back
11. Portfolio Management and Financial Engineering
12. Corporate Governance
13. Mergers and Takeovers
14. Lease and Hire Purchase
15. Housing Finance

27. Financial Institutions and Banking

1. Overview of the Financial Markets - Meaning and Scope :
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions – Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank and Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)

28. International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

29. Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalisation and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

Semester IV

1. Business Communication
2. Research Methodology
3. Project Report
30. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
10. Developing and Delivering Effective Presentations
13. Resumes and Employment Letters
14. Communicating with Technology

31. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques

Specialization IV - Operations Management

Semester III:

1. Materials Management
2. Project Management (Operations)
3. Techniques for Operations Efficiency
4. Supply Chain Management
5. Quantitative Techniques

32. Material Management

1. Introduction to Materials Management
2. Materials Planning
3. Purchase Management: An Overview
4. Buying Policies
5. Buying at the Right Price
6. Project and Capital Goods Purchasing
7. Transport and Traffic Management
8. The Stores Function
9. Stores Operations
10. Fundamentals of Inventory Management
11. Economic Lot Size
12. Replenishment Systems
13. Just-in-Time (JIT)
14. Computerisation of Materials Management
15. Evaluation of Materials Department

33. Project Management (Operations)
1. Introduction to Projects
2. Project Management Process
3. Project Financing and Evaluation
4. Project Estimation and Economic Analysis
5. Organising Projects
6. Project Planning
7. Networks for Project Management
8. Resource Levelling and Project Crashing
9. Project Implementation and Monitoring
10. Controlling Projects
11. Projects Contracts Management
12. Management Risk in Projects
13. Project Quality Management
14. Software Project Management
15. Issues in Project Management

34. Techniques for Operations Efficiency
1. Systematic Problem Solving
2. 7 QC Tools
3. Quality Circles
4. 5-S for Good Workplace Organisation
5. SMED for Set-up Time Reduction
6. MUDA (Waste) Elimination
7. Poka-Yoke (Mistake/Error Proofing)
8. Statistical Process Control (SPC)
9. Kaizen
10. Daily Work Management (DWM)
11. Benchmarking
12. Total Productive Maintenance
13. Total Quality Management (TQM)

35. Supply Chain Management

1. Introduction to Supply Chain Management (SCM)
2. Logistics to Supply Chain Management (SCM)
3. Forecasting and Aggregate Planning
4. Inventory Management in SCM
5. Transportation
6. Inbound Supply Chain Management
7. Outbound Supply Chain Management
8. Designing Supply Chain Distribution Network
9. Postponement and CRM in SCM
10. Outsourcing and Financial Aspects of SCM
11. Role of IT in Supply Chain Management
12. E-Business and the Supply Chain
13. SCM Measurement
14. The Indian Supply Chain Architecture

36. Quantitative Techniques:

Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory and Decision Theory

Semester IV

1. Business Communication
2. Research Methodology
3. Project Report

37. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
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6. Writing Process: Organizing, Composing and Revising Business Messages
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13. Resumes and Employment Letters
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38. Research Methodology
   1. Understanding Research
   2. Scientific Methods and Research
   3. Formulating Research Problem and Hypothesis
   4. Hypothesis Testing
   5. Research Design
   6. Data Collection and Measurement
   7. Sampling and Sampling Technique
   8. Observation
   9. The Interview Method
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   11. The Survey Method
   12. The Experimental Method
   13. Scaling Techniques and Attitudes Measurement Techniques

Specialization V- Information Technology Management

Semester III
1. E-Business
2. Software Engineering
3. Project Management (IT)
4. Database Management System
5. Object Oriented Analysis and Design
39. E-Business

1. Computer Network
2. Web Publishing
3. E-Commerce
4. The Web Presence
5. E-Marketing
6. Technologies for E-Commerce
7. Electronic Data Interchange (EDI)
8. E-Payment
9. E-Security
10. E-Services
11. E-Business- An Evaluation
12. E-Business Intelligence
13. M-Commerce
14. The impact of e-business on different fields and industries
15. Case Studies

40. Software Engineering

1. Introduction to Software Process Models
2. Software Project Planning and Estimation
3. System Engineering and Business Process Engineering
4. System Modelling and UML – I
5. System Modelling and UML – II
6. Design Concepts and Principles
7. Architectural Design
8. Software Testing Techniques
9. Software Configuration Management

41. Project Management (IT)

1. Software Project Management Concepts
2. Project Initiating
3. Managing Scope of the Project
4. Estimating and Scheduling
5. Managing Cost
6. Managing Quality
7. Managing Team
8. Managing Communication
9. Managing Risks
10. Software Configuration Management (SCM)
11. Update yourself: Current Trends
42. Data Base Management system

1. Basic Concepts
2. Data Models
3. Relational Models
4. Relational Algebra
5. Structured Query Language (SQL)
6. Advanced Structured Query Language (SQL)
7. Integrity and Security
8. Normalization
9. Transaction Management
10. Concurrent Execution
11. Solved Examples
12. SQL Syntax

43. Object Oriented Analysis and Design

1. Introduction to Object Oriented Programming
2. Object-Oriented Programming Basics
3. Unified Approach (UA) and Unified Modelling Language (UML)
4. Object Oriented Analysis (OOA)
5. Object Oriented Design (OOD)
6. Object Oriented Database Management Systems (OODBMS)
7. Object Oriented Testing
8. Metrics for OOA
9. Simulation of Electrical Power System Network

Semester IV

1. Business Communication
2. Research Methodology
3. Project Report

44. Business Communication

1. Communication in Business
2. Process of Communication
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45. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
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12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques

Specialization VI - Customer Relationship Management

Semester III

1. Customer Relationship Management
2. Advanced CRM
4. Services Marketing
5. International Marketing

46. Customer Relationship Management

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

47. Advanced CRM

1. CRM Concepts
2. CRM through Effective Customer Complaints Handling
3. Call Centre to Contact Centre to Customer Interaction Centre
4. Sales Force Automation
5. Architectural Map for CRM Implementation
6. Industry Specific CRM Cases
7. Operational CRM
8. Analytical CRM
9. Customer Experience Management (CEM)


1. Introduction to Business Marketing
2. Organisational Buying / Buyer Behaviour
3. Enterprise Selling
4. Segmentation
5. Targeting and Sales Planning
6. Relationship Marketing and CRM
7. Product Differentiation of Business Products
8. Pricing
10. Product Differentiation and Solution
12. International Business
13. Marketing Communication

49. Services Marketing

1. Introduction to Services
2. Customer Expectations and Service Perceptions
3. Service Models and New Product Development
4. Pricing and Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process Blueprinting and Physical Evidence
8. Service Quality

50. International Marketing

1. Introduction to International Marketing
2. Challenges of Globalization
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. e-Marketing and e-Commerce
14. Future Trends

Semester IV

1. Business Communication
2. Research Methodology
3. Project Report

51. Business Communication
1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
9. Developing and Delivering Effective Presentations
10. Interviews and Meetings 12. Group Communication Strategies
11. Resumes and Employment Letters
12. Communicating with Technology

52. Research Methodology
1. Understanding Research
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6. Data Collection and Measurement
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12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
Specialisation 7- International Business Management

Semester III

1. International Economics
2. International Business Management
3. Exim Policies and Procedures
4. International Finance
5. Corporate Governance

53. International Economics

1. The International Economy
2. International Trade Theory
3. New Trade Theory
4. International Trade Policy
5. Trade Restrictions
6. Terms of Trade
7. Regional Trading Arrangements
8. International Monetary Fund
9. International Bank for Reconstruction and Development
10. GATT & WTO
11. The Balance of Payment
12. Foreign Exchange Rate
13. The Determination of Foreign Exchange Rate
14. Foreign Capital Movements and Multinational Corporations
15. External Sector – India

54. International Business Management

1. Theories of International Trade
2. Globalisation
3. Trade Barriers and Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India:
9. Raising Money in International Markets
10. International Marketing - Entry Strategies
11. International Monetary Fund
12. World Bank

55. Exim Policy & procedures

1. Foreign Trade Policy
2. Export and Import Procedures
3. Documents Related to Export and Import
4. Instruments and Terms of Payment in Export – Import
5. Methods of Export - Import Financing
6. Letter of Credit and Bill of Exchange
7. Foreign Exchange Regulations and Formalities
8. Cargo Insurance
9. International Commercial Terms
10. Procedure and Documentation for Availing Export Incentives

**56. International Finance**

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

**57. Corporate Governance**

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalisation and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

**Semester IV**

1. Business Communication
2. Research Methodology
58. Business Communication

1. Communication in Business
2. Process of Communication
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59. Research Methodology

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13. Scaling Techniques and Attitudes Measurement Techniques

Specialisation 8-Management Accounting

Semester III

1. Project Financial Management
2. Cost Planning and Analysis
3. Budgeting and Management Control
4. Group Financial Statements
5. Strategic Management Accounting
60. Project Financial Management

1. Introduction to Project Financial Management
2. Project Planning
3. Project Process
4. Tools and Techniques of Project Management
5. Project Evaluation Rules
6. Management Control and Change Control
7. Project Completion, Documentation and Reporting
8. Project Audit

61. Cost Planning & Analysis

1. Introduction to Cost Planning and Analysis
2. Tools for CVP Analysis
3. Value Analysis
4. Just-In-Time
5. Kaizen Costing and Learning Curves
6. Activity Based Costing
7. Life Cycle Costing
8. Value Chain and Supply Chain Management
9. Gain-Sharing Arrangement
10. Pareto Analysis

62. Budgeting & Management Control

1. Control System and Risk Management
2. Diversifying Risk
3. Internal Control Systems
4. Use of Budgets and Planning
5. Controllable and Uncontrollable Cost
6. Performance Analysis and Ratio Analysis
7. Responsibility Accounting
8. Performance Reporting
9. Behavioural Issues in Budgeting
10. Performance Evaluation
11. Transfer Pricing

63. Group Financial Statements

1. Introduction to Group Financial Statements
2. Preparation of Consolidated Financial Statements I
3. Preparation of Consolidated Financial Statements II
4. Associates and Joint Ventures
5. Changes in Group Structure
6. Complex Groups
7. Foreign Currency Transactions
8. Group Statements of Cash Flows I
9. Group Statements of Cash Flows II

64. Strategic Management Accounting
1. Introduction to Strategic Management Accounting
2. Strategic Management Accounting Techniques I
3. Strategic Management Accounting Techniques II
4. Strategic Performance Management
5. Customer Profitability Analysis
6. Inter-Organisational Cost Management Structure
7. Strategic Cost Management
8. Strategic Pricing I
9. Strategic Pricing II
10. Strategic Audit

Semester IV
1. Business Communication
2. Research Methodology
3. Project Report

65. Business Communication
1. Communication in Business
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66. Research Methodology
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13. Scaling Techniques and Attitudes Measurement Techniques

Specialization 9- Retail Management

Semester III

1. Retail Management - I
2. Retail Management - II
3. Consumer Behaviour
5. CRM in Service Industry

67. Retail Management – I

1. Enter the Planet of Retailing
2. Global and Indian Retailing Scenario
3. Store Based Retail Formats
4. Retail Consumer Behavior
5. Retail Market Strategy
6. Retail Financial Strategy
7. Retail Location
8. Operations Management
9. Supply Chain Management in Retail
10. I.T. in Retail

68. Retail Management – II

1. Merchandise Planning
2. Buying Merchandise
3. Pricing
4. Retail Communication
5. Store Layout and Designing
6. Customer Service
7. Human Resource Management in Retail
8. Establishing Retail Image
9. Non-Store Retailing
10. Franchising
69. Consumer Behaviour

1. Consumer Behavior
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behavior
14. Consumer Modelling
15. Rural Buying Behaviour

70. Concepts in Supply Chain Management (CSCM)

1. An Introduction to Concepts in Supply Chain Management
2. Scope, Performance and Strategic Fit
3. Drivers and Obstacles
4. Designing a Supply Chain Distribution Network
5. Role of Network Design in a Supply Chain
6. Network Design in an Uncertain Environment
7. Forecasting Demand
8. Aggregate Planning and Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Information Technology
14. E-Business and the Supply Chain

71. CRM in Service Industry

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Designing of Service for CRM
6. Internal Marketing: People Dimension of Service & CRM
7. Service Management & Productivity
8. Service Quality & Customer Satisfaction
9. CEM-Customer Experience Management for Service Business
Semester IV

1. Business Communication
2. Research Methodology
3. Project Report

72. Business Communication

1. Communication in Business
2. Process of Communication
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73. Research Methodology

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Faculty and support staff requirement

As per AICTE norms
Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the Course includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website.

Evaluation System

- Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.

The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation –

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report: A student has to submit a project report as per the Course requirement.

**Library resources:**

1. **E-resource – EBSCO, JSTOR**
2. **List of Books in Library**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
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</thead>
<tbody>
<tr>
<td>3.</td>
<td>Supply Chain Management For Global Competitiveness 2nd Ed.</td>
<td>Sahay BS</td>
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<td>4.</td>
<td>Retail Management: A Strategic Approach 10th Ed.</td>
<td>Berman Bary,</td>
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<td>5.</td>
<td>Managerial Economics: principles and worldwide applications 6th Ed</td>
<td>Salvatore, Dominick</td>
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<td>7.</td>
<td>Financial Management</td>
<td>Jain, Promod</td>
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<td>Management Accounting IC 89</td>
<td>Insurance Institute of India</td>
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<td>9.</td>
<td>Management Accounting Text, Problems and Cases</td>
<td>Khan, M.Y</td>
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<td>10.</td>
<td>Management Accounting</td>
<td>Inamdar, Satish M</td>
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<td>12.</td>
<td>Corporate Planning Theory and Practice</td>
<td>SarwateDilip</td>
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<td>13.</td>
<td>An Introduction to Management Science Quantitative Approaches to Decision Making 10th ed</td>
<td>Anderson David</td>
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<td>15.</td>
<td>Industrial Marketing 4th ed</td>
<td>Hill Richard</td>
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<td>16</td>
<td>Global Marketing Management 5th ed</td>
<td>Keegan W J</td>
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<td>17</td>
<td>Essentials of Management 5th ed</td>
<td>Harold Koonz</td>
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<td>19</td>
<td>E-Commerce : Strategy, Technologies and Applications</td>
<td>Whiteley, David</td>
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<td>20</td>
<td>Corporate Finance</td>
<td>Kulkarni, P. V.</td>
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<td>21</td>
<td>Management Information System 7th ed</td>
<td>Laudon K.C.</td>
</tr>
<tr>
<td>22</td>
<td>Management Accounting</td>
<td>Rao, A.P.</td>
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<td>Marketing Management : A South Asian Perspective 12th ed</td>
<td>Kotler Philip</td>
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<td>25</td>
<td>International Marketing 8th Ed.</td>
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<td>Marketing Research: Text And Cases 7th Ed.</td>
<td>Boyd H W,</td>
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<td>Modern Marketing Management 7th Ed.</td>
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<td>Maheshwari, S.N.</td>
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<td>Ghanekar Anjali</td>
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<td>International Business Environment 4th Rev Ed.</td>
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<td>The Project Management Manual</td>
<td>Young Trevor L.</td>
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   Jhamb LC

40. Business Communication
   I.C.S.I.

41. Project Management
   Managing Human Resources 12th Ed.
   Choudhury S
   Bohlander George

42. Customer Relationship Management: Emerging Concepts,
    Tools and Applications.
   Sheth JN

43. Case Studies In Retail Management Vol I
   ICFAI

44. Retail Management
   Bajaj Chetan

45. Contemporary Business Communication 5th Ed.
   Ober Scot

46. Quantitative Analysis for Management 10th ed
   Render Barry

47. Corporate Accounting
   Agarwal, N.P.

48. Guide to Business Modelling
   Tennent,

49. Statistical and Quantitative Methods
   Chitale, Ranjeet H.

50. Marketing Research : An Applied Orientation 6th ed
    Naresh Malhotra,

51. Operations & Supply Management
    Chase Richard

**COURSE FEES: Rs 70,000**

**Grading System**

- Grading System (All Courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<th>Class</th>
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<td>D</td>
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<td>Below 50%</td>
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CAREER OPPORTUNITIES

1. Finance Manager
2. Financial Analyst,
3. Business Analyst,
4. Marketing Manager,
5. Sales Manager,
6. Brand Manager,
7. Senior HR Officer,
8. Placement Officer,
9. Recruitment Coordinator,
10. HR Head,
11. Administrative Head,
12. Purchase Manager,
13. Operations Head,
14. Branch Head,
15. Team Leader,
16. Customer Service Manager,
17. Project Manager,
18. Business Development Manager, etc.
### POST GRADUATE DIPLOMA IN BUSINESS AND CORPORATE LAWS

**(PGDBCL)**

**Total Credits: 80**

#### SEMESTER I:

<table>
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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Law of Contracts</td>
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<tr>
<td>2.</td>
<td>Corporate Law</td>
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<td>3.</td>
<td>Laws Related to Banking</td>
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#### SEMESTER II:

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<tr>
<td>1.</td>
<td>Corporate Restructure Law</td>
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<td>2.</td>
<td>Corporate Finance Law</td>
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<td>3.</td>
<td>Dispute Resolution Law</td>
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<td>4.</td>
<td>Insolvency and Bankruptcy</td>
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#### SEMESTER III:

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<tbody>
<tr>
<td>1.</td>
<td>Corporate Governance</td>
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<tr>
<td>2.</td>
<td>Intellectual Property Law</td>
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<tr>
<td>3.</td>
<td>IT Act (Cyber Context)</td>
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<td>4.</td>
<td>Labour Law</td>
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#### SEMESTER IV:

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<tr>
<td>1.</td>
<td>Taxation Law</td>
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<td>2.</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>3.</td>
<td>Project</td>
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</tbody>
</table>
Semester - I

1. Law of Contracts
   1. Indian Contract Act, 1872
   2. Proposal & Acceptance
   3. Consideration
   4. Capacity to Contract
   5. Free Consent
   6. Void Agreements
   7. Contingent Contracts
   8. Performance of Contract
   9. Quasi-Contracts
   10. Discharge of Contracts
   11. Indemnity and Guarantee
   12. Bailment and Pledge
   13. Agency

2. Corporate Law
   1. Introduction to Company Law
   2. Incorporation of Company
   3. Capital
   4. Membership of Company
   5. Shares & Dividends
   6. Borrowing, Lending & Investments
   7. Directors and Other Managerial Personnel
   8. Reconstruction, Amalgamation & Meetings
   9. Winding Up
   10. Minority Protection and Audit & Accounts
   11. General Features of Partnership
   12. Relations of Partners
   13. Registration and Dissolution of a Firm
   14. Limited Liability Partnership

3. Laws Relating to Banking
   1. Introduction to Banking Law
   2. Overview of Banking & Structure of Banking in India
   3. Banks in India - Role and Functions
   4. Banker - Customer Relationship
   5. Changing Role of Banks
   6. Banking Ombudsman Schemes and Frauds
   7. Overview of RBI
   8. Role of RBI
   9. Importance and Functions of RBI
   10. Preliminaries & Types of Negotiable Instruments
   11. Negotiation & Endorsement
   12. Presentment, Payment & Discharge, Material Alteration and Forgery
   13. Dishonor of Negotiable Instruments
4. **Consumer Protection Act, 2019 and Competition Act, 2002**
   1. Introduction to Consumer Protection Act, 1986
   2. Consumer’ Under Consumer Protection Act
   3. Consumer Disputes Redressal Agencies
   4. Procedure for Filing Consumer Complaint
   5. Appeals
   7. Forms
   8. Introduction to Competition Law
   9. Competition Commission of India
   10. Anti-Competitive Agreements and Competition Laws
   12. Competition Laws and Regulation of Combinations

**Semester-II**

1. **Corporate Restructuring Law**
   2. Corporate Restructuring
   3. Various Types of Corporate Restructuring
   4. Merger and Amalgamation
   5. Demerger
   6. Takeover
   7. Reorganize Through Compromise or Arrangement
   8. Joint Ventures (JV) & Reorganizing Business
   9. Corporate Debt Restructuring
   10. Financial Restructuring
   11. Due Diligence and Corporate Governance
   12. Taxes and Stamp Duty Aspects of Mergers and Acquisitions
   13. FEMA, SEBI and Accounting Issues
   15. Cross - Border Restructuring
   16. Mergers and Acquisition Agreements, Schemes and Documentation

2. **Corporate Finance Law**
   1. Introduction to Corporate Entity
   2. Securities Exchange Board of India
   3. Securities Contract (Regulation) Act, 1956
   4. Securities Exchange Board of India (SEBI) Guidelines Part-I
   5. SEBI Guidelines Part-II on Pricing of Issue
   6. Book Building
   7. Buy Back and ESOP
8. Trading, Substantial Acquisition and Takeover
9. Overseas Financing
10. Foreign Exchange Management Act, 1999
11. Foreign Investment
12. Competition Act and its Relevance with Finance
14. Listing of Securities
15. Mutual Funds

3. Dispute Resolution Law

1. Judicial/Basic Dispute Resolution
2. Litigation
3. Alternative Dispute Resolution (ADR)
4. Alternative Models of ADR
5. Arbitration
6. Arbitral Tribunals
7. Arbitration Award
8. Finality of the Arbitration Award
10. Conciliation
11. Conciliation Proceedings and Settlement Agreement
12. Negotiation
13. Mediation
14. Civil Procedure Mediation Rules

4. Insolvency and Bankruptcy Laws

1. Introduction to Insolvency and Bankruptcy Regime
2. Authorities and Enforcement Mechanism
3. Corporate Insolvency Resolution Process-1
4. Corporate Insolvency Resolution Process-2
5. Committee of Creditors
6. Liquidation
7. Insolvency process for Individuals and Partnership Firms-1
8. Insolvency process for Individuals and Partnership Firms-2
9. Case Law

Semester-III

1. Corporate Governance
2. Overview of Corporate Governance
3. Corporate Board
4. Shaping Directorial Competence and Board Effectiveness
5. Financial Institutions and Nominee Directors
6. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
7. Corporate Reputation
8. Corporate Governance and Regulatory Bodies
9. Globalization and Corporate Governance
11. Corporate Social Responsibility and Corporate Governance
12. Majority Rule and Minority Protection Prevention of Oppression and Mismanagement

2. Intellectual Property Law

1. Concept of Intellectual Property Rights
2. Harmonisation of IP Laws by International Agencies - I
3. Harmonisation of IP Laws by International Agencies - II
4. The Paris Convention, 1883
5. The Berne Convention, 1886
6. Indian Patent Law
7. Indian Copyright Law
8. Indian Trademark and Industrial Design Law
9. Case Laws

3. Labour Law

1. Introduction to Labour Law
2. Laws Related to Industrial Relations
3. Laws related to Wages
4. Laws related to Specific Industries
5. Laws related to Equality and Empowerment of Women
6. Laws related to Deprived and Disadvantaged Sections of Society
7. Laws related to Social Security
8. Laws related to Employment & Training
9. Case Laws
1. Offences and Penalties under GST
2. Appeals and Revisions

4. IT Act (Cyber Context)

1. Introduction to Cyber Laws
2. E-Commerce and E-Governance
3. Certifying Authority and Controllers
4. Offences under it Act, Adjudicating Officer and Cyber Appellate Tribunal
6. Introduction to Cyber Crimes
7. Cyber Offences
8. Constitutional Rights Vs. Cyber Crime
9. Intellectual Property in Cyberspace
10. Cyber Jurisprudence
11. Cyber Laws International Perspective
12. Case Studies

Semester IV
1. **Taxation Law**
   2. Introduction to Taxation System
   3. Introduction to Direct and Indirect Tax
   4. Definitions
   5. Residential Status of person, Determination of Residential status
   8. Procedure for Assessment, Appeals, Revisions, Settlement of Cases and Penalties & Offences
   9. Introduction to GST
   10. Levy and Collection of Tax

2. **Research Methodology**
   1. Understanding Research
   2. Scientific Methods and Research
   3. Formulating Research Problem and Hypothesis
   4. Research Design
   5. Data Collection and Measurement
   6. Sampling and Sampling Technique
   7. Observation
   8. The Interview Method
   9. The Questionnaire Method
   10. The Survey Method
   11. The Experimental Method
   12. Scaling Techniques and Attitudes Measurement Techniques
   13. Data Presentation, Processing and Analysis
   14. Hypothesis Testing and Interpretation of Data

3. **Project**
   Students are required to submit a project by the end of the semester IV.

**Faculty and support staff requirement**

As per AICTE norms

**Teaching Learning Pedagogy**

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the program includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website, Lecture DVDs & interactive PCPs.

**EVALUATION SYSTEM**
• Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
• The Evaluation system includes Formative Evaluation and Summative Evaluation.
• The questions formulated are based on the program / course objectives.
• The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
• The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
• The questions are randomly generated through the computerised system and hence the chances of malpractice / copy are remote.

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

• Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation

Summative comprehensive evaluation method is as under:

• The students are given opportunity to attend the exams as per their own pace.
• These exams are taken course wise separately according to the convenience of the students.
• Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
• The question papers for the examinations are set centrally at Pune.
• The exams are conducted through test centres appointed by SCDL.
• Answer papers are evaluated centrally at Pune.
• Project report- A student has to submit a project report as per the program requirement for 70 marks with 50% (35 Marks) passing.

Library resources:

1. E-resource – EBSCO, JSTOR
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<td>Kulkarni P V and Kulkarni S P</td>
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<td>Corporate Laws And Practice III Final Course</td>
<td>Inst. Of Comp.Sec. Of India</td>
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<td>International Economics 3rd Ed.</td>
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<td>Consumer Protection Law in India</td>
<td>Paranjpe V N</td>
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<td>19.</td>
<td>Taxman's Business Laws 2012</td>
<td>Taxman</td>
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<td>21.</td>
<td>Law of Contract and Specific Relief</td>
<td>Avtar Singh</td>
<td>Eastern Book Co.</td>
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<td>International Law and Human Rights</td>
<td>Dr. S.K. Kapoor</td>
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<td>Consumer Cases</td>
<td>Dr. R.G. Chaturvedi</td>
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<td>Text Book of Mercantile Law</td>
<td>Mr. Gogna, P.P.S</td>
<td>S Chand &amp; Company, 2009</td>
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<td>Elements of Mercantile Law</td>
<td>Kapoor, N.D.</td>
<td>S Chand &amp; Company, 2017</td>
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<td>Labour Laws</td>
<td>Tan Mann</td>
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**Fees**: Rs. 50,000

**Grading Mechanism**

- Grading System (All courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<td>D</td>
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**CAREER OPPORTUNITIES**

After completion of this program candidates can take the opportunity of various corporate companies and can grow in his profession. Students can also associate with any legal corporate platforms in the following areas of,

1. Legal Officer,
2. Compliance Officer,
3. Consultant,
4. Assistant Manager,
5. Legal Manager,
6. Legal Process Outsourcing (LPO),
7. Knowledge Process Outsourcing (KPO) and
8. Various law firms.
# POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT (PGDCRM)

Total Credit: 80

## Semester-I

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<td>2.</td>
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## Semester-III

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CURRICULUM

Semester - I

1. Principles & Practices of Management (PPM)
   1. Business - the Purpose of Management
   2. Designing Organization for Business
   3. Need for Managing Organization and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision Making
   8. Organizing
   9. Staffing
   10. Leading: Directing • Communicating
   11. Motivating
   12. Controlling
   13. Coordinating (Synchronizing)
   14. Evolution of Management Thought
   15. Pursuing Managerial Career

2. Marketing Management
   1. Basic Concepts of Marketing
   2. The Marketing Environment
   3. Market Oriented Strategic Planning
   4. Competition and Competitive Strategy
   5. Market Research and Demand Forecasting
   6. Consumer Behavior
   7. Market Segmentation and Selecting Target Markets
   8. Positioning
   9. Product Concepts
   10. Distribution Channels and Marketing of Services
   11. Strategic Pricing
   12. Integrated Marketing Communications (IMC)

3. Customer Relationship Management (CRM)
   1. Introduction to customer Relationship Management
   2. Customer Satisfaction and Loyalty
   3. Relationship and Retention
   4. Services Marketing and CRM
   5. Data Management
   6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

4. Consumer Behaviour
1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

Semester-II.

5. Advanced CRM
1. CRM Concepts
2. CRM through Effective Customer Complaints Handling
3. Call Centre to Contact Centre to Customer Interaction Centre
4. Sales Force Automation
5. Architectural Map for CRM Implementation
6. Industry Specific CRM Cases
7. Operational CRM
8. Analytical CRM
9. Customer Experience Management (CEM)

6. Sales and Distribution Management

Part-I- Sales Management
1. Introduction to Sales Management
2. Personal selling
3. Effective Sales Executive
4. Sales Planning and budgeting and forecasting
5. Sales force Recruitment, Selection and training
6. Sales Quota and Compensation sales Personnel
7. Leading & Motivating the Sales Personnel
8. Evaluation & Control of Sales force
9. Sales Territory
10. Key Account Management

**Part- II- Distribution Management**

1. Introduction to Distribution Management
2. Retailing and Wholesaling
3. Warehousing
4. Transportation
5. Distribution Channels in Services
6. Distribution Planning & Control

**7. Service Marketing**

1. Introduction to Services
2. Customer Expectations & Service Perceptions
3. Service Models & New product Development
4. Pricing & Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process blueprinting & Physical
1. Evidence
8. Service Quality

**8. CRM in Service Industry**

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Designing of Service for CRM
6. Internal Marketing: People Dimension of Service & CRM
7. Service Management & Productivity
8. Service Quality & Customer Satisfaction
9. CEM-Customer Experience Management for Service Business

**Semester-III**

**9. Business Communication**

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports

1. Introduction to Business Marketing
2. Buyer Behaviour
3. Enterprise Selling
4. Elements of Enterprise selling
5. Segmentation
6. Targeting & Sales Planning
7. Relationship Marketing & CRM
8. Product Differentiation of Business Products
9. Pricing
10. Customer Service Management
11. Product Differentiation & Solution
13. International Business
14. Marketing Communication

11. Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire- Design Development
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process & Design
11. Specified Techniques in Market Research
12. Market and Sales analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments
12. E-Business

1. Computer Network
2. Web Publishing
3. E-Commerce
4. The Web Presence
5. E-Marketing
6. Technologies for E-Commerce
7. Electronic Data Interchange (EDI)
8. E-Payment
9. E-Security
10. E-Services
11. E-Business - An Evaluation
12. E-Business Intelligence
13. M-Commerce
14. The impact of e-business on different fields and industries
15. Case Studies

Semester IV

13. Consumer Protection Act, 1986

1. Introduction to Consumer Protection Act, 1986 (CPA)
2. Definitions and their Interpretations under the Act
3. Consumer Protection Councils
4. ‘Consumer’ under Consumer Protection Act
5. Consumer Disputes Redressal Agencies
6. Procedure for filing Consumer Complaint
7. Consumer Awareness and Remedies
8. Appeals
11. Negligence
12. Consumer and Insurance Claims
13. Drafting of Complaint and Other Applications under CPA

14. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
10. The Survey Method
11. The Experimental Method
12. Scaling Techniques and Attitudes Measurement Techniques
13. Data Presentation, Processing and Analysis

Project

Student is required to submit a project by the end of Semester IV.

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the course includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website.

Evaluation System

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The students have to submit assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.
Summative Evaluation

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centres appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the Course requirement. (Additional 3 months are provided for working on research project and submitting the research project).

Library Resources

1. E-resource – EBSCO, JSTOR

2. List of Books in Library

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Marketing Research : Text and Cases 3rd ed</td>
<td>Rajendra Nargundkar</td>
</tr>
<tr>
<td>2.</td>
<td>Advertising Management 5th ed</td>
<td>Batra R.</td>
</tr>
<tr>
<td>3.</td>
<td>Advertising and Sales Promotion</td>
<td>Bootwala Shaila</td>
</tr>
<tr>
<td>4.</td>
<td>Basic Business Communication, concepts, applications and skills</td>
<td>Kumar Raj</td>
</tr>
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</table>

COURSE FEES – Rs. 50,000/

Grading System

- Grading System (All Courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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CAREER OPPORTUNITIES

- Manager-Client Servicing
- Customer Relationship Manager
- CRM Specialist
- Relationship Manager
- Product Manager
POST GRADUATE DIPLOMA IN EXPORT & IMPORT MANAGEMENT (PGDEXIM)

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
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<tbody>
<tr>
<td>Principles and Practices of Management</td>
<td>International Supply Chain Management</td>
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<td>International Business Environment</td>
<td>Export Import Regulations</td>
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<tr>
<td>International Marketing</td>
<td>Risk Management in Import Export Business</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
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<tbody>
<tr>
<td>Export Import promotional schemes in India</td>
<td>Insurance &amp; Inspection in Foreign Trade</td>
</tr>
<tr>
<td>Foreign Exchange management</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>International Trade Logistics</td>
<td>Project</td>
</tr>
<tr>
<td>Entrepreneurship Development and Management</td>
<td></td>
</tr>
</tbody>
</table>

COURSE CURRICULUM

Semester I

1. **Principles & Practices of Management**
   1. Business - the Purpose of Management
   2. Designing Organization for Business
   3. Need for Managing Organization and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Organizing
   8. Staffing
   9. Leading: Directing • Communicating • Motivating
   10. Controlling
   11. Coordinating (Synchronizing)
   12. Evolution of Management Thought
   13. Pursuing Managerial Career

2. **EXIM Policy Framework**
   1. Foreign Trade Policy
   2. Export and Import Procedures
   3. Documents Related to Export and Import
   4. Instruments and Terms of Payment in Export – Import
   5. Methods of Export - Import Financing
   6. Letter of Credit and Bill of Exchange
   7. Foreign Exchange Regulations and Formalities
   8. Cargo Insurance
   9. Procedure and Documentation for Availing Export Incentives
3. International Business Environment
   1. Theories of International Trade
   2. Globalisation
   3. Trade Barriers and Trade Block
   4. Country Risk Analysis
   5. Export-Import Finance
   6. Balance of Payments
   7. Multi-National Corporations
   8. Export Promotion Schemes in India
   9. Raising Money in International Markets
   10. World Trade Organization
   11. International Marketing - Entry Strategies
   12. International Monetary Fund
   13. World Bank

4. International Marketing
   1. Introduction to International Marketing
   2. Challenges of Globalisation
   3. Why Firms Go International
   4. The Task of International Marketing
   5. Environmental Factors Affecting International Marketing
   6. Foreign Market Entry Strategy
   7. International Product Strategy
   8. International Distribution Strategy
   9. International Promotion Strategy
   10. International Pricing Strategy
   11. Outsourcing and Strategic Relationships
   12. International Marketing Research
   13. E-Marketing and E-Commerce
   14. Future Trends

Sem-II
5. International Supply Chain Management
   1. Introduction to Supply Chain Management (SCM)
   2. International Supply Chain Management
   3. Scientific Purchasing
   4. Strategic Sourcing for Effective Global SCM
   5. Inventory Management  6. Warehouse Management
   10. Supply Chain Integration Coordination and Collaboration
   11. Packaging and Labeling for Global Supply Chain
   12. Information Technology & Information Systems in Supply Chain Management
   13. Current Trends in SCM and SCM performance Measures
   1. Overview of International Marketing
   2. Starting the Exim - Registering for Exim/ Exim Duties (Customs) and Valuation
   3. Export Financing
   4. Import Financing
   5. Export Contracts
   6. Preparing Goods for Export—Packaging/Inspection/Fumigation
   7. Export Material Flow Process
   8. Exim Documents and Document Flow Process
   9. Customs Process for Export
   10. Customs Process for Import
   11. Warehousing in Customs
   12. Provisions Related to Export
   13. Baggage Import and Export
   14. Offences and Penalties in Customs

7. Export Import Regulations
   1. Regulations Related to Export
   2. Regulations Related to Import
   3. Foreign Trade (Development and Regulation) Act, 1992
   4. Foreign Trade Policy
   5. Regulations Related to Excise and Customs
   6. International Regulations in Exim
   7. Export Promotion Councils & Commodity Boards
   8. Trade Barriers
   9. International Chamber of Commerce
   11. Exim Regulations of Emerging Markets
   12. Future Trends in Exim
   13. Supplies to Nepal and Bhutan

8. Risk Management in Import Export Business
   1. Introduction
   2. Evaluation of Risk
   3. Classification of Risk
   4. Export Credit Guarantee Corporation
   5. Marine Insurance Policies to Cover Transit Risk Against Loss or Damage of Goods
   7. Project Export
   8. Quantitative Techniques for Risk Management
   9. Hedging Techniques
   10. Exchange Rate Forecasting
   11. Regulations Governing Derivatives in India
   12. Risk Related to Service Export and Import
   13. Derivative Disasters
9. Export Import promotional schemes in India
   1. Advance Authorisation Scheme (Duty Exemption Schemes)
   2. Export Promotion of Capital Goods Scheme (EPCG)
   3. Duty Drawback Scheme
   4. SEZ
   5. Export Oriented Units (EOUs), Electronics Hardware Technology Parks (EHTPs), Software Technology Parks (STPs) and Bio-Technology Parks (BTPs)
   6. EOU Procedures
   7. Trade Facilitation & Ease of Doing Business
   8. Merchandise Export from India Scheme (MEIS)
   9. Service Exports from India Scheme (SEIS)
   10. Schemes for Exporters of Gems and Jewellery
   11. Deemed Exports
   12. Supplies to SEZ

10. Foreign Exchange Management
    1. Foreign Exchange Markets
    2. The International Monetary System
    3. Exchange Rate Determination
    4. Regulatory Framework in India
    5. Imports
    6. Exports
    7. Financing Exports
    8. Methods of Payments
    9. Facilities for Non-Residents
    10. Export Credit Guarantee Corporation and Exim Bank

11. International Trade logistics
    1. Marketing Logistics: An Introduction
    2. International Commercial Terms (Incoterms)
    3. Organisation of Overseas Transport Services
    4. Liner Shipping Services
    5. Chartering Principles and Practices
    6. Containerisation and Multi-modal Transportation of Goods
    7. Ports System and its Role in India's Foreign Trade
    8. Air Transport
    9. Transport Intermediaries
    10. Carriage of Goods by Sea and Multimodal Transport - Legal Aspects
    11. Maritime Fraud

12. Entrepreneurship Development And Management
    1. Introduction to Entrepreneurship
    2. Business Ideas
    3. Developing a Business Plan
    4. Exchanging a Small Scale Enterprise
5. Functional Strategies for a new business
6. Enterprise Planning
7. Issues and Challenges
8. Human Resource Management
9. E-Commerce and E-Business

Sem-IV

13. Insurance & Inspection in Foreign Trade
   1. Introduction to Risk and Insurance
   2. Legal Aspects of Insurance with Specific Reference to Marine Insurance
   3. Introduction - Marine Cargo Insurance
   4. Marine Cargo Insurance
   5. Marine Insurance Policies
   6. Marine Insurance Clause
   7. Marine Cargo Claims
   8. Export Quality Control and Pre-Shipment Inspection
   9. Export Credit Guarantee Corporation
  10. Reinsurance 2
  11. Piracy Insurance & Marine Case Laws
  12. Aviation - Risk Exposures & Insurance

14. Research Methodology
   1. 1 Understanding Research
   2. 2 Scientific Methods and Research
   3. 3 Formulating Research Problem and Hypothesis
   4. 4 Research Design
   5. 5 Data Collection and Measurement
   6. 6 Sampling and Sampling Technique
   7. 7 Observation
   8. 8 The Interview Method
   9. 9 The Questionnaire Method
  10. 10 The Survey Method
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  12. 12 Scaling Techniques and Attitudes Measurement Techniques
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  14. 14 Hypothesis Testing and Interpretation of Data

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List of Learning Resource-

Total SLMs available-14 (the SLMs of all subjects are available)

List of e-Learning-

1. Principles and Practices of Management
2. International Marketing
3. Export Import Regulations
4. International Supply Chain Management
5. International Trade logistics
6. Entrepreneurship Development and Management

Library Resources

<table>
<thead>
<tr>
<th>Management Books List</th>
<th>Name of Authors</th>
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<tbody>
<tr>
<td>Basic Business Communication: Skills for Empowering the Internet Generation</td>
<td>Lesikar Raymond V.</td>
</tr>
<tr>
<td>International Business 6th Ed.</td>
<td>Czinkota Michael R</td>
</tr>
<tr>
<td>International Business Environment 4th Rev Ed.</td>
<td>Cherunilam Francis</td>
</tr>
<tr>
<td>International Marketing: Approaching and Penetrating the International Marketplace 3rd Ed</td>
<td>Curry J E</td>
</tr>
<tr>
<td>International Business 4th Ed.</td>
<td>Ashwatheppa K</td>
</tr>
<tr>
<td>International Trade Documentation 3rd Ed.</td>
<td>Hinkelman Edward G.</td>
</tr>
<tr>
<td>International Economics 3rd Ed.</td>
<td>Sodersten, Bo</td>
</tr>
<tr>
<td>Customer Relationship Management: Emerging Concepts, Tools and Applications</td>
<td>Sheth JN</td>
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<tr>
<td>Entrepreneurship</td>
<td>Shejwalkar PC</td>
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<tr>
<td>International Business Text And Cases 5th Ed.</td>
<td>Cherunilam Francis</td>
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<td>International Business 5th Ed.</td>
<td>Paul Justin</td>
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<tr>
<td>International Business: The Challenge of Global Competition</td>
<td>Ball Donald A</td>
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<tr>
<td>International Business 2nd Ed.</td>
<td>Bennett Roger</td>
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<tr>
<td>International Business: Country Culture and Corporate Culture</td>
<td>Lee Hyun-Sook</td>
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<tr>
<td>International Marketing</td>
<td>Nargundkar Rajendra</td>
</tr>
<tr>
<td>Business Logistics/Supply Chain Management With CD</td>
<td>Ballou Ronald</td>
</tr>
<tr>
<td>International Business: Strategy, Management, and the New Realities</td>
<td>Cavusgil S. Tamer</td>
</tr>
<tr>
<td>Derivatives and Risk Management</td>
<td>Janakiramanan, Sundaram</td>
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<td>International Business: Environments and Operations 12th Edition</td>
<td>Daniels John</td>
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<td>International Trade</td>
<td>Oberoi P K</td>
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<td>International Business</td>
<td>Varma Sumati</td>
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<tr>
<td>Enterprise Management</td>
<td>CIMA</td>
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<tr>
<td>Financial Accounting</td>
<td>Maheshwari, S.N.</td>
</tr>
<tr>
<td>International Banking</td>
<td>Indinan Inst. of Banking and Finance</td>
</tr>
<tr>
<td>Basic Econometrics</td>
<td>Gujarati, Damodar N.</td>
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Course Fees: Rs. 50,000

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CAREER OPPORTUNITIES

- After doing this Course candidates can take the opportunity of being self employed by starting their own venture as Exporter, Importer, Deemed Exporter, International Supplier, International Logistics Provider and Entrepreneur.
- Students can also associate with any global trade platforms and can work as Risk Manager, Government Official in Export Promotion Councils, Trading Houses, Commodity Boards, etc
NAME OF THE PROGRAM: POST GRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT (PGDHRM)

Total Credits: 80

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<tbody>
<tr>
<td>1</td>
<td>Human Resource Management</td>
</tr>
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<td>Human Resource Development</td>
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<tr>
<td>3</td>
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<td>4</td>
<td>Leadership and Personality Development</td>
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<td>3</td>
<td>Labour Laws - I</td>
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</tr>
<tr>
<td>2</td>
<td>Research Methodology and Statistical Quantitative Methods</td>
</tr>
<tr>
<td>3</td>
<td>Project Work</td>
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</tbody>
</table>

CURRICULUM

SEMESTER I

1. Human Resource Management (HRM)

   1. Human Resource Development
   2. Human Resource Planning
   3. Job Analysis, Job Description, Job Specification and Job
   4. Recruitment, Selection, Promotion and Transfer
   5. Training and Development
   6. Performance Improvement
   7. Planning Performance Appraisal
   8. Career and Succession Planning
   9. Quality Management
   10. HRD Audit
   11. Managing Change through Continuous Improvement
12. Good HR Practices
13. Recent Techniques in Human Resource Management

2. Human Resource Development
   1. Introduction to Human Resource Development
   2. Training and Organisation Environment
   3. Training Needs Analysis
   4. Learning Principles and Conditions
   5. The Training Program: Selection, Design and Delivery
   6. Assessing the Effectiveness of Training
   7. Training Audit and Cost Benefit Analysis
   8. Training for a New Economy & Skills of a Trainer
   9. Emerging Trends in Training
  10. Recruitment and Selection
  11. Performance Appraisal, Feedback and Reward Systems
  12. Quality of Work Life and Career Development

3. Industrial and Labour Economics
   1. Nature and Scope of Labour Economics
   2. Elasticity and Mobility of Labour
   3. The Nature of Labour Market and its Problems
   4. Efficiency of Labour
   5. Wage Management
   6. Employment Policy
   7. Emerging issues in Labour Economics
   8. Introduction Nature and Scope of Industrial Economics
   9. Indian Industrial Growth
  10. Theories of Industrial Location
  11. Industrial Finance
  12. Planning and Industrialisation

4. Leadership and Personality Development
   1. Leadership
   2. Attitudes
   4. Work Motivation Theories
   5. Morale
   6. Conflict Management
   7. Group Dynamics
   8. Stress Management
9. Decision Making
10. Personality
11. Techniques of Personality Development
12. Communication and Interpersonal Skills

SEMESTER II

5. Performance and Potential Management
1. Performance Management System
2. Performance Planning and Goal Setting
3. Performance Appraisals
4. Performance and Training
5. Performance Feedback, Coaching and Counselling
6. Performance Parameters and Key Principles in Human Performance Improvement
7. Current Trends in Performance Management System
8. Performance Competencies
10. Performance Appraisal Format and 360 Degree Sample

6. Labour Welfare and Industrial Safety
1. Labour Welfare
2. Labour Welfare Officer
3. Workers Participation in Management
4. Worker’s Education Scheme
5. Statutory Labour Welfare Activities
6. Non-Statutory Welfare Measures
7. International Labour Organisation and International Conference
8. Industrial Accidents and Industrial Safety
9. Motivation and Training
10. Personal Protective Equipment
11. Safeguarding of Machinery
12. Safety Officer and Inspection
13. Methods to Combat Fire Hazards

7. Labour Laws - I
1. Factories Act, 1948
2. Industrial Disputes Act 1947
3. Industrial Employment Standing Order Act 1946
5. Maternity Benefit Act, 1961
6. Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
7. Payment of Gratuity Act, 1972

8. Compensation Management
   1. Compensation and Costs - Concepts and Context
   2. Control Systems for Labour Costs
   3. Compensation Systems Their Merits and Demerits
   4. Wage and Salary Administration
   5. Legal Framework for Wage and Salary Administration
   6. Compensation Structures
   7. Compensation Surveys
   8. Pay Structure Today and Tomorrow
   9. Incentives, Reward System and Pay Restructuring
   10. Process and Steps for Preparation of Payroll
   11. Tax Planning and Payroll Components
   12. Emerging Issues and Trends
   13. Constitutional and International Labour Standard Norms

SEMESTER III

9. Employee Relations
   1. Industrial Relations – Evolution, Concept and Approach
   2. Evolution of Industrial Relations Policies
   3. Industrial Disputes
   4. Mediation, conciliation, Arbitration and Adjudication
   5. Grievance Procedure
   6. Industrial Relations in Public Sector Units
   7. Trade Union and Collection Bargaining
   8. Workers Participation in Management
   9. Domestic Enquiry

10. Organisational Development
   1. Organisation
   2. Organisational Change and Organisational Development
   3. Characteristics of Organisational Development
   4. Foundation and Research of Organisation
   5. Action Research and OD
   6. Interventions
   7. Team Interventions
   8. Intergroup and Third Party Peacemaking Interventions and Structural Interventions
9. Organisation wide Interventions
10. Change Agents and Emerging Issues in OD
11. Power and Politics and Organisation Development

11. Human Resource Information System
   1. Evolution of Human Resource information system
   2. Introduction to Database Management system
   3. Design of Human Resource Information system
   4. HRIS – Need Analysis
   5. Human Resources Analytics
   6. Introduction to the Management of Change
   7. Outsourcing and HRIS
   8. Talent management
   9. E-recruitment and Selection
  10. Training and Development in e-learning Organisations
  11. Performance Management System and Compensation
  12. International HRM and HRIS

12. Labour Laws – II
   1. Payment Of Wages Act 1936
   2. Minimum Wages Act 1948
   3. Payment of Bonus Act, 1965
   4. Employees Compensation Act, 1923
   5. ESI Act, 1948
   6. EPF and Miscellaneous Provisions Act, 1952
   7. Mines Act. 1952

Semester. IV

13. TQM and HR Audit
   1. Evolution of Quality Concepts
   2. TQM: Elements and Implementation
   3. Quality Strategies for Business Performance
   4. Quality Organisation
   5. Quality Planning
   6. Implementing Quality Management Model - ISO 9001
   7. Implementing CMMI - Process Integration and Product Improvement
   8. Management Models Complementing Quality
   9. Quality Costs
  10. Introduction to HR Audit
  11. HRD and HR Audit
12. HRD Audit Methodology and Issues
13. Audit Report

14. Research Methodology & Statistical Quantitative Methods (RM&SQM)

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis
15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

15. Project Work

**Faculty and support staff requirement**

As per AICTE norms

**Teaching Learning Pedagogy**

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website, Lecture DVDs & interactive PCPs

**Evaluation System**

- Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities
given in e-learning and solving self-assessment questions given at the end of the Online Classes.

- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

### Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

### Summative Evaluation –

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report - A student has to submit as per the program requirement for 100 marks with 50% (50 Marks) passing.

### Library resources:

1. **E-resource – EBSCO, JSTOR**

2. **List of Books in Library**
<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Name of the Books</th>
<th>Author</th>
<th>Publication</th>
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<td>1</td>
<td>Human Resource Management</td>
<td>Dessler, Gary &amp; Varkkey, Biji</td>
<td>Pearson</td>
<td>Delhi</td>
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<td>Stoner, James A.F.; Freeman, R. Edward &amp; Gilbert, Daniel R.</td>
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<td>Noida</td>
<td>1995</td>
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<td>Luthans, Fred</td>
<td>McGraw Hill</td>
<td>New Delhi</td>
<td>2015</td>
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<td>6</td>
<td>Good to Great : Why Some Companies Make the Leap and Others Don't</td>
<td>Collins, Jim</td>
<td>Random House</td>
<td>New Delhi</td>
<td>2001</td>
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<td>7</td>
<td>Managerial Economics : Analysis, Problem &amp; Cases</td>
<td>Mehta, P.L.</td>
<td>S Chand &amp; Company</td>
<td>New Delhi</td>
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<td>Principles and Practice of Management</td>
<td>Prasad, L.M.</td>
<td>S Chand &amp; Company</td>
<td>New Delhi</td>
<td>2015</td>
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<td>Essentials of Business Communication</td>
<td>Pal, Rajendra &amp; Korlahalli</td>
<td>S Chand &amp; Company</td>
<td>New Delhi</td>
<td>2013</td>
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<td>Pattanayak, Biswajeet</td>
<td>PHI Learning</td>
<td>Delhi</td>
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<td>Noe, Raymond A. &amp; Kodwani, Amitabh Deo</td>
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<td>Cawsey, Tupper F.; Deszca, Gene &amp; Ingols, Cynthia</td>
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<td>Kumar, Ranjit</td>
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<td>Culture and Organizational Behaviour</td>
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<td>Tan Mann</td>
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<td>Nerthouse, Peter G.</td>
<td>Sage Publication</td>
<td>New Delhi</td>
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<td>Compensation: Theory, Evidence and Strategic Implications</td>
<td>Gerhart, Barry &amp; Rynes, Sara L.</td>
<td>Sage Publication</td>
<td>New Delhi</td>
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<td>Organizational development: The Process of Leading Organizational Change</td>
<td>Anderson, Donald L</td>
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<td>Customers Relationship Management: An Indian Perspective</td>
<td>Chaturvedi, Mukesh &amp;</td>
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<td>Organizational Behavior: Concepts and Application, Text and Cases</td>
<td>Kumar, Pradeep &amp; Thakur, K.S.</td>
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<td>Delhi</td>
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<td>Bhattacharya, Mousumi &amp; Sengupta, Nilanjan</td>
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<td>Developing Communication Skills</td>
<td>Mohan, Krishna &amp; Banerji, Meera</td>
<td>Trinity</td>
<td>Bengaluru</td>
<td>2016</td>
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Fees: Rs.50,000

**Grading Mechanism**

- Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<th>Grade</th>
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<td>First Class</td>
<td>60% - 69.99%</td>
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<td>B</td>
<td>Second Class</td>
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<td>C</td>
<td>Pass Class</td>
<td>50% - 54.99%</td>
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<tr>
<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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**CAREER OPPORTUNITIES**

HR Officer, Senior HR Executive, Administrative Head, Placement Officer, Recruitment Coordinator, Recruiter, HR Consultant, HR Manager, Training and Development Officer, Learning and Development Officer etc.
POST GRADUATE DIPLOMA IN RETAIL MANAGEMENT (PGDRM)

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
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<tr>
<td>Principles and Practices of Management</td>
<td>Marketing management</td>
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<td>Retail management – I</td>
<td>Retail management – II</td>
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<td>Consumer behavior</td>
<td>Management information system</td>
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<td>Service marketing</td>
<td>Concepts in Supply Chain Management</td>
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<td>Sales management</td>
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<td>Brand management</td>
<td>Advertising and Public Relations</td>
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<tr>
<td>Merchandise management</td>
<td>Research Methodology</td>
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<tr>
<td>Customer Relationship Management</td>
<td>Project</td>
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COURSE CURRICULAM

Semester-I

1. PRINCIPLES AND PRACTICES OF MANAGEMENT
   1. Business - the Purpose of Management
   2. Designing Organization for Business
   3. Need for Managing Organization and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision Making
   8. Organizing
   9. Staffing
   10. Leading • Directing • Communicating • Motivating
   11. Controlling
   12. Co-coordinating (Synchronizing)
   13. Evolution of Management Thought
   14. Practicing Managerial Career

2. RETAIL MANAGEMENT – I
   1. Enter the Planet of Retailing
   2. Global and Indian Retailing Scenario
   3. Store Based Retail Formats
   4. Retail Consumer Behavior
   5. Retail Market Strategy
   6. Retail Financial Strategy
7. Retail Location
8. Operations Management
9. Supply Chain Management in Retail
10. I.T. in Retail

3. CONSUMER BEHAVIOUR
   1. Consumer Behavior
   2. Consumer Research
   3. Motivation, Personality and Emotion
   4. Consumer Learning
   5. Consumer Perception
   6. Consumer Involvement
   7. Information Processing
   8. Attitude
   9. Social Class, Lifestyle and Culture
   10. Retail Consumer and Outlet Selection
   11. Consumerism
   12. Consumer Satisfaction
   13. Organizational Buying Behavior
   14. Consumer Modelling
   15. Rural Buying Behavior

4. SERVICES MARKETING
   1. Introduction to Services
   2. Customer Expectations and Service Perceptions
   3. Service Models and New Product Development
   4. Pricing and Service Delivery
   5. Service Promotion
   6. The People Dimension of Services
   7. Service Process Blueprinting and Physical Evidence
   8. Service Quality

5. SALES MANAGEMENT
   1. Introduction to Sales Management
   2. Personal Selling
   3. Effective Sales Executive
   4. Sales Planning and Budgeting
   5. Sales Forecasting
   6. Sales Organisation
   7. Recruitment and Selection of Sales Force
   8. Sales Training
   9. Sales Quota and Compensating Sales Personnel
   10. Leading and Motivating the Sales Personnel
   11. Evaluation and Control of Sales Force
   12. Sales Territory
   13. Key Accounts Management
Semester II

6. MARKETING MANAGEMENT
   1. Basic Concepts of Marketing
   2. The Marketing Environment
   3. Market Oriented Strategic Planning
   4. Competition and Competitive Strategy
   5. Market Research and Demand Forecasting
   6. Consumer Behavior
   7. Market Segmentation and Selecting Target Markets
   8. Positioning
   9. Product Concepts
   10. Distribution Channels and Marketing of Services
   11. Strategic Pricing
   12. Integrated Marketing Communications (IMC)

7. RETAIL MANAGEMENT – II
   1. Merchandise Planning
   2. Buying Merchandise
   3. Pricing
   4. Retail Communication
   5. Store Layout and Designing
   6. Customer Service
   7. Human Resource Management in Retail
   8. Establishing Retail Image
   9. Non-Store Retailing
   10. Franchising

8. MANAGEMENT INFORMATION SYSTEMS
   1. Management Information System
   2. Information Technology
   3. Data Communication and IT Enabled Services
   4. Decision Support System
   5. System Analysis and Design
   6. System Development
   7. The Database Management System
   8. Data Warehousing and Data Mining
   9. Information Security and Control
   10. Information Systems and Quality
   11. Functional Applications
   12. Applications in Service Sector

9. CONCEPTS IN SUPPLY CHAIN MANAGEMENT
   1. An Introduction to Concepts in Supply Chain Management
   2. Scope, Performance and Strategic Fit
   3. Drivers and Obstacles
   4. Designing a Supply Chain Distribution Network
   5. Role of Network Design in a Supply Chain
6. Network Design in an Uncertain Environment
7. Forecasting Demand
8. Aggregate Planning and Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Information Technology
14. E-Business and the Supply Chain

Sem-III

10. MERCHANDISE MANAGEMENT
   1. Managing Merchandise
   2. Product Introduction
   3. Basics of Merchandise
   4. Merchandise Planning
   5. Merchandise Analysis and Implementation
   6. Buying
   7. Retail Vendor Management
   8. Category Management
   9. Visual Merchandising and Space and Design Communication

11. BRAND MANAGEMENT
   1. Introduction to Brands
   2. Brand Identity and Brand Positioning
   3. Brand Communication
   4. Brand Equity and Brand Valuation
   5. Co-Branding, Brand Extension and Multibrands
   6. Branding Strategies
   7. Winning Brands
   8. Case Studies

12. CUSTOMER RELATIONSHIP MANAGEMENT
   1. Introduction to customer Relationship Management
   2. Customer Satisfaction and Loyalty
   3. Relationship and Retention
   4. Services Marketing and CRM
   5. Data Management
   6. Sales Force Automation
   7. Implementing a CRM Programme
   8. Effective CRM Today and Tomorrow

Semester IV

13. ADVERTISING AND PUBLIC RELATIONS
   1. What is Advertising
   2. Objectives of Advertising, Planning and Decision Making
3. Creating the Advertising Campaign
4. Brand Image, Personality and Equity
5. Advertising, Market Positioning, Segmentation
1. Media Strategy, Budgets, Research
6. Global Marketing and Advertising
7. Advertising and Society, Ethics and Regulations
8. What is Public Relations
10. Organisation and Practice
11. Public Relations Practitioner
12. Principal Areas of PR Work
13. Case Studies
14. Media Relations, Investor Relations

14. RESEARCH METHODOLOGY
   1. 1 Understanding Research
   2. 2 Scientific Methods and Research
   3. 3 Formulating Research Problem and Hypothesis
   4. 4 Research Design
   5. 5 Data Collection and Measurement
   6. 6 Sampling and Sampling Technique
   7. 7 Observation
   8. 8 The Interview Method
   9. 9 The Questionnaire Method
  10. 10 The Survey Method
  11. 11 The Experimental Method
  12. 12 Scaling Techniques and Attitudes Measurement Techniques
  13. 13 Data Presentation, Processing and Analysis
  14. 14 Hypothesis Testing and Interpretation of Data

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

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- Evaluation system includes Check your progress questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
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Summative Evaluation
Summative comprehensive evaluation method is as under:

• The students are given opportunity to attend the exams as per their own pace.
• These exams are taken course wise separately according to the convenience of the students.
• Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
• The question papers for the examinations are set centrally at Pune.
• The exams are conducted through test centres appointed by SCDL.
• Answer papers are evaluated centrally at Pune.
• Project report- A student has to submit a project report as per the Course requirement. (Additional 3 months are provided for working on research project and submitting the research project).

Learning Resources-
Total Number of SLMs- 14

SLMs of all subjects are available
List of e-Learnings

1. Principles and Practices of Management
2. Retail management – I
3. Consumer behavior
4. Service marketing
5. Sales management
6. Marketing management
7. Retail management – II
8. Management information system

Library resources:

<table>
<thead>
<tr>
<th>Title of the Book</th>
<th>Name of Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Management</td>
<td>Batra R.</td>
</tr>
<tr>
<td>Brand Management</td>
<td>Verma Ranjeet</td>
</tr>
<tr>
<td>Business Communication</td>
<td>I.C.S.I.</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>Apte Govind</td>
</tr>
<tr>
<td>Retailing Management Text And Cases 2nd Ed.</td>
<td>Pradhan Swapna</td>
</tr>
<tr>
<td>Retail Management : A Strategic Approach 10th Ed.</td>
<td>Berman Bary,</td>
</tr>
<tr>
<td>Case Studies In Retail Management Vol I</td>
<td>ICFAI</td>
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<tr>
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<td>Retail Management</td>
<td>Bajaj Chetan</td>
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<tr>
<td>Retail Marketing Management 2nd Ed.</td>
<td>Gilbert David</td>
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<td>Retail Management</td>
<td>Vedamani G G</td>
</tr>
<tr>
<td>Retail Management : Functional Principles &amp; Practices 3rd Ed.</td>
<td>Vedamani Gibson</td>
</tr>
<tr>
<td>Retailing Management</td>
<td>Levy, Michael</td>
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<tr>
<td>Customer Relationship Management</td>
<td>Kumar, Alok</td>
</tr>
<tr>
<td>Retailing and E-Tailing</td>
<td>Gupta, Sundar Lal,</td>
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<tr>
<td>Retail Management : An Indian Perspective</td>
<td>Gopal, R</td>
</tr>
<tr>
<td>Business communication</td>
<td>Dutta, Suparna</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>Mentzer, John T</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>Allekar, R.V.</td>
</tr>
</tbody>
</table>
Proposed Fee: Rs.50,000/-

Grading System

- Grading System (All Courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.
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<td>Below 50%</td>
</tr>
</tbody>
</table>

**CAREER OPPORTUNITIES**

Marketing manager, Manager Store operations, Store manager, Sales manager, channel sales manager etc.

Students can also associate with any virtual marketing platforms in the following areas of,

1. Retail stores management
2. Distribution management
3. Supply chain management in the retail environment
4. Customer relationship manager
5. Marketing Manager
POST GRADUATE DIPLOMA IN SUPPLY CHAIN MANAGEMENT (PGDSCM)

CREDIT POINTS: 80

Program Content:

Semester I:

<table>
<thead>
<tr>
<th>Course Title (short name)</th>
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<tbody>
<tr>
<td>Concepts in Supply Chain Management (CSCM)</td>
</tr>
<tr>
<td>Logistics &amp; Distribution Management (LDM)</td>
</tr>
<tr>
<td>Legal Aspects of Supply Chains Management (LASC)</td>
</tr>
<tr>
<td>Project Management (Operations) PM(O)</td>
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</tbody>
</table>

Semester II:

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<td>Entrepreneurship Development &amp; Management (EDM)</td>
</tr>
<tr>
<td>Strategic Supply Chain Management (SSCM)</td>
</tr>
<tr>
<td>E-Business (EB)</td>
</tr>
<tr>
<td>International Supply Chain Management (ISCM)</td>
</tr>
</tbody>
</table>

Semester III:

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<td>Warehouse Management (WM)</td>
</tr>
<tr>
<td>Green Logistics &amp; Supply Chains (GLSC)</td>
</tr>
<tr>
<td>World Class Manufacturing (WCM)</td>
</tr>
<tr>
<td>Research Methodology (RM)</td>
</tr>
</tbody>
</table>

Semester IV:

<table>
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<th>Course Title (short name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge Management in Supply Chain (KMSC)</td>
</tr>
<tr>
<td>Supply Chain Performance measurement</td>
</tr>
<tr>
<td>Project</td>
</tr>
</tbody>
</table>

PROGRAMME CURRICULUM:

1. Concepts in Supply Chain Management (CSCM)
   1. An Introduction to Concepts in Supply Chain Management
   2. Scope, Performance and Strategic Fit
   3. Drivers and Obstacles
   4. Designing a Supply Chain Distribution Network
   5. Role of Network Design in a Supply Chain
   6. Network Design in an Uncertain Environment
   7. Forecasting Demand
8. Aggregate Planning and Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Information Technology
14. E-Business and the Supply Chain

2. Logistics & Distribution Management
   1. Physical Distribution
   2. Distribution Channels
   3. Wholesaling
   4. Retailing
   5. Channel Power and Channel Conflict
   6. Channel Design
   7. Logistics Management
   8. Inventory Management
   9. Transportation
   10. Packaging
   11. Warehousing
   12. Modern Concepts in Logistics

3. Legal Aspects of Supply Chain Management (LASCM)
   1. The Indian Contract Act, 1872
   2. The Sale of Goods Act, 1930
   3. Negotiable Instruments Act, 1881
   4. The Consumer Protection Act, 1986
   5. The Standards of Weights and Measures Act, 1976
   6. Insurance Laws
   7. Insurance Cover
   8. Income Tax Act
   9. Central Excise Act, 1944
   10. Labour Laws
   11. Child Labour Act and Contract Labour Act
   12. Documentation Laws

4. Project Management (Operations)
   1. Projects Overview
   2. Projects Management Process
   3. Projects Financing and Evaluation
   4. Project Estimation and Economic Analysis
   5. Organizing for Project
   6. Project Planning
   7. Networks for Project Management
5. **Entrepreneurship Development and Management**
   1. Introduction of Entrepreneurship
   2. Business Ideas
   3. Developing a Business Plan
   4. Establishing a Small Scale Enterprise
   5. Functional Strategies for a New Business
   6. Enterprise Planning
   7. Issues and Challenges
   8. Human Resources Management
   9. E-Commerce and E-Business
   10. Project Work

6. **Strategic Supply Chain Management (SSCM)**
   1. Introduction to Supply Chain Management
   2. Relationship Concerns in Integrated Supply Chain Management
   3. Supplier Relationship Management (SRM)
   4. Customer Relationship Management
   5. Strategic Sourcing
   6. Facility Location and Network Design
   7. Supply Chain Integration Coordination and Collaboration
   8. Global Logistics for Effective Supply Chain Management
   9. Global Supply Chain Management
   10. Information Technology & Information Systems in Supply Chain Management

7. **E-Business**
   1. The Internet
   2. The Web
   3. E-Commerce
   4. The Web Presence
   5. Internet Marketing
   6. Technologies for E-Commerce
   7. Electronic Payment
   8. E-Security
   9. E-Services
   10. E-Business – An Evaluation
   11. E-Business Intelligence
   12. M – Commerce
   13. The Road Ahead
14. Case Studies

8. **International Supply Chain Management**
   1. Introduction to Supply Chain Management (SCM)
   2. International Supply Chain Management
   3. Scientific Purchasing
   4. Strategic Sourcing for Effective Global SCM
   5. Inventory Management
   6. Warehouse Management
   7. Transport Management
   8. Global Logistics
   9. Supply Chain Integration Coordination and Collaboration
   10. Packaging and Labeling for Global Supply Chain
   11. Information Technology and Information Systems in Supply Chain Management
   12. Current Trends in SCM and SCM Performance Measures

9. **Warehouse Management**
   1. Introduction to Warehousing
   2. Warehouse Functions
   3. Warehouse Types
   4. Warehousing and Value Added Services
   5. Warehouse Internal Operations
   6. Warehousing Equipment
   7. Inventory Management
   8. Safety and Security In Warehouses
   9. Future Trends In Warehousing

10. **Green Logistics & Supply Chains**
    1. Environmental Sustainability & Green Logistics
    2. Environmental Costs of Logistics
    3. Reverse Logistics for Waste Management
    4. Public Policy and Green Supply Chains
    5. Green Supply Chains

11. **Supply Chain Risk Management**
    1. Basic of Risk Management
    2. Risk in Supply Chain
    3. Identifying & Analysing Risk
    4. Creating resilient SC
    5. Business Continuity Management

12. **Research Methodology**
    1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Research Design
5. Data Collection and Measurement
6. Sampling and Sampling Technique
7. Observation
8. The Interview Method
9. The Questionnaire Method
10. The Survey Method
11. The Experimental Method
12. Scaling Techniques and Attitudes Measurement Techniques
13. Data Presentation, Processing and Analysis
14. Hypothesis Testing and Interpretation of Data

13. Knowledge Management in Supply Chain

1. Supply Chain IT Framework
2. Supply Chain Information Systems
3. Digital Markets & Efficient Supply Chains
4. E-Supply Chain Opportunities
5. Technology Standards

14. Supply Chain Performance Measurement

1. Performance Measurement along the Supply Chain
2. Traditional Approaches to Performance Measurement
3. World Class Performance Measures for Supply Chains
4. Process Driven Metrics
5. Building & Leveraging Metrics to drive Supply Chain Performance

15. Project

Faculty and support staff requirement

As per AICTE

TEACHING LEARNING PEDAGOGY

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website & interactive PCPs
EVALUATION METHODOLOGY:

- Evaluation pedagogy includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

FORMATIVE EVALUATION

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.
- Continuous comprehensive Evaluation takes place in the live video conferencing lectures (Virtual Classes) and interactive faculty interaction sessions.
- Quiz Lectures and Revision Lectures are also conducted through the live video conferencing lectures.

SUMMATIVE EVALUATION

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
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Library resources:

1. E-resource – EBSCO, JSTOR

2. List of Books in Library

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<tbody>
<tr>
<td>1.</td>
<td>Purchasing And Supply Chain Management 2nd Ed.</td>
<td>Monczka Robert</td>
</tr>
<tr>
<td>3.</td>
<td>A Textbook Of Technology Management : Text &amp; Cases</td>
<td>Kiran, U. Ravi</td>
</tr>
<tr>
<td>4.</td>
<td>Total Quality Management</td>
<td>Kumar S</td>
</tr>
<tr>
<td>5.</td>
<td>Quantitative Techniques In Management 3rd Ed.</td>
<td>Vohra ND</td>
</tr>
<tr>
<td>6.</td>
<td>Industrial Management I</td>
<td>Jhamb L C,</td>
</tr>
<tr>
<td>7.</td>
<td>A Textbook Of Production (Operations) Management</td>
<td>Jhamb LC</td>
</tr>
<tr>
<td>8.</td>
<td>Purchasing And Materials Management</td>
<td>Gopalkrishnan, P</td>
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<tr>
<td>9.</td>
<td>Maintenance And Spare Parts Management</td>
<td>Gopalkrihnan P.</td>
</tr>
<tr>
<td>10.</td>
<td>Modernisation Of Materials Management</td>
<td>Jhamb LC</td>
</tr>
<tr>
<td>12.</td>
<td>Production Planning And Inventory Control 2nd Ed.</td>
<td>Narashimhan Seetharama L</td>
</tr>
<tr>
<td>13.</td>
<td>Supply Chain Management For Global Competativeness 2nd Ed.</td>
<td>Sahay BS</td>
</tr>
<tr>
<td>14.</td>
<td>Logistacal Management</td>
<td>Bowersox Donald J</td>
</tr>
<tr>
<td>15.</td>
<td>Entrepreneurship Devloperation And Management</td>
<td>Singh AK</td>
</tr>
</tbody>
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Grading Mechanism

- Grading System (All courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.
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</tr>
</tbody>
</table>

**FEES STRUCTURE**

50,000 /- (As per the SCDL policy)

**CAREER OPPORTUNITIES:**

After doing this program candidates can take the opportunity of being self employed by starting their own business in the supply chain management field. After completion of the course students can also work as,

1. Purchase Manager,
2. Strategic Planner,
3. Purchase Analyst/Assistant,
4. Materials Analyst,
5. Materials Manager,
6. Procurement Manager,
7. Supply Chain Manager,
8. Commodity Manager,
9. Inventory Manager,
10. Strategic Sourcing Manager,
11. Operations Manager,
12. Sourcing Manager,
13. Warehousing Manager, etc
Post Graduate Certificate in Management (Cyber Laws)

(PGCM (CL))

Total Credits: 40

PROGRAMME STRUCTURE

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>SEMESTER I</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Legal System</td>
</tr>
<tr>
<td>2</td>
<td>Introduction to Information Technology</td>
</tr>
<tr>
<td>3</td>
<td>IT Act (Cyber Context)</td>
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</table>

<table>
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<tr>
<th>SEMESTER II</th>
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<tr>
<td>4</td>
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<tr>
<td>5</td>
</tr>
</tbody>
</table>

Semester – I

1. Introduction to Legal System
   1. Concept of Law and Legal System
   2. Sources and Development of Law
   3. Administration of Justice and the Courts During British Period
   4. Administration of Justice During Growth of Indian Federalism
   5. Rule of Law, Independence of Judiciary and Separation of Power
   6. Courts in India
   7. Hierarchy of Courts in India and their Jurisdiction
   8. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms - Part I
   9. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms - Part II
   10. Public Interest Litigation
   11. Regulating Legal Profession and Ethics
   12. Police System in India
   13. Legal Aid and Advice
   14. Prison System and Other Detention Institutions

2. Introduction to Information Technology
   1. Introduction to Computers
2. Operating Systems
3. Business Data Processing
4. Computer Networks
5. Network Securities
6. Communication Protocols and Wireless Networks
7. Internet Technology
8. Applications of the Internet
9. Case Studies

3. IT Act (Cyber Context)
   1. Introduction to Cyber Laws
   2. E-Commerce and E-Governance Certifying Authority and Controllers
   3. Offences under it Act, Adjudicating Officer and Cyber Appellate Tribunal
   5. Introduction to Cyber Crimes
   6. Cyber Offences
   7. Constitutional Rights Vs. Cyber Crime
   8. Intellectual Property in Cyberspace
   9. Cyber Jurisprudence
   10. Cyber Laws International Perspective
   11. Case Studies

Semester – II

4. E-Commerce Related Laws
   1. The Concept of E-Commerce
   2. Payment Mechanism in Cyberspace
   3. Online Advertising and Taxation
   4. Types of Online Contracts
   5. Features of Online Contract
   6. Issues Emerging From Online Contracting
   7. Copyright Law and Digital Technology
   8. Industrial Property Rights
   9. Protection of Consumer Rights – I
   10. Protection of Consumer Rights – II
   11. Awareness and Remedies Available
   12. Three-Tier Redressal Mechanism
   13. Appellate Authority
   14. Landmark Judicial Pronouncements

5. Information Privacy
1. Introduction to Information Privacy
2. Indian Charter on Privacy
3. Privacy Issues and Remedies
4. Notion of Cyber Security
5. Introduction of Data
6. Aspects of Data
7. International Perspectives on Data Privacy – I
8. International Perspectives on Data Privacy – II
9. Security Audit
10. Privacy Policy
11. Children’s Online Privacy Protection
12. Technological Flaws and Legal Responses
13. Emerging Trends in IT
14. Case Laws

6. Information Security Management
   1. Introduction to Information Security
   2. Access Control
   3. Communications Security
   4. Risk Management and Business Continuity Planning
   5. Policy, Standards and Organisation
   7. Application Program Security
   8. Computer Operations Security
   9. Physical Security
   10. Law, Investigation and Ethics

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Research Project submission

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<td>Whitly, David</td>
<td>Tata McGraw Hill</td>
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<tr>
<td>2.</td>
<td>Electronic Commerce</td>
<td>Schneider Gary P &amp; Perry James T</td>
<td>Course Technology</td>
</tr>
<tr>
<td>3.</td>
<td>E Commerce</td>
<td>Chan, Henvy, Lee, Raymond, Dilon Tharam, Chang Elizabeth</td>
<td>Wiley</td>
</tr>
<tr>
<td>6.</td>
<td>Information Technology IC 21</td>
<td>Insurance Institute of India</td>
<td>Insurance Inst.of India</td>
</tr>
<tr>
<td>7.</td>
<td>e-business</td>
<td>V.P. Gupta</td>
<td>RBC</td>
</tr>
<tr>
<td>11.</td>
<td>Outlines of Legal Language in India</td>
<td>Dr. Anirudh Prasad</td>
<td>Central Law Agency</td>
</tr>
<tr>
<td>14.</td>
<td>Lectures in Jurisprudence</td>
<td>N.K. Jayakumar</td>
<td>Butterworths</td>
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Fees: Rs. 20,000

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CAREER OPPORTUNITIES

The program will help practicing lawyers and those working in IT and other companies to update their knowledge of Cyber Laws.
POST GRADUATE CERTIFICATE IN MANAGEMENT (ENTREPRENUERSHIP DEVELOPMENT)  
PGCM (ED)

Total Credits: 49

Semester I:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Principles and Practices of Management</td>
</tr>
<tr>
<td>2</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>4</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>5</td>
<td>Entrepreneurship Development And Management</td>
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</table>

Semester II:

<table>
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<tbody>
<tr>
<td>1</td>
<td>Sources of Funds</td>
</tr>
<tr>
<td>2</td>
<td>Risk Management</td>
</tr>
<tr>
<td>3</td>
<td>Logistics And Distribution Management</td>
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<tr>
<td>4</td>
<td>Introduction To Legal System</td>
</tr>
<tr>
<td>5</td>
<td>Project Report</td>
</tr>
</tbody>
</table>

CURRICULUM

Semester I:

1. **Principles and Practices of Management**
   2. Business- The Purpose of Management Introduction to Event Management
   3. Designing Organisation for Business
   4. Need for Managing Organisation and Business
   5. Management of Standard Functions
   6. Managing Resources
   7. Planning
   8. Decision-Making
   9. Organising
   10. Staffing
   11. Leading: Directing | Communicating | Motivating
   12. Controlling
   13. Coordinating (Synchronising)
   14. Evolution of Management Thought
   15. Pursuing Management as a Career

2. **Management Accounting**
   1. Introduction to Accounting
   2. Basics of Financial Accounting
3. **Process of Accounting**
4. **Cost Accountancy (Basic Concepts and Principles)**
5. **Elements of Cost**
6. **Material Costs**
7. **Labour Costs**
8. **Overhead Costs**
9. **Marginal Costing**
10. **Budgetary Control**
11. **Standard Costing**

3. **Marketing Management**
   1. **Basic Concepts of Marketing**
   2. **The Marketing Environment**
   3. **Market-Oriented Strategic Planning**
   4. **Competition and Competitive Strategy**
   5. **Market Research and Demand Forecasting**
   6. **Consumer Behaviour**
   7. **Market Segmentation and Selecting Target Markets**
   8. **Positioning**
   9. **Product Concepts**
   10. **Distribution Channels and Marketing of Services**
   11. **Strategic Pricing**
   12. **Integrated Marketing Communications (IMC)**

4. **Management Information Systems**
   1. **Management Information System**
   2. **Information Technology**
   3. **Data Communication and IT Enabled Services**
   4. **Management and Decision-Making**
   5. **Information**
   6. **Decision Support System**
   7. **System Analysis and Design**
   8. **System Development**
   9. **The Database Management System**
   10. **Data Warehousing and Data Mining**
   11. **Information Security and Control**
   12. **Information System and Quality**
   13. **Functional Applications**
   14. **Applications in Service Sector**

5. **Entrepreneurship Development and Management**
   1. **Introduction to Entrepreneurship**
   2. **Business Ideas**
   3. **Developing a Business Plan**
   4. **Establishing a Small Scale Enterprise**
   5. **Functional Strategies for a New Business**
6. Enterprise Planning
7. Issues and Challenges
8. Human Resource Management
9. E-Commerce and E-Business
10. Project Work

Semester II:

6. Sources of Fund
   1. Startup Ecosystem in India and World
   2. Policy and Institutional Infrastructure for Small Enterprises
   3. Establishing the Small Scale Enterprises
   4. Building Product, Talking to Users, and Growing
   5. Preparation of Business Plan
   6. Conventional Sources of Finance
   7. Venture Capital and Private Equity
   8. Managing Startup Risks
   9. Government Schemes in India for Promoting Startup
   10. Government and Banking Funding for Startup

7. Risk Management
   1. Introduction to Risk Management
   2. Asset Liability Management in Banks
   3. Managing Credit Risk
   4. Managing Market Risk
   5. Managing Liquidity Risk
   6. Managing Interest Rate Risk
   7. Managing Foreign Exchange Risk
   8. Operational Risk Management
   9. Derivatives in Banks and Risk Management Strategies
   10. Enterprise-Wide Risk Management in Banks

8. Logistics and Distribution Management
   1. Physical Distribution
   2. Distribution Channels
   3. Wholesaling
   4. Retailing
   5. Channel Power and Channel Conflict
   6. Channel Design
   7. Logistics Management
   8. Inventory Management
   9. Transportation
9. Introduction to Legal System

1. Concept of Law and Legal System
2. Sources and Development of Law
3. Administration of Justice and the Courts during British Period
4. Administration of Justice during Growth of Indian Federalism
5. Rule of Law, Independence of Judiciary and Separation of Power
6. Courts in India
7. Hierarchy of Courts in India and their Jurisdiction
8. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms - Part I
9. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms - Part II
10. Public Interest Litigation
11. Regulating Legal Profession and Ethics
12. Police System in India
13. Legal Aid and Advice
14. Prison System and Other Detention Institutions

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the program includes print material, face to face tutorials, face to face counselling, work books/activity sheets, e-learnings, recorded archive lectures on website and interactive PCPs.

Evaluation System

- Evaluation system includes ‘Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation.
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
The questions are randomly generated through the computerised system and hence the chances of malpractice / copy are remote.

**Formative Evaluation**

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit ‘Assignments’ for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

**Summative Evaluation**

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the program requirement for 100 marks with 50% (50 Marks) passing.

**Library Resources:**

1. **E-resource – EBSCO, JSTOR**

2. **List of Books in Library**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Management Information Systems 2nd Ed.</td>
<td>Davis Gordon B.</td>
</tr>
<tr>
<td>5.</td>
<td>Entrepreneurial Development</td>
<td>Sarwate Dilip</td>
</tr>
<tr>
<td>6.</td>
<td>Dynamics Of Entrepreneurial Development And Management</td>
<td>Desai Vasant</td>
</tr>
<tr>
<td>7.</td>
<td>Entrepreneurship</td>
<td>Shejwalkar P. C.</td>
</tr>
</tbody>
</table>
Program Fees: Rs. 20,000

Grading System

- Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

<table>
<thead>
<tr>
<th>Grade</th>
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<tr>
<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
</tr>
</tbody>
</table>

CAREER OPPORTUNITIES

- After doing this program candidates can take the opportunity of being self employed by starting their own venture, starting a new business concept, buying a franchise, buying an existing business.
- Students also have an opportunity to start a ‘Work at home’ business or a consultancy. They will gain in-depth understanding of various aspects of running an enterprise.
Post Graduate Certificate in Management Digital Marketing (PGCM (DM))

PROGRAM STRUCTURE: Total Credit: 40

Semester I:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>1</td>
<td>E-Customer Relationship Management</td>
</tr>
<tr>
<td>2</td>
<td>E-Supply Chain Management</td>
</tr>
<tr>
<td>3</td>
<td>Internet and Web Optimisation</td>
</tr>
<tr>
<td>4</td>
<td>Integrated E-Marketing</td>
</tr>
<tr>
<td>5</td>
<td>Search Engine Optimisation</td>
</tr>
</tbody>
</table>

Semester II:

<table>
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<tr>
<th>S. No</th>
<th>Course Title</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Online Market Research</td>
</tr>
<tr>
<td>2</td>
<td>Search Engine Optimisation</td>
</tr>
<tr>
<td>3</td>
<td>Social Media Marketing</td>
</tr>
<tr>
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<td>Email Marketing and Mobile SEO</td>
</tr>
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<td>5</td>
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</table>

1. E- Customers Relationship Management

1. Data warehousing
2. Data Mining
3. Know your customer
4. Customer Loyalty and Retention
5. E Marketing – Intelligence
6. M – Commerce
7. Digital communities
8. CRM through effective customer complaint handling
9. Call center to contact center to customer interaction center
10. Customer experience management

2. E-Supply chain Management

1. Production and operations management
2. Supply chain management
3. Distribution management in Digital marketing
4. Logistics to supply chain management
5. Inventory management in SCM
6. Transportation management in Digital environment
7. Application of IT in supply chain integration
8. Strategic orientation of SCM
9. Sourcing in SCM
10. E-Business and SCM
11. Global supply chain Management
12. The Indian E-supply chain model

3. Internet and web optimization

1. Internet
2. Web and internet
3. Internet retailing
4. The website and Business
5. Website optimization
6. Secure electronic transaction (set)
7. Track your product

4. Integrated E – Marketing

Section-I

1. What is marketing?
2. What is Digital Marketing?
3. Advantages and Disadvantages of Digital Marketing

Section-II

1. Marketing Mix in Digital Business
2. Product in Digital World
3. Price in Digital World
4. Distribution in Digital World
5. Promotion in Digital World

Section-III

1. Tools and Techniques of Digital Marketing
2. Social Media Marketing, Email Marketing
3. You-tube Advertising, Display Advertising
4. Mobile Marketing (Google Ad-word & Bing)
5. Keyword Auctioning
6. Search Engine Marketing & Optimization (Hat SEO strategies)

5. Search Engine Marketing (SEM)

1. Advertising on Google AdWords and the Concept of SEM
2. Creating Ad Campaign
3. Creating Text Ads
4. Choose an Ad Format
5. Working of Ad Groups
6. Understanding your Ad Group Status
7. Google Analytical and Ad words
6. Online Market Research
   1. Fundamentals of Market Research
   2. Online market research process – I
   3. Sampling
   4. Questionnaire design development
   5. Scaling
   6. Data collection – Online primary data
   7. Data preparation and processing
   8. Data analysis and Interpretation
   9. Multivariate analysis

7. Search Engine Optimization (SEO)
   1. Search Engine Optimisation
   2. On Page Optimisation
   3. Advanced SEO
   4. Off Page Optimisation

8. Social Media Marketing (SMM)
   1. Introduction to social Marketing
   2. Facebook for Social Media Marketing
   3. Twitter
   4. Google+
   5. LinkedIn
   6. You Tube
   7. Pinterest

9. Email Marketing and Mobile
   1. Email Marketing Success
   2. Choose the Right Format
   3. Understanding Key points in going mobile
   4. Frequently Asked Questions
   5. Avoid Common Mistakes
   6. Configuration of Devices

Faculty and support staff requirement

As per AICTE

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- **Continuous comprehensive** evaluation method is followed which is explained below:
  - The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows
  - Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.
  - Continuous comprehensive Evaluation takes place in the live video conferencing lectures (Virtual Classes) and interactive faculty interaction sessions.
  - Quiz Lectures and Revision Lectures are also conducted through the live video conferencing lectures.

Summative Evaluation –

Summative comprehensive evaluation method is as under:

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Rs. ₹ 20000

CAREER OPPORTUNITIES:

• Digital Marketing Manager
• Social Media Marketing Experts,
• Search Engine Marketers,
• E-Customer Relationship Manager.
Post Graduate Diploma in Project Management (PGDPM)

PROGRAMME STRUCTURE (PROPOSED)

Total Credits: 80

SEM I

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<td>Introduction to Project Management and Processes</td>
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SEM II

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<td>Operations Strategy</td>
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<tr>
<td>2</td>
<td>Project Scope Management</td>
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<td>3</td>
<td>Project Schedule Management</td>
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<td>4</td>
<td>Project Cost Management</td>
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Sem. III

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<tbody>
<tr>
<td>1</td>
<td>Project Quality Management</td>
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<tr>
<td>2</td>
<td>Project Human Resource and Project Communication Management</td>
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<tr>
<td>3</td>
<td>Project Risk management</td>
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<tr>
<td>4</td>
<td>Introduction to Agile Methodology</td>
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SEM IV

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<tbody>
<tr>
<td>1</td>
<td>Project Procurement Management</td>
</tr>
<tr>
<td>2</td>
<td>Project Integration Management</td>
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<tr>
<td>3</td>
<td>Project Stakeholder Management</td>
</tr>
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<td>4</td>
<td>PGDPM Project Submission</td>
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CURRICULUM

Sem. I

1. **Principles & Practices of Management (PPM)**
   1. Business - the Purpose of Management
   2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

2. Production and Operations Management

1. The Production (Manufacturing) Function
2. Manufacturing Methods
3. Facilities (Plant) Location
4. Facilities (Plant) Layout
5. Production Planning and Control (PPC)
6. Aggregate Planning
7. Master Production Schedule
8. Operations Scheduling
9. Production Activity Control
10. JIT and Kanban
11. Project Planning & Control: Critical Path Analysis (PERT/CPM)
12. Maintenance of the Plant
13. Quality Management- I
14. Quality Management - II
15. Six Sigma
16. Work Study - I (Method Study)
17. Work Study - II (Work Measurement)
18. Operations Management in Service Sector

3. Management Information System

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Management and Decision Making
5. Information:
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System:
10. Data Warehousing and Data Mining:
11. Information Security and Control
12. Information Systems and Quality
13. Functional Applications
14. Applications in Service Sector

4. Introduction to Project Management and Processes
   1. Introduction to Project Management
   2. Project Phases and Organisation
   3. Understanding and Meeting Client Expectations
   4. Project Planning
   5. Working with People on Projects
   6. Networks for Project Management
   7. Resource Levelling and Project Crashing
   8. Project Implementation and Monitoring
   9. Controlling Projects
   10. Projects Contracts Management

Sem. II

5. Operations Strategy
   2. Operations Strategy - A Strategic Fit with Corporate, Business and Technology Strategies
   3. Operations Strategy and Competitive Dimension
   4. Stakeholders and Strategy
   5. Product/Process Design and Strategy
   6. Operations Strategy and Market Requirements
   7. Company / Product / Service Profiling and Downsizing
   8. Capacity Decisions
   9. Operation Strategy Implementation
   10. Implementing Operation Strategy (Modern Techniques)
   11. Strategic Quality Management, CAD, CAM and CIM
   12. Delivering Value to Customers’ Key Performance Indicators
   13. Investment Decisions, Market Feedback and Organizational Learning

6. PROJECT SCOPE MANAGEMENT
   1. Introduction to Project Scope Management
   2. Plan Scope Management
   3. Collect Requirements: Defining and Documenting the Stakeholder’s Needs
   4. Define Scope: Developing a Detailed Project Scope Statement
   5. Create WBS: Subdividing Project Deliverables into Smaller Work Units
   6. Validate Scope: Formalizing the Acceptance of the Deliverables
7. Control Scope: The Ongoing Process of Monitoring and Managing Changes to the Project Scope

7. PROJECT SCHEDULE MANAGEMENT

1. Project Time Management
2. Introduction: Time Management in Project Management
3. Define Activities
4. Sequence Activities
5. Estimate Activity Durations
6. Develop Schedule
7. Control Schedule

8. PROJECT COST MANAGEMENT

1. Project Costs
2. Promoter’s Role/Functions, Data and Skills Requirements
3. Project Appraisal
4. Sources of Finance
5. Financial Feasibility Appraisal
6. Technical Feasibility Appraisal
7. Working Capital Arrangements and Terms and Conditions of Project Finance
8. Infrastructure Projects (Private Sector) Financing
9. Public-Private Partnership (PPP) Projects
10. Project Cost control

Sem. III

9. PROJECT QUALITY MANAGEMENT

1. Plan Quality Management
2. Perform Quality Assurance
3. Control Quality

10. PROJECT HUMAN RESOURCE and PROJECT COMMUNICATION MANAGEMENT

1. Resource Planning
2. Managing projects through people
3. Managing Virtual Project Teams
4. Project Human Resource Management
5. Introduction to Project Communication
6. Managing communications effectively and efficiently
7. Project Management Communication Plan
8. Project communication management process
11. PROJECT RISK MANAGEMENT
   1. Plan Risk Management
   2. Identify Risks
   3. Perform Qualitative Risk Analysis
   4. Perform Quantitative Risk Analysis
   5. Plan Risk Responses
   6. Control Risks

12. INTRODUCTION TO AGILE METHODOLOGY
   1. Introduction to Agile
   2. Principles of Agile
   3. Benefits of Agile
   4. Advantages of Agile for Project Management
   5. Combining Agile with other methodologies
   6. Popular Agile Methodologies

Sem. IV

13. PROJECT PROCUREMENT MANAGEMENT
   1. Plan Procurement Management
   2. Conduct Procurements
   3. Control Procurements
   4. Close Procurements

14. PROJECT INTEGRATION MANAGEMENT
   1. Develop Project Charter
   2. Develop Project Management Plan
   3. Direct and Manage Project Work
   4. Monitor and Control Project Work
   5. Perform Integrated Change Control
   6. Close Project or Phase

15. Project Stakeholder Management
   1. Identify Stakeholders
   2. Plan Stakeholder Engagement
   3. Manage Stakeholder Engagement
   4. Monitor Stakeholder Engagement
PGDPM Project Submission: This will be hardcopy submission by the student as per the SCDL guidelines.

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy:

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Media used for delivery of instruction for the programme includes online material, Personal Contact Program, face to face counselling, work books/Activity sheets, recorded archive lectures on website, Webinars or Workshops wherever necessary

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Library resources:

1. E-resource – EBSCO, JSTOR

2. List of Books in Library

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<th>Name of the Author</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>01</td>
<td>Introduction to Accounting</td>
<td>Marriott, Pra; Edwards, J.R. &amp; Mellett, H.J.</td>
<td>Sage Publication</td>
</tr>
<tr>
<td>02</td>
<td>Advanced Accounts Vol-I</td>
<td>Shukla, M.C.; Grewal, T.S. &amp; Gupta, S.C.</td>
<td>S Chand &amp; Company</td>
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<tr>
<td>03</td>
<td>Advanced Accounts Vol-II</td>
<td>Shukla, M.C.; Grewal, T.S. &amp; Gupta, S.C.</td>
<td>S Chand &amp; Company</td>
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<td>04</td>
<td>Research Methodology</td>
<td>Kumar, Ranjit</td>
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<td>Pandey, I.M.</td>
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<td>Gogna, P.P.S.</td>
<td>S Chand &amp; Company</td>
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<td>07</td>
<td>Environmental Studies</td>
<td>Rajagopalan, R.</td>
<td>Oxford University Press</td>
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<td>10</td>
<td>Marketing Research</td>
<td>Malhotra, Naresh K. &amp; Dash, Satyabhusan</td>
<td>Pearson</td>
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<tr>
<td>11</td>
<td>Business Communication Today</td>
<td>Bovee, Courtland L.; Thill, John W. &amp; Chatterjee, Abha</td>
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</tr>
<tr>
<td>12</td>
<td>An Introduction to Accountancy</td>
<td>Maheshwari, S.N.; Maheshwari, Suneel K. &amp; Maheshwari, Sharad K.</td>
<td>Vikas Publication</td>
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<tr>
<td>13</td>
<td>Human Resource Management</td>
<td>Dessler, Gary &amp; Varkkey, Biji</td>
<td>Pearson</td>
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<td>14</td>
<td>Management</td>
<td>Stoner, James A.F.; Freeman, R. Edward &amp; Gilbert, Daniel R.</td>
<td>Pearson</td>
</tr>
</tbody>
</table>
### Fees

**Rs. 50,000**

### Grading Mechanism

- **Grading System (All programs):** SCDL has a grading system which gives aggregate percentage as well as the respective grade.

<table>
<thead>
<tr>
<th>Grade</th>
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</tr>
</tbody>
</table>
**Career Opportunities:** Qualified project managers are in high demand in today’s workplace in both large and small organizations. It opens opportunities in a wide range of industries like construction, automotive, information technology, pharmaceutical, telecommunications, oil, gas and petrochemical, finance, government and all project based organizations.
**POST GRADUATE DIPLOMA IN DATA SCIENCE (PGDDS)**

**Total Credits: 80**

**Semester I**

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<tbody>
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<td>Data Structures and Algorithms</td>
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<td>1.</td>
<td>Python Programming</td>
</tr>
<tr>
<td>2.</td>
<td>Advanced Statistics</td>
</tr>
<tr>
<td>3.</td>
<td>Big Data with Data Warehousing and Data Mining</td>
</tr>
<tr>
<td>4.</td>
<td>Submission I</td>
</tr>
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</table>

**Semester III**

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<tr>
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</tr>
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<tbody>
<tr>
<td>1.</td>
<td>NOSQL Database</td>
</tr>
<tr>
<td>2.</td>
<td>Data Visualisation</td>
</tr>
<tr>
<td>3.</td>
<td>Machine Learning with R and Python</td>
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**Semester IV**

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<th>Sr. No.</th>
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<tr>
<td>1.</td>
<td>Emerging Trends in Data Science</td>
</tr>
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<td>2.</td>
<td>Submission II</td>
</tr>
<tr>
<td>3.</td>
<td>Project</td>
</tr>
</tbody>
</table>

**Semester - I**

1. **Basics of Statistics**
   
   1. Basics of Statistics
   2. Data Collection and Measurement
   3. Data Presentation
   4. Data Processing and Analysis
   5. Measures of Central Tendency (Mean, Median and Mode)
   6. Measures of Dispersion
   7. Correlation
2. Introduction to Data Science
   1. Basics of Data
   2. Basics of Data Science
   3. Big Data, Datafication & its impact on Data Science
   4. Data Science Pipeline, EDA & Data Preparation
   5. Data Scientist Toolbox, Applications & Case Studies

3. Data Structures and Algorithms
   1. Programming Fundamentals
   2. Control Flow
   3. Arrays and Pointers
   4. Functions
   5. Stacks and Queues
   6. Linked Lists
   7. Trees
   8. Searching Algorithms
   9. Sorting Algorithms
   10. Graphs

4. Introduction to R Programming
   1. Introduction to R
   2. Data Types and Data Structures
   3. Loops and Functions in R
   4. Mathematics in R
   5. Graphs
   6. String Manipulation and Input/output
   7. Object Oriented Programming – I
   8. Object Oriented Programming – II
   9. Debugging and Condition Handling
   10. Introduction to Parallel Computing in R

Semester II

5. Big data with Data Warehousing and Data Mining
   1. Big Data
   2. Fundamentals of Data Warehouse
   3. Architecture of Data Warehouse
   4. Dimensional Modelling
   5. ETL and OLAP
   6. Introduction to Data Mining
   7. Data Mining Techniques
   8. Applications of Data Mining
   9. Introduction to Big Data
   10. Hadoop Ecosystem
11. Querying big data with Hive

6. Advanced Statistics
   1. Sampling and Sampling Technique
   2. Probability
   3. Normal Distribution
   4. Linear Regression
   5. Multiple Linear Regression
   6. Random Variables

7. Python Programming
   1. Introduction to Python
   2. Variables, expressions and statements
   3. Control Structures, Data structures- Arrays and Linked lists, Queues
   4. Functions
   5. Conditionals, recursion and iteration
   6. Strings
   7. Lists and Tuples
   8. Dictionaries
   9. Object Oriented Programming
   10. Files and Error Handling
   11. Testing, Debugging and Profiling
   12. Handling data with Python
   13. Python Graphical User Interface Development

Submission I

In Semester II students are required to submit a submission as per guidelines given by SCDL.

Semester III

8. NoSQL Databases
   1. Introduction to NoSQL
   2. Basics of NoSQL
   3. Replication and Sharding
   4. Key-Value Databases
   5. Document Databases
   6. Column-Oriented Databases
   7. Graph Databases
   8. Advanced NoSQL

9. Data Visualisation
   1. Introduction to Data Visualisation
   2. Visualisation of Numerical Data
   3. Visualisation of Non-numerical Data
4. Common Visualisation Idioms
5. Visualisation of Spatial Data, Networks and Trees
6. Data Reduction
7. Introduction to Tableau
8. Data Visualisation with SPSS

10. Machine Learning with R and Python
   1. Basics of Machine Learning
   2. Supervised Machine Learning
   3. Unsupervised Learning
   4. Regression Algorithms
   5. Clustering Models
   6. R Markdown, Knitr, Rpubs
   7. ggplot2
   9. Pandas
   10. Aggregating and Analysing Data with dplyr
   11. Data Visualisation in Python – Matplotlib
   12. Introduction to scikit-learn
   13. Web Scraping in Python – Beautiful Soup
   14. Introduction to (Py) Spark

11. Ethical and Legal Issues in Data Science
   1. What are Ethics?
   2. Some Ethical concern of Data Science
   3. History, Concept of Informed Consent
   4. Data Ownership
   5. Privacy, Anonymity, Data Validity
   6. Algorithmic Fairness
   7. Societal Consequences
   8. Code of Ethics

Semester IV

12. Emerging Trends in Data Science
   1. Big Data
   2. Apache Spark and Scala
   3. Deep Learning
   4. Artificial Intelligence
   5. Business Intelligence
   6. Natural language processing
   7. Data Analytics
   8. Web Analytics
   9. Case Study
Submission II

Project

Student should choose a technical or Techno-business topic of his/her interest and is required to develop the Project based on the provided guidelines.

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes e-Books, online tutorials, face to face counselling, e-learnings, recorded archive lectures on website.

Evaluation System

- Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.

The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation –

Summative comprehensive evaluation method is as under:
• The students are given opportunity to attend the exams as per their own pace.
• These exams are taken course wise separately according to the convenience of the students.
• Summative evaluations are in the form of Computer Based Examination, Course wise of 70 marks with 50% passing.
• The question papers for the examinations are set centrally at Pune.
• The exams are conducted through test centers appointed by SCDL.
• Answer papers are evaluated centrally at Pune.
• Project report- A student has to submit a project report as per the program requirement.

Library resources:
A full-fledged library is available in the campus, as well as, access to resources like EBSCO, support are also given to the students, also link of eBooks from websites is given to students.

1. **E-resource – EBSCO, JSTOR**
   1. Data Analytics Made Accessible, by Dr. Anil Maheshwari e-book
   2. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by E. Siegel e-Book
   3. Lean Analytics: Use Data to Build a Better Startup Faster, by A. Croll and B. Yoskovitz e-Book
   4. Knowledge Discovery in Database-An Introduction to Data Mining By Taneja Abhishek
   8. pdp– The Python Debugger https://docs.python.org/2/library/pdb.html
   10. r-statistics.co by Selva Prabhakaran: https://r-statistics.co/
   12. https://an nefou.github.io/pyspark/03-pyspark_context/
   13. GitHub repos: Pandas exercises and "Effective Pandas"
   14. Website Scraping with Python: Using BeautifulSoup and Scrapy by Gábor László Hajba
   15. scipy-lectures.org — tutorials on pandas, numpy, matplotlib and scikit-learn

**Grading System**
• Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.
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**CAREER OPPORTUNITIES**

After doing this program, candidates can take the opportunity of being employed in the IT industry at the following positions:

- Data Scientist
- Data Analyst
- Analytics Manager/Lead.
- Machine Learning Engineer.
- Statistical Programming Specialist.
- Big Data Engineer
POST GRADUATE DIPLOMA IN ENERGY MANAGEMENT (PGDEM –RE)

CREDIT POINTS: 80

Program Content:

Semester I:

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<td>2. Fundamentals of Heat and Electricity</td>
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<tr>
<td>3. Business law</td>
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<tr>
<td>4. Renewable Energy Sources</td>
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Semester II:

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<td>2. Renewable Energy Economics</td>
</tr>
<tr>
<td>3. Government Policies and Regulations</td>
</tr>
<tr>
<td>4. Project Management(Operations)</td>
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Semester III:

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<td>1. Shared Energy Infrastructure</td>
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<tr>
<td>2. Introduction to Energy Management and Auditing</td>
</tr>
<tr>
<td>3. Environmental and Health Impact of Energy Use</td>
</tr>
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<td>4. Energy Conservation and Management</td>
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Semester IV:

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<tbody>
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<td>1. Fundamentals of Solar Power</td>
</tr>
<tr>
<td>2. Integration of renewable systems</td>
</tr>
<tr>
<td>3. Project</td>
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</tbody>
</table>

Semester : 1

1. Conventional Energy & Environmental Implication

1. Energy Resources - An Overview
2. Energy Use and Impact on Environment
   2.1 Energy Use
   2.2 Present Energy Sources and Sustainability
      2.2.1 Fossil Fuels
   2.3 Impact on Environment
Unit 3 Conventional & Sustainable Energy
3.1 Challenges and Impacts of Energy Use
3.2 Non-Renewable Energy Sources
3.3 Renewable Energy Sources
3.4 Combined Heat and Power as an Alternative Energy Source
3.5 Hydrogen and Electricity as Alternative Fuels
3.6 Electricity Grid and Sustainability Challenges

Unit 4
Energy Production and Consumptions
4.1 Introduction
4.2 Global Total Energy Production
4.3 Energy Production through Time, by Region
4.4 Access to Electricity
4.5 Global Energy Trade
4.6 Per Capita Electricity Consumption
4.7 Life-cycle Cost Analysis

1) Course : Fundamentals of Heat and Electricity

Unit 1 : Graphing Functions, Domain and Range
1.1 Graphing Functions
1.2 Graphs of the Toolkit Functions
1.2.1 Domain and Range from Graphs
1.2.2 Domains and Ranges of the Toolkit Functions
1.3 Piecewise Functions
1.4 Compositions of Functions
1.5 Composition using Formulas

Unit 2 : Polynomial and Rational Functions
2.1 Power Functions and Polynomial Functions
2.2 Quadratic Functions
2.3 Graphs of Polynomial Functions
2.4 Rational Functions
2.5 Inverse and Radical Functions

Unit 3 Limits
3.1 Introduction
3.2 A Preview of Calculus
3.3 The Limit of a Function
3.4 The Limit Laws
3.5 Continuity
3.6 The Precise Definition of a Limit

Unit 4 Derivatives

4.1 Introduction
4.2 Defining the Derivative
4.3 The Derivative as a Function
4.4 Differentiation Rules
4.5 Derivatives as Rates of Change
4.6 Derivatives of Trigonometric Functions
4.7 The Chain Rule
4.8 Implicit Differentiation
4.9 Derivatives of Exponential and Logarithmic Functions

Unit 5 Integration

5.1 Introduction
5.2 Approximating Areas
5.3 The Definite Integral
5.4 Integration Formulas
5.5 Substitution

Unit 6 Current and Resistance
6.1 Electric Current
6.1.1 Current Density
6.2 Ohm’s Law
6.3 Electrical Energy and Power

Unit 7 Introduction to Magnetic Fields

7.1 Introduction
7.2 The Definition of a Magnetic Field
7.3 Magnetic Force on a Current-Carrying Wire
7.4 Torque on a Current Loop
7.4.1 Magnetic Force on a Dipole
7.5 Charged Particles in a Uniform Magnetic Field
7.6 Applications
7.6.1 Velocity Selector
7.6.2 Mass Spectrometer

Unit 8 Faraday’s Law of Induction
8.1 Faraday’s Law of Induction
8.1.1 Magnetic Flux
8.1.2 Lenz’s Law
8.2 Motional EMF
8.3 Induced Electric Field
8.4 Generators
8.5 Eddy Currents

Unit 9  Thermodynamics

9.1 Introduction
9.2 Thermodynamic Systems
9.3 Work, Heat, and Internal Energy
9.4 First Law of Thermodynamics
9.5 Thermodynamic Processes
9.5.1 Quasi-static and Non-quasi-static Processes
9.5.2 Isothermal Processes
9.5.3 Adiabatic Processes
9.5.4 Cyclic Processes

Unit 10  Heat Transfer Mechanisms
10.1 Heat Transfer Modes
10.2 Conduction Heat Transfer
10.3 Convective Heat Transfer
10.4 Temperature Distributions in the Presence of Heat Sources
10.5 Heat Transfer from A Fin
10.6 Transient Heat Transfer (Convective Cooling or Heating)
10.7 Some Considerations in Modeling Complex Physical Processes

3. Course : Business Law
1. Indian Contract Act, 1872 – Part I
2. Indian Contract Act, 1872 – Part II
3. Special Types of Contracts
4. Partnership Act, 1932
5. Sale of Goods Act, 1930
6. The Negotiable Instruments Act, 1881
7. The Consumer Protection Act, 1986
8. Companies Act, 2013

4. Course : Renewable Energy Sources
Unit 1  Introduction to Renewable Energy Resources
1.1 Introduction
1.2 Conservation of Energy
1.3 Energy Resources and Classification
1.3.1 Renewable Energy
1.3.2 Non-Renewable Energy
1.4 Challenges Affecting Renewable Energy Sources

Unit 2  Solar Energy
2.1 Introduction
2.2 Sun-Earth Geometric Relationship
2.2.1 Solar Geometric Angles (Space)
2.3 Measurement of Solar Radiation
2.4 Solar Thermal and Solar Photovoltaic Energy
2.4.1 Facts about Solar Thermal Energy
2.4.2 Overview of Solar Thermal Power Systems
2.5 Photovoltaic Conversion of Solar Energy

Unit 3  Bio-Energy
3.1 Biomass Production
3.2 Properties of Biomass Resources
3.3 Biomass Energy Conversion
3.3.1 Thermochemical and Biochemical Conversion of Biomass

Unit 4  Wind Energy
4.1 Wind Energy
4.2 Wind Resource Assessment
4.2.1 Site Selection and Wind Measurement
4.2.2 Specification of Measurement Devices and Calibrated Sensors
4.2.3 Installation of Measurement Masts and Equipment
4.3 Wind Data
4.4 Estimation of Wind Energy Production
4.4.1 Meteorology
4.4.2 Software Basics
4.4.3 Model Input Parameters

Unit 5  Other Renewable Energy Sources
5.1  Geothermal Energy
5.1.1 Electricity Generation
5.2  Tidal Energy
5.2.1 Harnessing Tidal Energy
5.3  Ocean Energy

Semester : 2
1. Course: Renewable Energy Technologies
   Unit 1 Solar Energy
1.1 Introduction 1.2 Solar Thermal 1.3 Solar Thermal Devices and Storage
1.3.1 Solar Collectors 1.3.1.1 Non Concentrating Collectors 1.3.1.1.1 Disadvantages
1.3.1.2 Factors Affecting the Performance of Flat Plate Collector 1.3.2 Concentrating Collectors
1.3.3 Flat-plate Collector 1.3.3.1 Trickling-water Collector 1.3.3.2 Liquid-based Collector
1.3.3.3 Air-based Collector 1.3.4 FPC with Reflectors 1.3.4.1 Lens Focusing Type
1.3.4.2 Compound Parabolic Collectors 1.3.4.3 Cylindrical Parabolic Collectors
1.3.5 Parabolic Dish Collector
1.3.6 Center Receiver Type (Solar Power Tower)
1.3.7 Advantages of concentrating collector over flat collector
1.3.8 Disadvantages
1.4 Solar thermal applications 1.4.1 Solar Water Heater 1.4.2 Solar Heating and Cooling
1.4.3 Passive Solar Heating System 1.4.4 Active Solar Heating
1.4.5 Solar Cooling System
1.4.6 Solar Desalination 1.4.7 Solar Dryer 1.4.7.1 Direct Solar Dryer 1.4.7.2 Indirect Solar Dryer
1.4.8 Solar Cooker
1.4.9 Solar Furnace
1.4.10 Solar Air Heaters
1.4.10.1 Disadvantages
1.5 Basic concepts
1.6 Parameters and comparison of various designs
1.7 Industrial applications of concentrating solar thermal collectors
1.8 Solar Photovoltaics
1.9 Classification of PV systems and components
1.10 Standalone PV system
1.11 Grid connected PV system
1.12 Hybrid solar PV systems
1.13 System components-PV arrays
1.14 Inverters
1.15 Batteries
1.16 Charge controls
1.17 Net metering

Unit 2 Bio Energy
2.1 Introduction
2.2 Biomass Gasification 2.2.1 Gasification reactions
2.3 Biomass Gasifier
2.4 Types of gasifiers 2.4.1 Dense phase reactors 2.4.2 Downdraft or co-current gasifiers
2.4.3 Updraft or counter-current gasifier 2.4.4 Cross-draft gasifier 2.4.4.1 Lean phase reactors
2.4.5 Fluidised bed gasifiers 2.4.6 Entrained-flow gasifiers
2.4.7 Advantages and disadvantages of different gasifier types
2.4.8 Applications of gasifiers
2.4.8.1 Thermal applications
2.4.8.2 Power applications
2.5 Conditions and requirements for implementation 2.5.1 Woody biomass 2.5.2 Biomass for power generation
2.6 Bio-fuels 2.6.1 Types of Biofuels
2.6.1.1 Whale Oil 2.6.1.2 Biodiesel 2.6.1.3 Ethanol 2.6.1.4 Cellulose
2.7 Biofuel Applications 2.7.1 AD of slurries
2.7.2 Anaerobic digestion of solid waste 2.7.3 Anaerobic treatment of wastewater
2.8 Biomethanation
2.8.1 The AD Process: Microbiology and Metabolic Pathways 2.8.2 Hydrolysis
2.8.3 Fermentation 2.8.4 Fermentation of monosaccharides 2.8.5 Fermentation of amino acids
2.8.6 Acetogenesis 2.8.7 Methanogenesis 2.8.8 Biochemical Methane Potential
2.8.9 Theoretical potential 2.9 Biogas Technology 2.10 Biogas Production process and technologies
2.10.1 Landfill gas 2.10.2 Cellulosic ethanol
Unit 3 Wind Energy
3.1 Wind Energy Basics
3.1.1 Wind Energy and Wind Power 3.1.2 Turbine Components 3.1.3 Turbine Configurations
3.1.4 Advantages and Disadvantages of Wind-Generated Electricity 3.1.4.1 A Renewable Non-Polluting Resource
3.1.4.2 Cost Issues 3.1.4.3 Environmental Concerns 3.1.4.4 Supply and Transport Issues
3.2 Advantages of Wind Energy 3.2.1 Clean and Environment Friendly Fuel source
3.2.2 Renewable and Sustainable 3.2.3 Cost Effective
3.2.4 Industrial and Domestic Installation
3.2.5 Job Creation
3.3 Disadvantages of Wind Energy 3.3.1 Fluctuation of Wind and Good Wind Sites
3.3.2 Noise and Aesthetic Pollution 3.3.3 Not a Profitable Use of Land 3.3.4 Threat to Wildlife
3.4 Wind Power Estimation
3.5 Concept of Wind Farm

Unit 4 Other Renewable Energy Technologies
4.1 Introduction to Hydrogen and Fuel cell technology 4.1.1 Thermal processes
4.1.2 Electrolytic processes 4.1.3 Solar-driven processes 4.1.4 Biological processes
4.2 Fuel Cell 4.2.1 Membrane Electrode Assembly 4.2.2 Polymer Electrolyte Membrane
4.2.3 Catalyst Layers 4.2.4 Gas Diffusion Layers 4.2.5 Hardware 4.2.6 Bipolar Plates 4.2.7 Gaskets
4.3 Geothermal Energy technology 4.3.1 Production of Geothermal Energy 4.3.2 Advantages and Disadvantages
4.4 Nuclear Energy
4.4.1 Nuclear Fusion
4.4.2 Nuclear Fission 4.4.3 How Does a Nuclear Power Plant Work?
4.4.4 Nuclear Fuel and Nuclear Waste
4.5 Hydroelectric Energy 4.5.1 Definition of Hydroelectric Energy 4.5.2 Brief History of Hydroelectric Energy
4.5.3 Harnessing Hydroelectric Energy: Dams
4.5.4 Amount of Electricity Generated
4.5.5 Dam Designs

2) Course: Renewable Energy Economics
1. Policy issues and economic implications.
2. The Energy Transition -Economic Development Co-relation.
3. Economic Rationale for renewables
4. Market situation
4.1 Cost of Renewables
4.2 Cost of Fossil fuels
4.3 Competition-Renewables vis-à-vis Fossil fuels
5. Accelerating energy transition to Renewables
6. Impact of renewable Energy Consumption on economics in India.

3. Course: GOVERNMENT POLICIES AND REGULATIONS

Unit 1 Government Policies and Regulations
1.1 Agencies and Roles In Electricity Sector
1.2 Policy and Regulation Framework
1.3 Information Access To Various Policies And Programs

Unit 2 LAWS AND ACTS OF ELECTRICITY IN INDIA
2.1 Electricity Act, 2003 / Electricity Rules, 2005
2.2 National Electricity Policy, 2005
2.3 National Tariff Policy, 2006
2.4 National Solar Mission
2.5 National Wind – Solar Hybrid Policy
2.5.1 Wind-Solar Hybrid Systems
2.5.2 Implementation Strategy
2.5.3 New Wind-Solar Hybrid Plants
2.5.4 Hybridization of existing wind /solar PV plants
2.5.5 Battery Storage
2.5.6 Regulatory Requirements
2.6 National Policy On Biofuels
2.7 Programs By Ministry of Power
2.8 Apps Developed by MOP

Unit 3 REGULATIONS
3.1 Introduction
3.1.1 Rural Electrification Policy (Central Electricity Regulatory Commission (CERC) on Rural Electrification (RE) State Electricity Regulatory Commission & SERC)
3.1.2 Goals
3.1.3 Approach to Rural Electrification
3.1.4 Scheme for Rural Electricity Infrastructure & Household Electrification – RGGVY
3.1.5 Definition of Electrified Village
3.1.6 Involvement of Local Community in Rural Electrification
3.1.7 Financial Assistance for Rural Electrification
3.1.8 Policy Provisions for Permitting Stand Alone systems for Rural Areas
3.2 Rooftop RE
3.3 Megawatt Power Plants
3.4 Solar Parks
3.4.1 Concept of Solar Park
3.4.2 Scope
3.4.3 Role of State Government
3.4.4 Status and Achievement of Solar Park

Unit 4 STATE GOVERNMENTS POLICIES
4.1 State RE Policy
4.2 State Solar Policy
4.3 National Policy For Renewable Energy Based Micro And Mini Grids
4.3.1 Scope of Policy
4.3.2 Micro and Mini Grids  
4.3.3 Types of System Configurations  
4.3.4 Types of Consumer Categories  
4.3.5 Implementing Partner  
4.3.6 Panchayat and Village Energy Committee  
4.3.7 Service, Maintenance and Ownership  
4.3.8 Role of Stakeholders  
4.3.9 State Nodal Agency  
4.3.10 Electricity Regulators  

4. Course: Project Management (Operations)  
  01. Projects Overview  
  02. Projects Management Process  
  03. Projects Financing and Evaluation  
  04. Project Estimation and Economic Analysis  
  05. Organizing for Project  
  06. Project Planning  
  07. Networks for Project Management  
  08. Resource Levelling and Project Crashing  
  09. Project Implementation and Monitoring  
  10. Controlling Project  
  11. Projects Contracts Management  
  12. Management Risk in Projects  
  13. Project Quality Management  
  14. Software Project Management  
  15. Issues in Project Management  

Sem. III  
1) Course: Shared Energy Infrastructure  
Unit 1 National Grid operation and management  
  1.1 Regional grids  
  1.2 Scheduling and forecasting  
  1.3 Losses reporting and analysis  
  1.4 Technical initiatives for reduction of losses  

Unit 2 State Electricity companies  
  2.1 Roles and responsibilities of: A. Generating companies B. Transmission companies C. Distribution companies  
  2.2 Private corporations in generation, transmission and distribution  
  2.3 Power Purchase Agreement framework  

Unit 3 Load dispatch centres  
  3.1 NLDC  
  3.2 SLDCs  
  3.3 Scheduling and forecasting of conventional and RE sources
Unit 4 Renewable energy integration with grid
4.1 Interconnection at different levels
4.2 Effect on grid infrastructure due to RE generation

2) Course: Introduction to Energy Management and Auditing
1. Definitions and objectives of energy management and audit.
2. Need for energy audit.
3. Types of energy audit
4. Energy audit methodology.
5. Energy management approach
6. Energy audit instrumentation
7. Data and information analysis.

2) Course: Environmental & Health Impact of Energy Use
1. Energy and the challenge of Sustainability
2. Energy and Health Impacts of a Policy to Phase out nuclear power in India
3. Environmental and Health Impact of Coal use for energy.
5. Energy Impact of Renewable Electricity Generation

3) Course: Energy Conservation and Management
1. Energy Management & Conservation
2. General Principles of Energy Management
4. Energy Storage Devices

Semester: IV

1) Course: Fundamentals of Solar Power
1. Solar Energy
2. Photovoltaic cell working principle, Photovoltaic Sensor
3. Photovoltaic Design
4. Photovoltaic Installation

2) Course: Integration of Renewable Systems.
1. Grid Integration Issues of Renewable Energy Sources
2. Case Study – Renewable Integration
3. Harnessing and Integrating India’s Renewable Energy Resources
4. Computer Aided Power Systems Operation and Analysis
3) Project Work

Visiting the place of Renewable Energy to collect the information based on the topics related to renewable energy.

Project Submission: This will be hardcopy submission by the student as per the SCDL.

Faculty and support staff requirement

TEACHING LEARNING PEDAGOGY

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website & interactive PCPs

EVALUATION METHODOLOGY:

- Evaluation pedagogy includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

FORMATIVE EVALUATION

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.
- Continuous comprehensive Evaluation takes place in the live video conferencing lectures (Virtual Classes) and interactive faculty interaction sessions.
- Quiz Lectures and Revision Lectures are also conducted through the live video conferencing lectures.
SUMMATIVE EVALUATION

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the program requirement.

FEES STRUCTURE

50,000 /- (As per the SCDL policy)

Library resources:

1. E-resource – EBSCO, JSTOR

2. List of Books in Library

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Practice and Theory of Project Management</td>
<td>Newton Richard</td>
</tr>
<tr>
<td>3.</td>
<td>The Project Management Manual</td>
<td>Young Trevor</td>
</tr>
<tr>
<td>5.</td>
<td>Project Management : The Managerial Process 4th ed</td>
<td>Gray Clifford</td>
</tr>
<tr>
<td>7.</td>
<td>Business Law For Management</td>
<td>Salvatore D</td>
</tr>
<tr>
<td>8.</td>
<td>Legal Aspects of Business</td>
<td>by Sheth Tejpal</td>
</tr>
<tr>
<td>9.</td>
<td>Business Law</td>
<td>Bansal C. L</td>
</tr>
</tbody>
</table>
Grading Mechanism

- Grading System (All courses): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<thead>
<tr>
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<td>Below 50%</td>
</tr>
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</table>

CAREER OPPORTUNITIES:

After doing this program candidates can take the opportunity of being self employed by starting their own business in the Renewable Energy management field. After completion of the course students can also work as,

1. Business Development Manager (Renewable Energy)
2. Consultant
3. Chief Investment Officer in Renewable Energy
4. Project Manager Energy
5. Purchase Manager, etc.
POST GRADUATE CERTIFICATE IN FINANCE (Management Accounting)

Total Credits: 40

Semester I:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject Names</th>
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<tbody>
<tr>
<td>1.</td>
<td>Cost Planning and Analysis</td>
</tr>
<tr>
<td>2.</td>
<td>Budgeting and Management Control</td>
</tr>
<tr>
<td>3.</td>
<td>Group Financial Statements</td>
</tr>
<tr>
<td>4.</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>5.</td>
<td>Project Financial Management</td>
</tr>
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Semester II:

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<thead>
<tr>
<th>Sr. No.</th>
<th>Subject Names</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Corporate Governance</td>
</tr>
<tr>
<td>2</td>
<td>Strategic Finance</td>
</tr>
<tr>
<td>3</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>4</td>
<td>Project</td>
</tr>
</tbody>
</table>

CURRICULUM AND SYLLABUS

Semester I:

1. Cost Planning and Analysis
   1. Introduction to Cost Planning and Analysis
   2. Tools for CVP Analysis
   3. Value Analysis
   4. Just-In-Time
   5. Kaizen Costing and Learning Curves
   6. Activity Based Costing
   7. Life Cycle Costing
   8. Value Chain and Supply Chain Management
   9. Gain-Sharing Arrangement
   10. Pareto Analysis

2. Budgeting and Management Control
   1. Control System and Risk Management
   2. Diversifying Risk
   3. Internal Control Systems
   4. Use of Budgets and Planning
   5. Controllable and Uncontrollable Cost
   6. Performance Analysis and Ratio Analysis
   7. Responsibility Accounting
   8. Performance Reporting
   9. Behavioural Issues in Budgeting
   10. Performance Evaluation
11. Transfer Pricing

3. Group Financial Statements
   1. Introduction to Group Financial Statements
   2. Preparation of Consolidated Financial Statements I
   3. Preparation of Consolidated Financial Statements II
   4. Associates and Joint Ventures
   5. Changes in Group Structure
   6. Complex Groups
   7. Foreign Currency Transactions
   8. Group Statements of Cash Flows I
   9. Group Statements of Cash Flows II

4. Strategic Management Accounting
   1. Introduction to Strategic Management Accounting
   2. Strategic Management Accounting Techniques I
   3. Strategic Management Accounting Techniques II
   4. Strategic Performance Management
   5. Customer Profitability Analysis
   6. Inter-Organizational Cost Management Structure
   7. Strategic Cost Management
   8. Strategic Pricing I
   9. Strategic Pricing II
   10. Strategic Audit

5. Project Financial Management
   1. Introduction to Project Financial Management
   2. Project Planning
   3. Project Process
   4. Tools and Techniques of Project Management
   5. Project Evaluation Rules
   6. Management Control and Change Control
   7. Project Completion, Documentation and Reporting
   8. Project Audit

Semester II

6. Corporate Governance
   1. Overview of Corporate Governance
   2. Corporate Board
   3. Shaping Directorial Competence and Board Effectiveness
   4. Financial Institutions and Nominee Directors
   5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
   6. Corporate Reputation
   7. Corporate Governance and Regulatory Bodies
8. Globalisation and Corporate Governance
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

7. **Strategic Finance**
   1. Capital Structuring
   2. Dividend Theories
   3. Restructuring through Share Repurchase
   4. Mergers and Acquisitions
   5. Activity Based Costing: I
   6. Activity Based Costing: II
   7. Working Capital
   8. Accounting Standards: I
   9. Accounting Standards: II
   10. Human Resources Accounting

8. **Research Methodology**
   1. Understanding Research
   2. Scientific Methods and Research
   3. Formulating Research Problem and Hypothesis
   4. Hypothesis Testing
   5. Research Design
   6. Data Collection and Measurement
   7. Sampling and Sampling Technique
   8. Observation
   9. The Interview Method
   10. The Questionnaire Method
   11. The Survey Method
   12. The Experimental Method
   13. Scaling Techniques and Attitudes Measurement Techniques
   14. Data Presentation, Processing and Analysis

**Faculty and support staff requirement**

As per AICTE norms

**Teaching Learning Pedagogy**

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

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Library resources:

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<td>Jain, Promod</td>
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<td>2.</td>
<td>Management Accounting IC 89</td>
<td>Insurance Institute of India</td>
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<td>3.</td>
<td>Fundamentals of Accounting</td>
<td>Tulsian, P.C</td>
</tr>
<tr>
<td>5.</td>
<td>Managing Accounting 5th Ed.</td>
<td>Atkinson A A</td>
</tr>
<tr>
<td>6.</td>
<td>Financial Management</td>
<td>CIMA</td>
</tr>
<tr>
<td>7.</td>
<td>Management Accounting Text, Problems and Cases</td>
<td>Khan, M.Y</td>
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<tr>
<td>8.</td>
<td>Management Accounting</td>
<td>Inamdar, Satish M</td>
</tr>
<tr>
<td>10.</td>
<td>Financial Management</td>
<td>Kapil, Sheeba</td>
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</table>

Program Fees: Rs. 20,000

Grading System

Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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CAREER OPPORTUNITIES

- Accounting professional
- Accounts Manager
- Cost Planner
- IFRS expert, etc
# POST GRADUATE DIPLOMA IN TECHNICAL WRITING IN BUSINESS MANAGEMENT (PGDTWBM)

## PROGRAMME STRUCTURE

Total Credits - 80

### Semester I:

<table>
<thead>
<tr>
<th>S. No</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Technical Communication</td>
</tr>
<tr>
<td>2</td>
<td>Information Development Life Cycle – I</td>
</tr>
<tr>
<td>3</td>
<td>Information Development Life Cycle – II</td>
</tr>
<tr>
<td>4</td>
<td>Technical Writing Style and Editing</td>
</tr>
<tr>
<td>5</td>
<td>English Grammar</td>
</tr>
</tbody>
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<tr>
<td>1</td>
<td>Technical Communication Software Tools</td>
</tr>
<tr>
<td>2</td>
<td>Advanced Concepts in Technical Communication</td>
</tr>
<tr>
<td>3</td>
<td>Technical Communication Project Management</td>
</tr>
<tr>
<td>4</td>
<td>Principles and Practices of Management</td>
</tr>
</tbody>
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### Semester III:

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<tbody>
<tr>
<td>1</td>
<td>Business Communication</td>
</tr>
<tr>
<td>2</td>
<td>Instructional Design for Business Communication</td>
</tr>
<tr>
<td>3</td>
<td>Introduction to Creative Writing in Business Communication</td>
</tr>
<tr>
<td>4</td>
<td>Advanced Documentation Types &amp; Processes</td>
</tr>
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### Semester IV:

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<tbody>
<tr>
<td>1</td>
<td>Advanced Technical Writing Tools</td>
</tr>
<tr>
<td>2</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>3</td>
<td>Project</td>
</tr>
</tbody>
</table>

## PROGRAMME CURRICULUM

### Semester – I

**Introduction to Technical Communication**

1. Communication Theory
2. Frame of References
3. Communication Technology
4. Need for Technical Communication
5. Roles and Functions of Technical Communicators
6. History of Technical Communication
7. Barriers in Technical Communication
8. Challenges in Technical Communication
10. Skills required for Technical Communication

Information Development Life Cycle – I
1. Introduction to DDLC (Document Development Life Cycle)
2. Writing Process
3. Research Methodology
5. Audience Analysis in Technical Communication
6. Documentation Outline
7. Estimation of Timelines and Resources
8. Information Design
9. Typography of Design
10. Designs for Print Documentation
11. Designs for Online Documentation

Information Development Life Cycle – II
1. Developing a Prototype
2. Style Guides and Templates
3. Development of Style Guides
4. Reviewing
5. Packaging for Printed Documentation
6. Packaging for Online Help
7. Testing Help Systems
8. SDLC and DDLC
9. Planning and Estimating Documentation
10. Single Sourcing
11. HTML and XML
12. DITA

Technical Writing Style and Editing
1. Milestones in the Writing Process
2. Rhetoric and Composition
3. Methods of Development - Part I
4. Methods of Development - Part-II
5. Style and Tone in Technical Communication
6. Sentence Construction and Paragraph Writing
7. Quoting, Paraphrasing and Writing Introductions & Conclusions
8. Style and Language  
9. Writing for Localization  
10. Editing  
11. Style Guide  
12. User Interface  

English Grammar  

1. Basics of Grammar  
2. Grammatical Terms  
3. Adjectives and Pronouns  
4. Verbs  
5. Mood and Tenses  
6. More Grammatical Terms  
7. Structures  
8. Proofreading  
9. Illustrations  
10. Reports and Proposals  
11. Housestyle  
12. Subjectwise Technical Writing  

Semester – II  

Technical Communication Software Tools  

1. Getting Familiar with Technical Communication Software Tools  
2. Working with Layouts  
3. Formatting Text, Paragraphs and Tables  
4. Formatting Layout – I  
5. Formatting Layouts – II  
6. Illustration Tools  
7. Screen Capturing Tools  
8. Content Management System  
9. XML Editors  
10. DITA  

Advanced Concepts in Technical Communication  

1. Concept of Usability in Technical Writing  
2. Human Factors Engineering  
3. Legal Aspects of Technical Writing (Copyright and Trade Name)  
4. Legal Writing  
5. Medical and Engineering Writing  
6. Multimedia  
7. Introduction to Instructional Design  
8. Theories in Instructional Design  
9. Instructional Design Process - ADDIE Model and Kirkpatrick Model
10. Content Development and Review
11. Storyboarding and Script Writing

**Technical Communication Project Management**

1. Project Management - An Overview
2. Requirements Study
3. Estimation
4. Project Scope
5. Project Deliverables
6. Resource Identification
7. Project Initiation
8. Project Planning
9. Risk Management
10. Technical Communication Team Management
11. Working with Partners/External Service Providers/Content Developers
12. Project Tracking

**Principles and Practices of Management**

1. Business - The Purpose of Management
2. Designing Organisation for Business
3. Need for Managing Organisation and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organising
9. Staffing
10. Leading - Directing, Communicating, Motivating
11. Controlling
12. Coordinating (Synchronising)
13. Evolution of Management Thought
14. Pursuing Management as a Career

**Semester III**

**Business Communication**

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

**Advanced documentation Types and Processes**

1. Specialized Documentation Formats
2. Wiki
3. CMS
4. epub (ebooks)
5. Android Apps
6. iPhone Apps
7. Modern Processes
8. Agile Documentation Processes
9. Topic-based Authoring Process
10. Structured Authoring Process
11. Scrum Model – Technical Writer in Scrum Team
12. Lean Principles to TW

**Introduction to Creative Writing in Business Communication**

1. Business writing essentials
2. Writing for sales, marketing and communications teams
3. Writing for social media (FB/Insta/Company Profile)
4. Self-expression
5. Write Well-Organized, Effective Sentences,
6. Paragraphs, and Words
7. Conclusion with impact
8. Web Content/Blog

**Instructional Design for Business Communication**

1. Bloom’s Taxonomy– A Critical Appreciation
2. Component Display Theory
3. Instructional Design – Various Schools of Thought
4. Learner Analysis – Learning Styles and Demographics
5. The Design of Instruction for Organisations
6. Instructional Design at the Frontier
7. Strategic Communication
8. ID Tools/Rapid Authoring Tools
9. Articulate 360
10. Sample Business Documents
Semester IV

Advanced Technical Writing Tools

1. RoboHELP Advanced Features
2. Wiki
3. DITA Open Toolkit
4. Calibre
5. Macro-builder
6. Cloud-based authoring and editing
7. Adobe Captivate
8. Visio
9. Snaglt
10. Google Analytics
11. Tracking Tools
12. Github
13. Confluence to Manage TW

Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Research Design
5. Data Collection and Measurement
6. Sampling and Sampling Technique
7. Observation
8. The Interview Method
9. The Questionnaire Method
10. The Survey Method
11. The Experimental Method
12. Scaling Techniques and Attitudes Measurement Techniques
13. Data Presentation, Processing and Analysis
14. Hypothesis Testing and Interpretation of Data

Project

Project for PGDTW is divided in two sections: Report on usage of Software Tools and Case Study. The learners are supposed to attempt both the sections mentioned above and submit the same online. Project report is an opportunity for the learners to demonstrate independence and originality, to plan and organize and to put into practice.

TEACHING LEARNING PEDAGOGY:

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.
Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website & interactive PCPs.

EVALUATION SYSTEM:

- Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report - A student has to submit as per the program requirement for 100 marks with 50% (50 Marks) passing.
Library resources

A full-fledged library is available in the campus, as well as, access to resources like EBSCO, support are also given to the students.

1. E-resource – EBSCO, JSTOR
2. List of Books in Library

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title of the Book</th>
<th>Name of the Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Web Programming</td>
<td>Jamsa Kris</td>
</tr>
<tr>
<td>2</td>
<td>Fundamentals Of Information Technology Including MS Office</td>
<td>Maidaasani, Dinesh</td>
</tr>
<tr>
<td>3</td>
<td>Information Development Life Cycle I</td>
<td>Garud Geeta</td>
</tr>
<tr>
<td>5</td>
<td>Information Search And Analysis Skills</td>
<td>NIIT</td>
</tr>
<tr>
<td>6</td>
<td>Web Technologies : TCP/IP to Internet Application Architectures</td>
<td>Godbole A,</td>
</tr>
<tr>
<td>7</td>
<td>Web Technologies</td>
<td>SCDL</td>
</tr>
<tr>
<td>8</td>
<td>Basic Technical Communication</td>
<td>Tyagi Kavita</td>
</tr>
<tr>
<td>9</td>
<td>E-Resources And Digital Services</td>
<td>Jeevan VKJ</td>
</tr>
<tr>
<td>10</td>
<td>HTML Complete</td>
<td>Sybex</td>
</tr>
<tr>
<td>11</td>
<td>Flash 4 Bible</td>
<td>Reinhardt Robert</td>
</tr>
<tr>
<td>12</td>
<td>Faster Smarter HTML And XML</td>
<td>Morrison, Michael</td>
</tr>
<tr>
<td>13</td>
<td>HTM 4 Unleashed 2nd Ed.</td>
<td>Darnell Rick</td>
</tr>
<tr>
<td>14</td>
<td>Technical Communication A Practical Approach</td>
<td>Pfeiffer William Sanborn</td>
</tr>
<tr>
<td>15</td>
<td>Information &amp; Communication Technologies for Classess &amp; Masses</td>
<td>Chowdary T. H.</td>
</tr>
<tr>
<td>16</td>
<td>Introduction to Telecommunications</td>
<td>Gokhale, Anu A.</td>
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<tr>
<td>17</td>
<td>Telecommunications Essentials : the complete global source</td>
<td>Goleniewski, Lillian</td>
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<tr>
<td>18</td>
<td>Introduction to Telecommunications</td>
<td>Gokhale, Anu A.</td>
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<tr>
<td>19</td>
<td>Mass Communication in India</td>
<td>Kumar Keval</td>
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<tr>
<td>20</td>
<td>Technical Communication : Principles and Practice, 2nd ed with CD</td>
<td>Raman, Meenakshi</td>
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<tr>
<td>21</td>
<td>Mobile Learning for All : Supporting Accessibility with the iPad</td>
<td>Perez Luis</td>
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<tr>
<td>22</td>
<td>Handbook for Technical Writing</td>
<td>McMurray, David A.</td>
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<tr>
<td>23</td>
<td>Beginning HTML, XHTML, CSS, and Javascript</td>
<td>Duckkett Jon</td>
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<td>24</td>
<td>HTML5 the missing manual</td>
<td>MacDonald Matthew</td>
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<td>25</td>
<td>Effective Technical Communication</td>
<td>Rizvi, M. Ashraf</td>
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<tr>
<td>26</td>
<td>Technical Communication : A Reader Centered Approach 6th ed</td>
<td>Anderson, Paul V.</td>
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<td>27</td>
<td>Beginning Dreamweaver MX 2004</td>
<td>Wiley</td>
</tr>
<tr>
<td>28</td>
<td>Adobe Photoshop CS6 Bible : The Comprehensive, Tutorial Resource</td>
<td>Dayley, Lisa DaNae</td>
</tr>
</tbody>
</table>
Grading System:

- Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Class</th>
<th>Percentage</th>
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<tbody>
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<td>A+</td>
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</tr>
<tr>
<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
</tr>
</tbody>
</table>

CAREER OPPORTUNITIES

The amount of information available in the world doubles every year. Half of that information becomes obsolete in two years. Technical writing is considered a highly skilled area and a very lucrative profession. Like software development, technical writing is also a global profession.

After doing this program candidates can take the opportunity of being self employed by starting their own venture of technical writing services. Learners can also associate in the following areas,

1. Technical Writing
2. Multimedia and Web Content Developer
3. Online Technical Writer
4. Usability Tester
5. Copywriter
6. Instructional Designer
7. Courseware Developer
Post Graduate Certificate in Management (Event Management) PGCM (EM)

Total Credit: 40

Semester I:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Event Planning &amp; Production</td>
</tr>
<tr>
<td>2</td>
<td>Event Marketing</td>
</tr>
<tr>
<td>3</td>
<td>Business Communication</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Behaviour</td>
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<tr>
<td>5</td>
<td>Submission 1</td>
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</table>

Semester II:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Title</th>
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<tbody>
<tr>
<td>1</td>
<td>Event Matrix</td>
</tr>
<tr>
<td>2</td>
<td>Event Laws &amp; Licenses</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>4</td>
<td>Advertising &amp; Media Planning</td>
</tr>
<tr>
<td>5</td>
<td>Research Project</td>
</tr>
</tbody>
</table>

CURRICULUM

Semester I

**Event Planning and Production**
1. Market oriented Strategic Planning
2. Managing Resources
3. Event Coordination
4. Event Production
5. Producing a Great Show
6. Supply of Facilities
7. Event Logistics
8. Catering as an Event Management Tool

**Event Marketing**
1. Introduction to Events and Event Marketing
2. Marketing of Events
3. New Product
4. Importance of Marketing Mix in Events
5. Role of Event Management in Corporate Communication
6. Significance of Events
Business Communication

1. Communication in Business,
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening skills
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer/Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

Submission* Student is required to submit a online submission by end of semester 1

Semester II

Event Matrix

1. Media in Event Management
2. MICE is Big Business
3. Special Event Risk Management
4. Time Management in Events
5. Uses of Information Technology for Events
6. Selecting, Contracting And Managing Performers
7. Corporate Sponsorship For Promotional Events And Programs
8. The 10 Biggest Mistakes Most Event Planners Make...And How to Avoid Them
9. Fashion Shows as an Event
10. The Indian Contract Act
11. Notes, Bills and Cheques
12. Bankers and Customers
13. Nature of Company
14. Forming Your Own Event Company

**Event Laws & Licenses**

1. Relevant legislations
2. liquor licenses
3. Trade Acts
4. Stake holders and official bodies
5. Contracts
6. Tax Tips in Events

**Advertising & Media Planning**

1. Basics of Media Planning
2. Media Mix
3. Media Buying
4. Outdoor Advertising
5. Point of Purchase of Advertising
6. Media Brief
7. Digital Media
8. Cyber Crimes and Challenges of the New India
9. Media Calculations and Terms
10. Video as an Advertising Medium
11. Innovative Media
12. Advertising Agencies and Media Relations

**Marketing Research**

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection - Primary and Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialized Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development and Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

**Research Project** Students are required to submit a research project by the end of the semester.

**Teaching Learning Pedagogy**

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students. Reference material link will be given for self-study.

Media used for delivery of instruction for the programme includes online material, face to face tutorials, face to face counselling, work books/Activity sheets, recorded archive lectures on website, webinars.

**Evaluation System**

- The Evaluation system includes Formative Evaluation and Summative Evaluation.
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

**Formative Evaluation**

*Continuous comprehensive* evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. Every course carries 30 marks assignment. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Continuous comprehensive Evaluation takes place in the live video conferencing lectures (Virtual Classes) and interactive faculty interaction sessions.
- The students have to compulsory submit course wise “Online Assignment”. The dates of submissions are given in the log – in of students as well as in the guidelines. The guidelines monitor the students for the completion of the submissions course wise.

**Summative Evaluation**

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
These exams are taken course wise separately according to the convenience of the students.
Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing. 60 marks are allocated for Multiple Choice Questions and 10 marks are allocated for Subjective questions of short answers.

Library Resources
1. E-resource – EBSCO, JSTOR
2. List of Books in Library

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<tr>
<td>1.</td>
<td>Event Management : For Tourism, Cultural, Business, and Sporting Events</td>
<td>Wagen, Lynn Van Der</td>
</tr>
<tr>
<td>2.</td>
<td>Event Management</td>
<td>Bhiwandiwalla Hoshi</td>
</tr>
<tr>
<td>4.</td>
<td>Advertising Management 5th ed</td>
<td>Batra R.</td>
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<tr>
<td>5.</td>
<td>Advertising and Sales Promotion</td>
<td>Bootwala Shaila</td>
</tr>
<tr>
<td>6.</td>
<td>Basic Business Communication, concepts, applications and skills</td>
<td>Kumar Raj</td>
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</table>

Total Program Fee: Rs. 20,000

Grading System
• Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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</table>

CAREER OPPORTUNITIES
• After doing this program candidates can take the opportunity of being self employed by starting their own venture as Event Managers, Event Supervisors, Event Planners, Special Event Planner.
• Students can also associate with any Event Management companies and can work as Wedding Planners, Conference Planners, etc.
Post Graduate Diploma in Personnel and Human Resource Management PGDP&HRM (LL)

Total Credits: 80

SEM I

<table>
<thead>
<tr>
<th>Sr. No</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personnel Administration</td>
</tr>
<tr>
<td>2</td>
<td>Laws Relating to Industrial Relation</td>
</tr>
<tr>
<td>3</td>
<td>Employee Relations</td>
</tr>
<tr>
<td>4</td>
<td>Submission - I</td>
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</table>

SEM II

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Subject Name</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Laws Related to Social Security</td>
</tr>
<tr>
<td>2</td>
<td>Laws Related to Specific Industries</td>
</tr>
<tr>
<td>3</td>
<td>Human Resource Management</td>
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<tr>
<td>4</td>
<td>Submission - II</td>
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SEM III

<table>
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<tr>
<th>Sr. No</th>
<th>Subject Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Organisational Behaviour</td>
</tr>
<tr>
<td>2</td>
<td>Laws Related to Employment and Training</td>
</tr>
<tr>
<td>3</td>
<td>Laws Related to Wages</td>
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<td>4</td>
<td>Submission - III</td>
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SEM IV

<table>
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<tr>
<th>Sr. No</th>
<th>Subject Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Labour Welfare</td>
</tr>
<tr>
<td>2</td>
<td>Laws Related to Equality and Empowerment of Woman and Laws</td>
</tr>
<tr>
<td></td>
<td>Related to Deprived and Disadvantaged Section of the Society</td>
</tr>
<tr>
<td>3</td>
<td>Project</td>
</tr>
</tbody>
</table>

Program Structure

Semester I

1. Personnel Administration

   1. Personnel Administration concept and Scope
2. Strategic Importance and Diagnostic Approach to Personnel Administration
5. Employee Wage and Salary Administration
6. Compensation and Benefits, Promotions, Transfer, Demotions and W.P.M.
7. Career Development
8. Employee Welfare and Wellness Programme
9. Learning and Motivation
10. Employee Relations and Leadership / Teambuilding
11. Industrial Relations and Management of Conflicts
12. Disciplinary Actions and Labour Laws
13. Information Technology and Personnel Administration

2. Employee Relations

1. Industrial Relations – Evolution, Concept and Approach
2. Evolution of Industrial Relations Policies
3. Industrial Disputes
4. Mediation and Conciliation, Arbitration and Adjudication
5. Grievance Procedure
6. Trade Unions
7. Collective Bargaining
8. Workers’ Participation in Management
9. Domestic Enquiry

3. Laws Related to Industrial Relation

1. Trade Unions Act, 1926
2. Industrial Employment (Standing Orders) Act, 1946
3. Industrial Disputes Act, 1947

4. Submission – I

Students will be required to submit an online submission.

Semester II

1. Human Resource Management

1. Human Resource Development
2. Human Resource Planning
3. Job Evaluation
4. Recruitment, Selection, Promotion and Transfer  
5. Training and Development  
6. Performance Improvement  
7. Planning Performance Appraisal  
8. Career and Succession Planning  
9. Quality Management  
10. HRD Audit  
11. Managing Change through Continuous Improvement  
12. Good HR Practices  
13. Recent Techniques in Human Resource Management  

2. Laws Related to Social Security  
   1. Employees’ State Insurance Act, 1948  
   2. Workmen’s Compensation (Amendment) Act, 2010  
   3. Employees’ Provident Fund & Miscellaneous Provisions Act, 1952  
   4. Payment of Gratuity Act, 1972  

3. Laws Related to Specific Industries  
   1. Factories Act, 1948  
   2. Shops and Establishments Act, 2017  
   3. Contract Labour (Regulation & Abolition) Act, 1970 / Migrant Worker  
   5. Motor Transport Workers Act, 1961  
   6. Sales Promotion Employees (Conditions of Service) Act, 1976  
   7. Mines Act, 1952  
   8. Plantation Labour Act, 1951  

4. Submission – II  
   Students will be required to submit an online submission.  

Semester III  

1. Organisational Behaviour  
   1. Historical Evolution of Organisational Behaviour  
   2. Understanding Organisational Behaviour:  
   3. Perception  
   4. Personality
5. Attitudes
6. Motivation: The Driving Forces of Human Behaviour
7. Work Motivation Theories
8. Morale
9. Work and Conditions of Work
10. Conflict Management
11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power and Politics

2. Laws related to Employment & Training
   1. Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959
   2. Employment Exchanges (Compulsory Notification of Vacancies) Rules, 1959
   3. Apprentices Act, 1961

3. Laws Related to Wages
   1. Payment of Wages Act, 1936
   2. Minimum Wages Act, 1948
   3. Working Journalist (Fixation of Rates of Wages) Act, 1958
   4. Payment of Bonus Act, 1965

4. Submission – III
   Students will be required to submit an online submission.

Semester IV

1. Labour Welfare
   1. Introduction to Labour Welfare
   2. Labour Welfare Officer
   3. Workers’ Participation in Management
   4. Workers’ Education Scheme
   5. Statutory Labour Welfare Activities
   6. Non-Statutory Welfare Measures
   7. International Labour Organization & International Labour Conference
   8. Industrial Accidents and Industrial Safety
2. Laws related to Equality and Empowerment of Women and Laws related to Deprived and Disadvantaged Sections of Society

1. Prevention of sexual harassment Act, 2013
2. Maternity Benefit Act, 1961
3. Equal Remuneration Act, 1976
5. Child Labour (Prohibition & Regulation) Act, 1986

3. Project

Students will be required to submit a Project in the end of semester IV.

Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students. Reference material link will be given for self-study

Media used for delivery of instruction for the programme includes online material, face to face tutorials, face to face counselling, work books/Activity sheets, recorded archive lectures on website, webinars

Evaluation pedagogy

- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
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Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation –

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the program requirement for 70 marks with 50% (35 Marks) passing.

Library resources:

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<tr>
<td>1</td>
<td>Human Resource Management</td>
<td>Dessler, Gary &amp; Varkkey, Biji</td>
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<tr>
<td>2</td>
<td>Management</td>
<td>Stoner, James A.F.; Freeman, R. Edward &amp; Gilbert, Daniel R.</td>
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<tr>
<td>3</td>
<td>Essentials of Management</td>
<td>Koontz, Harold &amp; Weihrich, Heinz</td>
</tr>
<tr>
<td>4</td>
<td>Organizational Behaviour</td>
<td>Luthans, Fred</td>
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<tr>
<td>5</td>
<td>First, Break all the Rules : What the World’s Greatest Managers Do Differently</td>
<td>Harter, Jim</td>
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<tr>
<td>6</td>
<td>Good to Great : Why Some Companies Make the Leap and Others Don’t</td>
<td>Collins, Jim</td>
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<tr>
<td>7</td>
<td>Managerial Economics : Analysis, Problem &amp; Cases</td>
<td>Mehta, P.L.</td>
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<td>8</td>
<td>Principles and Practice of Management</td>
<td>Prasad, L.M.</td>
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<td>9</td>
<td>Fundamentals of Statistics</td>
<td>Elhance, D.N. ; Elhance, Veena &amp; Agarwal, B.M.</td>
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<td>10</td>
<td>Essentials of Business Communication</td>
<td>Pal, Rajendra &amp; Korlahalli</td>
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<td>11</td>
<td>Human Resource Management : Text and Cases</td>
<td>Aswathappa, K.</td>
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<td>Pattanayak, Biswajeet</td>
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<td>13</td>
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78 | Macroeconomics | Dornbusch, Rudiges.  
79 | Quantitative Techniques in Management | Vohra, N.D.  
80 | Business Organisation and Management | Gupta, C.B.  
81 | Modern Business Organisation & Management | Sherlekar, S.A. & Sherlekar, V.S.  
82 | Developing Communication Skills | Mohan, Krishna & Banerji, Meera  
83 | Business Environmental : Text & Cases | Cherunilam, Francis  
84 | Financial Management | Kulkarni, P.N. & Satyaprasad, B.G.  
85 | Managerial Economics : Theory and Applications | Mithani, D.M.  
86 | Indian Economy | Puri, V.K. & Mistra, S.K.  
87 | Financial Accounting | Tulsian, P.C.  
88 | Effective Technical Communication | Rizvi, M. Mhraf  
89 | Business Communication Today | Bovee, Courtland L.; Thill, John V. & Raina, Roshan  
90 | Human Resource Management : Gaining a Competitive Advantage | Noe, Raymond A.; Hollenbeck, John R. & Gerhart, Bary  
91 | Total Quality Management | Besterfield, Date H.; Besterfield, Glen H. & Urdhwareshe, Hemant  
92 | Humanitarian Logistics : Meeting the Challenge of Preparing for and responding to Disasters | Tathan, Peter & Christopher, Martin  

**Fees:** Rs. 50,000

**Grading Mechanism**

- Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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**Career Opportunities:** Diploma in Labour Laws student has plenty of options to choose from in terms of his/her career. He/she can choose to work in Factory as HR Officer, ER/IR Manager, Labour Laws Consultant, Labour Welfare In charge etc.
POST GRADUATE CERTIFICATE IN FINANCE (Taxation Laws)

Total Credits: 40

Semester I:

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Semester II:

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PROGRAM CURRICULUM

Semester I

Managerial Accounting

1. Introduction to Accounting
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Cost
6. Material Costs
7. Labour Costs
8. Overhead Costs
9. Marginal Costing
10. Budgetary Control
11. Standard Costing

Introduction to Taxation in India

1. History of Taxation in India
2. Introduction to Taxation System
4. Definition under Income Tax Act 1961 - II
5. Residential Status
6. Taxation of Different Kinds of Persons

**Income Tax Act, 1961**

1. General Laws affecting Taxation and Basic Concepts Constitution
2. Salaried Income
3. House Property and Income Tax
4. Business-Professions and Taxation Law
5. Capital Gains Tax
6. Other Sources of Income and Exempted Income
7. Appointment, Control and Jurisdiction of Income Tax Authorities
8. Penalties Imposable, Offences and Prosecutions

**Semester II**

**Direct Tax (Application and Procedure)**

1. Computation of Taxable Income from Salary
2. Computation of Taxable Income from House Property
3. Computation of Taxable Capital gains
4. Computation of Taxable Income from Business and Profession
5. Computation of Taxable Income from Other sources
6. Clubbing of Income
7. Computation of Tax Liability
8. Registration
9. Advance Tax

**GST I and GST II**

**GST I**

1. Introduction to GST
2. Supply
3. Registration
4. ICT Mechanism in GST
5. Levy and Collection of Tax
6. Valuation of Taxable supply of Goods and Services

**GST II**

1. Invoice
2. Other Processes under GST
3. Offences and Penalties under GST
4. Appeals and Revisions
Faculty and support staff requirement

As per AICTE norms

Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students. Textbooks / Reference material link will be given for self-study and students will be provided with class/lecture notes if required.

Media used for delivery of instruction for the course includes class/lecture notes, online material, face to face tutorials, face to face counselling, work books/activity sheets, recorded archive lectures on website, Webinars or Workshops wherever necessary.

Evaluation pedagogy

- The Evaluation system includes Formative Evaluation and Summative Evaluation.
- The questions formulated are based on the course / subject objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions mainly based on lecture notes and textbooks.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerised system and hence the chances of malpractice / copy are remote.

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the subjects. Every subject carries 30 marks assignment. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Continuous comprehensive Evaluation takes place in the live video conferencing lectures (Virtual Classes) and interactive faculty interaction sessions.

Summative Evaluation

Summative comprehensive evaluation method is as under:

- The students have to compulsory submit two ‘online submissions’ at the end of each semester. The dates of submissions will be given in the log – in of students as well as in the guidelines. The guidelines monitor the students for the completion of the submissions subject wise.
The students are given opportunity to attend the exams as per their own pace.
Exams are taken subject wise separately according to the convenience of the students.
Summative evaluations are in the form of Computer Based Examination, subject wise of 70 marks with 50% passing. 60 marks are allocated for Multiple Choice Questions and 10 marks are allocated for Subjective questions of short answers.

Library resources:

1. E-resources – EBSCO, JSTOR
2. List of Books in Library

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<th>Title of the Book</th>
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<td>1.</td>
<td>Management Accounting : Text, Problems and Cases 5th Ed.</td>
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<td>Cost And Management Accounting Intermediate Course</td>
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<td>Taxmann's Corporate and Allied Laws 2nd Ed</td>
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<td>Students Guide to Income Tax</td>
<td>Singhania, Vinod</td>
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<td>Taxation and Tax Planning : Theory and Practice</td>
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Program Fees: Rs. 20,000

Grading System

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CAREER OPPORTUNITIES

After completing this diploma course a candidate can work as a tax consultant.
POST GRADUATE DIPLOMA IN INSURANCE BUSINESS MANAGEMENT  
(PGDIBM)  

Total Program Credit: 80  

PROGRAMME STRUCTURE:  

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</table>
**Curriculum**

**Semester I: Common for both General Insurance and Life Insurance Specialisation**

1. **Principles and Practices of Management**
   1. Business - The Purpose of Management
   2. Designing Organisation for Business
   3. Need for Managing Organisation and Business
   4. Management of Standard Functions
   5. Managing Resources
   6. Planning
   7. Decision-Making
   8. Organising
   9. Staffing
   10. Leading: Directing | Communicating | Motivating
   11. Controlling
   12. Coordinating (Synchronising)
   13. Evolution of Management Thought
   14. Pursuing Management as a Career

2. **Principles of Insurance including IT**
   1. Concept of Risk
   2. Theory of Probability and Functions of Insurance
   3. History and Development of Insurance
   4. The Basic Principles
   5. Indemnity
   6. Insurable Interest
   7. Principles of Subrogation and Contribution
   8. Proximate Cause
   9. Reinsurance
   10. Introduction to Computers
   11. Applications of Computers
   12. Information and Information Technology
   13. Programming Concepts and System Development
   14. Technology Applications in Insurance – I
   15. Technology Applications in Insurance – II

3. **Indian Insurance Environment**
   1. Indian Insurance Environment
   2. Physical Environment
   3. Legal Environment
   4. Social Environment
   5. Political Environment
   6. Economic Environment
7. Commercial Environment
8. Financial Environment
9. Technological Environment
10. Educational Environment

4 Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process : Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Semester II

Specialization: General Insurance

1. Practices of General Insurance including Insurance Accounting

1. Introduction
2. Insurance Legislation
3. Conceptual Framework of Risk
4. Essential Features and Fundamentals of General Insurance
5. Insurance Coverages
6. Insurance Documents
7. Analysis of Insurance Transaction and Underwriting of Policies
8. Premium Rating
9. Claims
10. Financial Aspects of Insurance
11. Basics of Accounting
12. Preparation of Final Accounts
13. Errors in Accounting and Bank Reconciliation
14. Books of Accounts and Accounting Modules
15. Legal Framework
2 **Property & Liability Insurance**

1. Introduction to Property Insurance
2. Fire Insurance - I
3. Fire Insurance – II
4. Marine Insurance
5. Motor Insurance
6. Engineering Insurance - I
7. Engineering Insurance - II
8. Miscellaneous Insurance
9. Underwriting and Claims
10. Liability Insurance - I
11. Liability Insurance - II

3 **Marketing of General Insurance**

1. Brief History of Indian General Insurance Business
2. Marketing Infrastructure in General Insurance Business
3. Marketing
4. Marketing Strategy
5. Marketing Roles in Services and Insurance
6. Product Development
7. Pricing and Promotions
8. Distribution and Servicing
9. Advertisement, Publicity and Public Relations
10. Various Marketing Problems

4 **Risk Management in General Insurance**

1. Basic Concept of Risk Management
2. The Process of Risk Management
3. Risk Identification – I
4. Risk Identification – II
5. Risk Measurement
6. Exposures
7. Risk Control – I
8. Insurance: A Risk Financing Tool
9. Types of Insurance Covers
10. Retention
11. Emerging Trends in Risk Management
12. Administration of Risk Management Department in the Organisation

**Semester II**

**Specialisation: Life Insurance**

1 **Underwriting & Claims Management**
1. Basic Elements of Life Insurance
2. Introduction to Underwriting
3. Genetics and related Underwriting Studies
4. Life Insurance Premium: Pricing Elements
5. Technology in Underwriting
6. Financial Underwriting
7. Non-Income Underwriting
8. Underwriting Document
9. Physiological Factors and Related Underwriting Issues
10. Physiological Factors and Special Category Underwriting
11. Claims Management: An Introduction
12. Claims Management
13. Life Insurance Claims: Forms and Procedures
14. Claims: Redressal of Grievances
15. Consumer Protection: Court Decisions and Case Laws

2  Practices & Applications of Life Insurance

1. Concept of Life Insurance
2. History of Life Insurance in India - Part I
3. History of Life Insurance in India - Part II
4. Important Aspects of Life Insurance
5. Practical Aspects of Life Insurance
6. Principles of Life Insurance
7. Distribution Channels
8. Organizational Set Up of Insurance Companies
9. Application and Acceptance of Life Insurance
10. Policy Conditions
11. Other Important Points of Life Insurance Contract
12. Policy Claims
13. Some Popular Life Insurance Plans and Riders

3  Life Insurance Marketing

1. Introduction to Life Insurance
2. Introduction to Marketing
3. Traditional Channels of Life Insurance Distribution: Advantages and Limitations
4. Alternative Channels of Distribution
5. Bancassurance: Convergence of Banking and Insurance
6. Alternate Channels: Regulations and Conflicts
7. Micro-Insurance and Rural Market
8. Impact of Consumerism & Spending Habits on Insurance Marketing
9. Product Development
10. Role of Internet in Insurance Distribution
11. Marketing of Unit Linked Insurance Plans
12. Consumer Satisfaction and Business Ethics
13. Distribution Channel Models for the Future
4 Risk Management in Life Insurance

1. Introduction to Risk
2. The Nature and Theory of Risk
3. Need for Risk Management
4. Life Insurance - An Overview
5. Risk Management Process
7. Integrated Risk Management
8. Non-Insurance Methods of Risk Management
9. Insurance for Rural and Social Sectors
10. Risk Management Applications: Employee Benefits through group Insurance Schemes
11. Government Regulation of Insurance and Risk Management
12. Risk Capital and Risk Hedging
13. Scenario Analysis and Risk Management
14. Reinsurance
15. Risk Management: Alternative Risk Transfer (ART)

Sem III: Specialisation: General Insurance

1 Consumer Behaviour
   1. Consumer Behaviour
   2. Consumer Research
   3. Motivation, Personality and Emotion
   4. Consumer Learning
   5. Consumer Perception
   6. Consumer Involvement
   7. Information Processing
   8. Attitude
   9. Social Class, Lifestyle and Culture
   10. Retail Consumer and Outlet Selection
   11. Consumerism
   12. Consumer Satisfaction
   13. Organizational Buying Behaviour
   14. Consumer Modelling
   15. Rural Buying Behaviour

2 Personal & Health Insurance
   1. Personal Insurance
   2. Personal Accident Insurance
   3. Insurance of Persons: Other Insurance Policies
   4. Insurance of Personal Properties
   5. Householders’ Insurances
   6. Property Insurance for Commercial Establishments
7. Health Insurance Cover in India
8. Health Insurance Cover when Overseas
9. Motor Vehicle Insurance
10. Rural Insurance
11. Liability Insurance
12. Strategies in Marketing of Personal Insurances

3. Legal Aspects of Insurance
   1. Needs for Law in Insurance
   2. Laws for Insurance Firms
   3. Laws for Insurance Contract
   4. Laws for Insurance as a Special Contract
   5. Laws governing Insurance of Properties
   6. Laws governing Insurance against Damage out of Performance
   7. Laws governing Insurance of Person (Health, Injury, Disability, Death) and of Society
   8. Acts governing Insurance Underwriting and Marketing
   9. Laws governing Insurance Claims
   10. Laws governing Claimants, Consumers’ Grievances

4. CRM in Service Industry
   1. An Introduction to Service Industry
   2. Understanding Services
   3. Understanding CRM
   4. Relationship between Service & CRM
   5. Designing of Service for CRM
   6. Internal Marketing: People Dimension of Service & CRM
   7. Service Management & Productivity
   8. Service Quality & Customer Satisfaction
   9. CEM-Customer Experience Management for Service Business

Sem III: Specialisation: Life Insurance

1. Consumer Behaviour
   1. Consumer Behaviour
   2. Consumer Research
   3. Motivation, Personality and Emotion
   4. Consumer Learning
   5. Consumer Perception
   6. Consumer Involvement
   7. Information Processing
   8. Attitude
   9. Social Class, Lifestyle and Culture
   10. Retail Consumer and Outlet Selection
   11. Consumerism
2. Life Insurance Products
   1. Introduction to Life Insurance
   2. Life Insurance Industry: An Overview
   3. Traditional Life Insurance Products
   4. Term Insurance - Types and Significance
   5. Whole Life and Endowment Plans
   6. Annuity Plans
   7. Consumer Need Analysis and Insurance Planning
   8. Group Insurance
   9. Insurance for Rural and Social Sectors
   10. Unit Linked Insurance Plans
   11. Life Insurance - Laws & Regulations
   12. Life Insurance Plans - Comparative Analysis

3. Legal Aspects of Insurance
   Needs for Law in Insurance
   1. Laws for Insurance Firms
   2. Laws for Insurance Contract
   3. Laws for Insurance as a Special Contract
   4. Laws governing Insurance of Properties
   5. Laws governing Insurance against Damage out of Performance
   6. Laws governing Insurance of Person (Health, Injury, Disability, Death) and of Society
   7. Acts governing Insurance Underwriting and Marketing
   8. Laws governing Insurance Claims
   9. Laws governing Claimants, Consumers’ Grievances

4. CRM in Service Industry
   1. An Introduction to Service Industry
   2. Understanding Services
   3. Understanding CRM
   4. Relationship between Service & CRM
   5. Designing of Service for CRM
   6. Internal Marketing: People Dimension of Service & CRM
   7. Service Management & Productivity
   8. Service Quality & Customer Satisfaction
   9. CEM-Customer Experience Management for Service Business
Semester IV: Common for both General Insurance and Life Insurance Specialisation

1. Financial Institutions and Markets
   1. Overview of Financial Markets
   2. Financial Institutions - I
   3. Securitisation
   4. Indian Money Market
   5. International Monetary Fund (IMF)
   6. Introduction to Capital Markets
   7. Securities and Exchange Board of India (SEBI)
   8. Merchant Banking
   9. Role of Banks in Stock Market
   10. Venture Capital and Private Equity
   11. Portfolio Management and Financial Engineering
   12. Mergers and Takeovers
   13. Lease and Hire Purchase

2. Research Methodology and Statistical Quantitative Methods
   1. Understanding Research
   2. Scientific Methods and Research
   3. Formulating Research Problem and Hypothesis
   4. Hypothesis Testing
   5. Research Design
   6. Data Collection and Measurement
   7. Sampling and Sampling Technique
   8. Observation
   9. The Interview Method
   10. The Questionnaire Method
   11. The Survey Method
   12. The Experimental Method
   13. Scaling Techniques and Attitudes Measurement Techniques
   14. Data Presentation, Processing and Analysis

   Section – II Statistical Quantitative Methods
   1. Arranging Data to Convey Meaning
   2. Measures of Central Tendency (Mean, Median and Mode)
   3. Correlation
   4. Probability
   5. Queuing Theory
   6. Game Theory & Decision Theory

4 Project

Faculty and support staff requirement

As per AICTE norms
Teaching Learning Pedagogy

Teaching Learning pedagogy consists of Virtual Classes and online faculty interactions to supplement the virtual classes for one on one problem solving sessions for students.

Media used for delivery of instruction for the programme includes print material, face to face tutorials, face to face counselling, work books/Activity sheets, e-learnings, recorded archive lectures on website, Lecture DVDs & interactive PCPs

Evaluation System

- Evaluation system includes Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.
- The Evaluation system includes Formative Evaluation and Summative Evaluation
- The questions formulated are based on the program / course objectives.
- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions. Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.
- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerized system and hence the chances of malpractice / copy are remote.

Formative Evaluation

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

Summative Evaluation –

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centers appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report - A student has to submit as per the program requirement for 100 marks with 50% (50 Marks) passing.
Library resources:

1. **E-resource – EBSCO, JSTOR**
2. **List of Books in Library**

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Title</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Insurance and Risk Management</td>
<td>Sharma B S</td>
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<tr>
<td>2</td>
<td>Insurance Principles And Performance</td>
<td>Chandarana Harish M</td>
</tr>
<tr>
<td>3</td>
<td>Insurance Theory And Practice</td>
<td>Sharma N.K.</td>
</tr>
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<td>4</td>
<td>Insurance Principles And Practice</td>
<td>Mishra M. N.</td>
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<tr>
<td>5</td>
<td>Principles Of Risk Management And Insurance 9th Ed.</td>
<td>Rejda George</td>
</tr>
<tr>
<td>6</td>
<td>Risk Management And Insurance 2nd Ed</td>
<td>Harrington Scott E.</td>
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<td>7</td>
<td>Narain's Insurance</td>
<td>Sharma R</td>
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<tr>
<td>8</td>
<td>Principles Life Insurance 2nd Ed.</td>
<td>Karve Shrikrishna Laxman</td>
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<td>9</td>
<td>Solutions to Problems in Advanced Accounts Vol-I</td>
<td>Shukla M. C.</td>
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<td>10</td>
<td>Risk Mangement IC 86</td>
<td>Ins. Inst. Of India</td>
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<td>11</td>
<td>Management Accounting IC 89</td>
<td>Insurance Institute of India</td>
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<td>12</td>
<td>Practice of General Insurance IC 11</td>
<td>Insurance Institute of India</td>
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<td>13</td>
<td>Insurance Business Environment IC 12</td>
<td>Insurance Institute of India</td>
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<td>14</td>
<td>Principles of Insurance IC 01</td>
<td>Insurance Institute of India</td>
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<td>15</td>
<td>Liability Insurance IC 74</td>
<td>Insurance Institute of India</td>
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<td>16</td>
<td>Legal Aspects of Life Insurance IC 24</td>
<td>Insurance Institute of India</td>
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<td>17</td>
<td>Personal Accident Sickness and Miscellaneous Insurance IC 73</td>
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<td>18</td>
<td>Legal Aspects of Industrial Relations IC 97</td>
<td>Insurance Institute of India</td>
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<td>19</td>
<td>Marketing and Public Relation IC 88</td>
<td>Insurance Institute of India</td>
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<td>20</td>
<td>Case Studies In Insurance</td>
<td>ICFAI</td>
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<tr>
<td>21</td>
<td>Company Accounts Theory And Practice</td>
<td>Inst. Of Comp.Sec. Of India</td>
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<td>22</td>
<td>Glosssary Of International Trade 5th Ed.</td>
<td>Hinkelman Edward</td>
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<td>Principles of Insurance Management</td>
<td>Gulati Neelam C</td>
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<td>Basotia G.R.</td>
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<tr>
<td>25</td>
<td>Financial Inclusion for Inclusive Growth</td>
<td>Singha A.Rajmani</td>
</tr>
<tr>
<td>26</td>
<td>What Every Indian Should Know Before Investing</td>
<td>Pottayil Vinod</td>
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<tr>
<td>27</td>
<td>Risk Management &amp; Insurance</td>
<td>Harrington Scott E.</td>
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Fees: Rs. 50,000

Grading System

- Grading System (All programs): SCDL has a grading system which gives aggregate percentage as well as the respective grade.

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<tr>
<th>Grade</th>
<th>Class</th>
<th>Percentage</th>
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<td>A+</td>
<td>Distinction</td>
<td>70% and Above</td>
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<tr>
<td>A</td>
<td>First Class</td>
<td>60% - 69.99%</td>
</tr>
<tr>
<td>B</td>
<td>Second Class</td>
<td>55% - 59.99%</td>
</tr>
<tr>
<td>C</td>
<td>Pass Class</td>
<td>50% - 54.99%</td>
</tr>
<tr>
<td>D</td>
<td>Fail</td>
<td>Below 50%</td>
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CAREER OPPORTUNITIES

- Insurance Consultants
- Business Development Officers
- Insurance Agents
- Insurance Brokers
**Academic Calendar**

### July Admission Cycle

#### April - December

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Activity</th>
<th>Month</th>
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<tbody>
<tr>
<td>1</td>
<td>Admissions</td>
<td>April-June</td>
</tr>
<tr>
<td>2</td>
<td>distribution of SLMs of Sem-I and III</td>
<td>May-June</td>
</tr>
<tr>
<td>3</td>
<td>Commencement of Sem-I and III</td>
<td>1st July</td>
</tr>
<tr>
<td>4</td>
<td>Online Classes and Face to Face personal Contact sessions of Sem-I &amp; III</td>
<td>July- December</td>
</tr>
<tr>
<td>5</td>
<td>Assignment release of Sem-I and III</td>
<td>July</td>
</tr>
<tr>
<td>6</td>
<td>Examination of Sem-I and III</td>
<td>July</td>
</tr>
<tr>
<td>7</td>
<td>Declaration of Sem-I and III</td>
<td>Within 15 days from the conduct of exam.</td>
</tr>
<tr>
<td>8</td>
<td>Sem-I and III closes</td>
<td>December</td>
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#### November - June

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Activity</th>
<th>Month</th>
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<tbody>
<tr>
<td>1</td>
<td>distribution of SLMs of Sem-II and IV</td>
<td>November-December</td>
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<tr>
<td>2</td>
<td>Commencement of Sem-II and IV</td>
<td>2nd January</td>
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<tr>
<td>3</td>
<td>Online Classes and Face to Face personal Contact sessions of Sem-II &amp; IV</td>
<td>January - June</td>
</tr>
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<td>4</td>
<td>Assignment release of Sem-II and IV</td>
<td>January</td>
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<tr>
<td>5</td>
<td>Examination of Sem-II and IV</td>
<td>January</td>
</tr>
<tr>
<td>6</td>
<td>Declaration of Sem-II and IV</td>
<td>Within 15 days from the conduct of exam.</td>
</tr>
<tr>
<td>7</td>
<td>Sem-I and III closes</td>
<td>June</td>
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</table>
## ii. Academic Calendar

### January Admission Cycle

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Activity</th>
<th>Month</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Admissions</td>
<td>November- December</td>
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<td>Sem-I and III closes</td>
<td>June</td>
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### April- December

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Activity</th>
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<tbody>
<tr>
<td>1</td>
<td>distribution of SLMs of Sem-II and IV</td>
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</tr>
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<td>2</td>
<td>Commencement of Sem-II and IV</td>
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<tr>
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<td>Online Classes and Face to Face personal Contact sessions of Sem-II &amp; IV</td>
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</tr>
<tr>
<td>7</td>
<td>Sem-I and III closes</td>
<td>December</td>
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</table>
### iii. Academic Time Table with the name of the Faculty members handling the Course:

Academic time table is prepared on monthly basis to conduct the virtual sessions for all courses. Appended below is specimen of the time table.

<table>
<thead>
<tr>
<th>Booked Slot Date</th>
<th>Booked Slot Title</th>
<th>Booked Slot Details</th>
<th>Course Name</th>
<th>Expert Name</th>
<th>From Time</th>
<th>To Time</th>
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<td>03-01-2021</td>
<td>Accounting systems and Financial Analysis</td>
<td>Unit-7 Accounting Aspects of Mergers and Acquisitions Unit-8 Consolidated Accounts of Holding and Subsidiary Companies</td>
<td>PGDBF</td>
<td>Jyoti Peswani</td>
<td>11:00 AM</td>
<td>12:00 PM</td>
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<tr>
<td>03-01-2021</td>
<td>Algorithms and Programming Concepts</td>
<td>unit 8</td>
<td>PGDIT</td>
<td>Ankita Mendiratta</td>
<td>3:00 PM</td>
<td>4:00 PM</td>
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<tr>
<td>03-01-2021</td>
<td>Business Requirement Analysis</td>
<td>unit 3</td>
<td>PGDITM</td>
<td>Dr. Shabana Inamdar</td>
<td>11:15 AM</td>
<td>12:15 PM</td>
</tr>
<tr>
<td>03-01-2021</td>
<td>Concepts in Supply Chain Management</td>
<td>Unit 3 Drivers and Obstacles</td>
<td>PGDSCM</td>
<td>Shashank Bhandakkar</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
</tr>
<tr>
<td>03-01-2021</td>
<td>Financial Management</td>
<td>Finance Function, Forms of Business Organisation, Capitalisation and Sources of Finance</td>
<td>PGDBA</td>
<td>Prashant Ubarhande</td>
<td>9:30 AM</td>
<td>10:30 AM</td>
</tr>
<tr>
<td>03-02-2021</td>
<td>Accounting systems and Financial Analysis</td>
<td>Unit-9 Financial Statements Analysis Unit-10 Funds Flow Analysis and Financial Forecasting</td>
<td>PGDBF</td>
<td>Jyoti Peswani</td>
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<td>03-02-2021</td>
<td>Algorithms and Programming Concepts</td>
<td>unit 9</td>
<td>PGDIT</td>
<td>Ankita Mendiratta</td>
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<tr>
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<td>Business Requirement Analysis</td>
<td>unit 4</td>
<td>PGDITM</td>
<td>Dr. Shabana Inamdar</td>
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<tr>
<td>03-02-2021</td>
<td>Financial Management</td>
<td>Financial Statements and Interpretation of Financial Statements</td>
<td>PGDBA</td>
<td>Prashant Ubarhande</td>
<td>9:30 AM</td>
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</tr>
<tr>
<td>03-02-2021</td>
<td>Law of Contracts</td>
<td>Session - II</td>
<td>PGDBCL</td>
<td>Prof. Gajanan Nerkar</td>
<td>5:15 PM</td>
<td>6:15 PM</td>
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| 03-04-2021 | Accounting systems and Financial Analysis    | Unit-11 US GAAP and Recent Developments  
Unit-12 Enterprise Resource Planning (ERP)                                             | PGDBF             | Jyoti Peswani        | 11:00 AM - 12:00 PM |
<p>| 03-04-2021 | Business Requirement Analysis                | Continue unit 5 + 6                                                                    | PGDITM            | Dr. Shabana Inamdar  | 4:15 PM - 5:15 PM |
| 03-04-2021 | Compensation Management                     | Session - I                                                                            | PGDHRM            | Vijay Masarkar       | 10:00 AM - 11:00 AM |
| 03-04-2021 | Production / Operations Management          | UNIT 2                                                                                 | PGDBA             | Shashank Bhandakkar  | 12:15 PM - 1:15 PM |
| 03-05-2021 | Business Requirement Analysis               | unit 7                                                                                  | PGDITM            | Dr. Shabana Inamdar  | 11:15 AM - 12:15 PM |
| 03-05-2021 | Compensation Management                     | Session - II                                                                            | PGDHRM            | Vijay Masarkar       | 10:00 AM - 11:00 AM |
| 03-05-2021 | Management Accounting                       | Unit 1 Introduction to Accounting                                                     | PGCED             | Jyoti Peswani        | 11:00 AM - 12:00 PM |
| 03-05-2021 | Principles and Practices of Management      | Unit-3                                                                                  | PGDBA             | Dr. Padmpriya Irabatti | 4:15 PM - 5:15 PM |
| 03-05-2021 | Production / Operations Management          | UNIT 3                                                                                 | PGDBA             | Shashank Bhandakkar  | 12:15 PM - 1:15 PM |
| 03-05-2021 | Python Programming                           | unit 2                                                                                  | PGDDS             | Ankita Mendiratta    | 3:00 PM - 4:00 PM |
| 03-06-2021 | Corporate Restructure Law                   | Session - V                                                                            | PGDBCL            | Prof. Gajanan Nerkar | 11:00 AM - 1:00 PM |
| 03-06-2021 | Event Laws &amp; Licenses                       | Unit-5 Contracts                                                                        | PGCM-EM           | Prof. Gajanan Nerkar | 2:00 PM - 3:00 PM  |
| 03-06-2021 | Financial Management                         | Capital Structure                                                                       | PGDBA             | Prashant Ubarhande   | 3:00 PM - 4:00 PM  |
| 03-06-2021 | Law of Contracts                            | test vc                                                                                 | PGDBCL            | Prof. Gajanan Nerkar | 9:55 AM - 10:10 AM |
| 03-06-2021 | Legal Aspects of Supply Chain Management    | UNIT 5 THE STANDARDS OF WEIGHTS AND MEASURES                                            | PGDSCM_2Year      | Prof. Gajanan Nerkar | 3:30 PM - 4:30 PM  |
| 03-06-2021 | Principles and Practices of Management      | Unit-4&amp;5                                                                                | PGDBA             | Dr. Padmpriya Irabatti | 4:15 PM - 5:15 PM |
| 03-06-2021 | Production / Operations Management          | UNIT 4                                                                                 | PGDBA             | Shashank Bhandakkar  | 12:15 PM - 1:15 PM |
| 03-08-2021 | Advanced CRM                                | Unit 8                                                                                  | PGDBA             | Dr. Khushboo Sahu    | 10:00 AM - 11:00 AM |
| 03-08-2021 | Business Requirement Analysis               | Continue ...                                                                            | PGDITM            | Dr. Shabana Inamdar  | 2:00 PM - 3:00 PM  |
| 03-08-2021 | Business Requirement Analysis               | unit 8                                                                                  | PGDITM            | Dr. Shabana Inamdar  | 11:15 AM - 12:15 PM |
| 03-08-2021 | Compensation Management                     | Session - III                                                                           | PGDHRM            | Vijay Masarkar       | 10:00 AM - 11:00 AM |
| 03-08-2021 | Concepts in Supply Chain Management         | unit 5                                                                                  | PGDSCM            | Shashank Bhandakkar  | 12:15 PM - 1:15 PM |
| 03-08-2021 | Corporate Restructure Law                   | Session - VI                                                                            | PGDBCL            | Prof. Gajanan Nerkar | 5:15 PM - 6:15 PM  |
| 03-08-2021 | Financial Management                         | Theories of capital structure                                                          | PGDBFS            | Prashant Ubarhande   | 3:00 PM - 4:00 PM  |</p>
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<td>Unit 8 Overhead Costs</td>
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<td>Unit-14 and revision</td>
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<td>unit 7</td>
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<td>Dr. Shabana Inamdar</td>
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<td>UNIT 7 INSURANCE COVER</td>
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<td>Prof. Gajanan Nerkar</td>
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<td>UNIT 11</td>
<td>PGDSCM</td>
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iv. Teaching Load of each Faculty

Teaching load to faculty from all cadres is assigned as per AICTE norms.

v. Internal Continuous Evaluation System and place

Evaluation System

- Evaluation System includes ‘Check your progress’ questions and activities specified in SLM, answering questions asked in online faculty interaction sessions, doing activities given in e-learning and solving self-assessment questions given at the end of the Online Classes.

- The Evaluation system includes Formative Evaluation and Summative Evaluation.

- The questions formulated are based on the program / course objectives.

- The objective type questions are designed to test student’s knowledge, comprehension through factual and textual questions.
Application/Analysis/Synthesis/Evaluation (based on Blooms Taxonomy) is tested through ‘Pictorial’ and Case based questions.

- The student’s views, opinions, power of expression, clarity of thought, application of knowledge and analytical ability are tested through ‘subjective questions’.
- The questions are randomly generated through the computerised system and hence the chances of malpractice / copy are remote.

**Formative Evaluation**

Continuous comprehensive evaluation method is followed which is explained below:

The students have to submit Assignments for all the courses. As a compulsory academic component of curriculum, students are required to submit assessment in the form of Computer Based Examination. The Formative Evaluation implemented is as follows –

- Assessment in the form of Computer Based Examination, course wise of 30 marks with 50% passing.

**Summative Evaluation**

Summative comprehensive evaluation method is as under:

- The students are given opportunity to attend the exams as per their own pace.
- These exams are taken course wise separately according to the convenience of the students.
- Summative evaluations are in the form of Computer Based Examination, course wise of 70 marks with 50% passing.
- The question papers for the examinations are set centrally at Pune.
- The exams are conducted through test centres appointed by SCDL.
- Answer papers are evaluated centrally at Pune.
- Project report- A student has to submit a project report as per the program requirement for 100 marks with 50% (50 Marks) passing.

**vi. Student’s assessment of Faculty, System in place**

Students provide the feedback for each faculty through student login on following aspects:

1. Ability to clear doubts
2. Case studies illustrations & activities
3. Creativity & innovativeness
4. Encouragement for interaction
5. Overall impression
6. Subject knowledge
7. Communication skills
8. Practical approach
13. Enrolment details of students in the last 3 years

A. Enrolment for AY 2018-19

<table>
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<th>Course_Name</th>
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<tr>
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14. List of Research Projects/ Consultancy Works

A. Industry Linkage:

Symbiosis Centre for Distance Learning maintains close links with business and industry, to promote the employability of our graduates and encourage them to recruit our students for vacancies. SCDL partners with local, national, and international organizations to offer the Corporate programs. Leading organizations including IBM, Cognizant, Infosys, Wipro, Ranbaxy, Collabra, Aditya Birla, Bharti Retail Pvt. Ltd., Wall-mart, Vodafone, Cipla, etc. are amongst others who have collaborated with SCDL to offer the corporate programs. The curriculum is designed and constantly updated through inputs of corporate and business leaders from top ranks of the industry having several years of experience.

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</table>

B. MoUs with Industries:

SCDL has entered into MOUs with several entities in order to design, develop, deliver and offer its programs, training of its students, extending financial support to students, placement support etc.

i. AWS Academy:

SCDL has entered into an agreement with AWS Academy to offer AWS Certification courses to students. In the pilot phase, AWS Solutions Architect- Associate level certification is proposed to be offered. This is the first time in India, a distance education institute has collaborated with AWS for offering its courses in online mode. The students enrolled for this AWS certification program will not only get access to LMS of AWS academy but will also get 50% discount on AWS certification fee. AWS Academy will also extend support for placement of these students with their channel partners. On similar lines, SCDL has initiated dialogues with NASSCOM and its skill partners for exploring courses in IBM Business Analytics, Full Stack Java Development and Microsoft Azure Certification.

ii. EduVanz Pvt. Ltd:

To support students in this financially difficult times, SCDL has collaborated with EduVanz Pvt. Ltd, a leading Fintech company to provide interest free EMI options to students. Similarly, SCDL is also partnering with Bajaj FinServ to provide easy no cost EMIs.
iii. Vipassana Research Institute (VRI):

The Vipassana Research Institute (VRI) is a non-profit making body established with the principal aim of conducting scientific research on the theory and practice of Vipassana meditation in 1985. SCDL is in dialogues with VRI to commence first of its kind Online Diploma in Buddha’s teachings & Vipassana
16. LoA and subsequent EoA till the current Academic Year:

A. AICTE LOA (AY 2018-19)

To,
The Principal/ Director,
Symbiosis Centre for Distance Learning,
Pune, Maharashtra - 411016

Sub: Letter of Approval to Standalone Institutions to conduct Courses through ODL Mode- 2018-19 - Corrigendum

Sir/Madam,

Approval is granted to the following Institution with the approval of the Council

<table>
<thead>
<tr>
<th>Permanent Id</th>
<th>Application Id</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3695569091</td>
<td>1-3695569091</td>
</tr>
</tbody>
</table>

Name of the institution: Symbiosis Centre for Distance Learning
Institution Address: 1006, Symbiosis Bhavan, Gakhate Shivaji Nagar, Pune, Maharashtra - 411016

Institution Type: Unaided - Private
Region: Western

To conduct following Courses through ODL Mode with the intake indicated below for the academic year 2018-2019

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Level</th>
<th>Specialization</th>
<th>Course Duration in years</th>
<th>Intake Approved 2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PG</td>
<td>PG Diploma in Business Administration (Specialization in Marketing, Finance, HR, Operations, CRM, Management Accounting)</td>
<td>2</td>
<td>6500</td>
</tr>
<tr>
<td>2</td>
<td>PG</td>
<td>PG Diploma in International Business</td>
<td>2</td>
<td>500</td>
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<tr>
<td>3</td>
<td>PG</td>
<td>PG Diploma in Banking and Finance</td>
<td>2</td>
<td>1250</td>
</tr>
<tr>
<td>4</td>
<td>PG</td>
<td>PG Diploma in Information Technology Management</td>
<td>2</td>
<td>950</td>
</tr>
<tr>
<td>5</td>
<td>PG</td>
<td>Corporate PG Diploma in Business Administration</td>
<td>1.5</td>
<td>350</td>
</tr>
<tr>
<td>6</td>
<td>PG</td>
<td>PG Diploma in Human Resource Management</td>
<td>1.5</td>
<td>1450</td>
</tr>
<tr>
<td>7</td>
<td>PG</td>
<td>PG Diploma in Insurance Management (Specialization - General &amp; Life)</td>
<td>1.5</td>
<td>100</td>
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<tr>
<td>8</td>
<td>PG</td>
<td>PG Diploma in Retail Management</td>
<td>1.5</td>
<td>200</td>
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<tr>
<td>9</td>
<td>PG</td>
<td>PG Diploma in Customer Relationship Management</td>
<td>1.5</td>
<td>250</td>
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<tr>
<td>10</td>
<td>PG</td>
<td>PG Diploma in Supply Chain Management</td>
<td>1.5</td>
<td>600</td>
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<tr>
<td>11</td>
<td>PG</td>
<td>PG Diploma in Export and Import Management</td>
<td>1.5</td>
<td>250</td>
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<tr>
<td>12</td>
<td>PG</td>
<td>PG Diploma in Technical Writing in Business Management</td>
<td>1.5</td>
<td>100</td>
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<tr>
<td>13</td>
<td>PG</td>
<td>PG Diploma in Business and Corporate Law</td>
<td>1.5</td>
<td>300</td>
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<tr>
<td>14</td>
<td>PG</td>
<td>PG Certificate Program in Management Accounting</td>
<td>1</td>
<td>100</td>
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<tr>
<td>15</td>
<td>PG</td>
<td>PG Certificate Program in Entrepreneurship Development</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>16</td>
<td>PG</td>
<td>PG Certificate Program in Cyber Law</td>
<td>1</td>
<td>150</td>
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<tr>
<td>17</td>
<td>PG</td>
<td>PG Certificate program in Digital Marketing</td>
<td>1</td>
<td>150</td>
</tr>
</tbody>
</table>

The Applicant Society/ Trust/ Institution shall send information about commencement of the above courses to AICTE including the number of candidates admitted in each course latest by 30/08/2018.

Note: This is a Computer generated Report. No signature is required.
The Institution shall fulfill the following general conditions:

1. The Institution shall publish details regarding the Institution, courses / programs being conducted, eligibility criteria for admission, academic calendar, fees charged, details of infrastructural facilities, faculty members, mode of examination/ examination Centers and the last date of admission in the form of mandatory disclosure and shall be displayed on the Institution’s website. The information shall be revised every year with updated information about all aspects of the Institution and the whole process shall be made in accordance with the same.

2. No capitation fee shall be charged from the students/ guardians of students in any form. If found so, appropriate action, as per the norms of AICTE, shall be initiated against the Institution.

3. In the event of a student / candidate cancelling admission before the last date of admissions, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees one thousand only) shall be refunded and returned by the Institution to the student / candidate withdrawing from the program. It would not be permissible for the Institution to retain the School / Institution Leaving Certificates in original to force retention of admitted students and not to charge fees for the remaining period if a student cancels the admission at any point of time.

4. The Institution shall constitute an Academic Council/Board to decide on curriculum and examination. The curriculum of the course, the procedure for evaluation / assessment of students shall be in accordance with the Model Curriculum and Examination Reforms prescribed by the AICTE from time to time.

5. The management of the Institution shall not discontinue any course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.

6. No excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess admission is reported to the Council, appropriate action as per the norms of AICTE shall be initiated against the Institution.

7. The accounts of the Institution should get audited annually by a certified Chartered Accountant by the Institution and shall be open for inspection by the Council or persons authorized by it.

8. If the Institution fails to disclose the information or suppresses and / or misrepresents the information, appropriate action as per the norms of AICTE shall be initiated against the Institution.

9. Institution shall become a member of National Academic Depository (NAD) and shall submit details of certification of all candidates on NAD. This information shall also be shared with AICTE every year.

10. All financial transactions shall be effected only through digital means.

11. The Institution shall establish a grievance redressal committee and shall have an online mechanism to address the grievances of students and stakeholders.

12. AICTE may also conduct inspections with or without notifying the dates to verify specific complaints, to verify adherence to AICTE norms & standards, and to verify any misrepresentation, violation of norms & standards, malpractices etc.

13. The Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.

14. The Institution shall take appropriate measures for prevention of ragging in any form, in the light of AICTE regulation “Prevention and Prohibition of Ragging in Technical Institutions, Universities including Deemed to Universities imparting technical education” Regulation 2009 (F.No. 37-3/Legal/AICTE/2009 dated 01/07/2009). In case of failure to prevent the instances of ragging by the Institution, the Council shall take appropriate action as per the norms.

Note: This is a Computer generated Report. No signature is required.
The Management of the Institution shall strictly follow further conditions as may be specified by the Council from time to time. The Council may withdraw the approval, in case it observes any violation of the above conditions and/or non-adherence to the norms and standards prescribed by the Council, Mis-representation of facts and submitting factually incorrect information to it.

Prof. Alok Prakash Mittal
Member Secretary, AICTE

Copy to:
1. The Regional Officer,
   All India Council for Technical Education
   2nd Floor, Industrial Assurance Building,
   Veer Nariman Road, Church Gate,
   Mumbai-400020

2. The Principal Secretary (Technical),
   4th Floor, Maitalaya, Mumbai

3. Guard Room(AICTE)

   Note: Approval letter copy will not be communicated through post/email. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned.

Page 3 of 3

Note: This is a Computer generated Report. No signature is required.
B. AICTE (EOA AY 2019-20)

![All India Council for Technical Education](image)

Date: 30-April-2019

To,
The Principal / Director,
Symbiosis Centre for Distance Learning,
Pune, Maharashtra - 411016

Sub: Extension of Approval for the Academic Year 2019-20

Sir/Madam,

In terms of the norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

<table>
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<tr>
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<th>Application Id</th>
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<tbody>
<tr>
<td>1-3690569091</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of the Institution</th>
<th>Institution Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbiosis Centre for Distance Learning</td>
<td>1065 B, Symbiosis Bhawan, Gotri Tale, Shivaji Nagar, Pune, Maharashtra - 411016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Region</th>
</tr>
</thead>
<tbody>
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<td>Unaided - Private</td>
<td>Western</td>
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To conduct following Courses through ODL Mode with the intake indicated below for the academic year 2019-2020

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Prof. Alok Prakash Mittal
Member Secretary, AICTE

Copy to:
1. The Regional Officer,
   All India Council for Technical Education
   2nd Floor, Industrial assurance Building,
   Veer Nariman Road, Church Gate,
   Mumbai-400020

2. The Principal Secretary (Technical),
   4th floor, Mantralaya, Mumbai

3. Guard File(AICTE)

Note: **Approval letter copy will not be communicated through post/mail. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned.**
### AICTE (EOA AY 2020-21)

**Extension of Approval (EoA)**

**F.No. Western/1-389556091/2020/EOA**

**Date:** 15-Jun-2020

**To:** The Principal/Director, SYMBIOSIS CENTRE FOR DISTANCE LEARNING, Maharashtra

**Sub:** Extension of Approval for the Academic Year 2020-21

**Ref:** Application of the institution for Extension of Approval for the Academic Year 2020-21

Dear Sir/Madam,

I am directed to convey the approval to the Institution.

<table>
<thead>
<tr>
<th>Permanent Id</th>
<th>Application Id</th>
<th>Name of the Institute</th>
<th>Institute Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>1-389556091</td>
<td>SYMBIOSIS CENTRE FOR DISTANCE LEARNING</td>
<td>Symbiosis Bhavan, 1065 B, Civilian Cross Road Model Colony, Pune, Pune, Maharashtra, 411030</td>
</tr>
</tbody>
</table>

**Institute Type:** Private-Self Financing

**Region:** Western

To conduct the following courses through OOL Node with the intake indicated below for the Academic Year 2020-21:

**HEAQUANTER**

<table>
<thead>
<tr>
<th>Program</th>
<th>Level</th>
<th>Course</th>
<th>Affiliating Body (Univ/Body)</th>
<th>Intake Approved for 2019-20</th>
<th>Intake Approved for 2020-21</th>
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<tbody>
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<td>Management</td>
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<td>BUSINESS ADMINISTRATION</td>
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<td>6500</td>
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<td>POST GRADUATE DIPLOMA IN Technical Writing In Business Management</td>
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<td>Management</td>
<td>POST GRADUATE CERTIFICATE</td>
<td>POST GRADUATE DIPLOMA IN Event Management</td>
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<tr>
<td>Management</td>
<td>POST GRADUATE CERTIFICATE</td>
<td>POST GRADUATE DIPLOMA IN Personnel &amp; HRM (LL)</td>
<td>SELF</td>
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<tr>
<td>Management</td>
<td>POST GRADUATE CERTIFICATE</td>
<td>POST GRADUATE DIPLOMA IN Finance (Taxation Laws)</td>
<td>SELF</td>
<td>200</td>
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<tr>
<td>Management</td>
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<td>POST GRADUATE DIPLOMA IN Insurance Management</td>
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</tbody>
</table>
The Applicant Society/ Trust/ Institution shall send information about commencement of the above courses to AICTE including the number of candidates admitted in each course latest by 30/10/2020.

The Institution shall fulfill the following general conditions:

1. The Institution shall publish details regarding the institution, courses/programs being conducted, eligibility criteria for admission, academic calendar, fees charged, details of infrastructural facilities, faculty members, mode of examination/ examination Centers and the last date of admission in the form of mandatory disclosure and shall be displayed on the Institution's website. The information shall be revised every year with updated information about all aspects of the Institution and the whole process shall be made in accordance with the same.

2. No capitation fee shall be charged from the students/ guardians of students in any form. If found so, appropriate action, as per the norms of AICTE, shall be initiated against the Institution.

3. In the event of a student/ candidate canceling admission before the last date of admissions, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees one thousand only) shall be refunded and returned by the Institution to the student / candidate withdrawing from the program. It would not be permissible for the Institution to retain the School/ Institution Leaving Certificates in original to force retention of admitted students and not to charge fees for the remaining period if a student cancels the admission at any point of time.

4. The Institution shall constitute an Academic Council/Board to decide on curriculum and examination. The curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the Model Curriculum and Examination Reforms prescribed by the AICTE from time to time.

5. The management of the Institution shall not discontinue any course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.

6. No excess admission shall be made by the Institution over and above the approved intake capacity under any circumstances. In case any excess admission is reported to the Council, appropriate action as per the norms of AICTE shall be initiated against the Institution.

7. The accounts of the Institution should get audited annually by a certified Chartered Accountant by the Institution and shall be open for inspection by the Council or persons authorized by it.

8. If the Institution fails to disclose the information or suppresses and/or misrepresents the information, appropriate action as per the norms of AICTE shall be initiated against the Institution.

9. Institution shall become a member of National Academic Depository (NAD) and shall submit details of certification of all candidates on NAD. This information shall also be shared with AICTE every year.

10. All financial transactions shall be effected only through digital means.

11. The Institution shall establish a grievance redressal committee and shall have an online mechanism to address the grievances of students and stakeholders.

12. AICTE may also conduct inspections with or without notifying the dates to verify specific complaints, to verify adherence to AICTE norms & standards, and to verify any misrepresentation, violation of norms & standards, mal-practices etc.

13. The Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.

14. The Institution shall take appropriate measures for prevention of ragging in any form, in the light of AICTE regulation “Prevention and Prohibition of Ragging in Technical Institutions, Universities Including Deemed to Universities Imparting technical education” Regulation 2009 (F.No. 37-3/Legal/AICTE/2009 dated 01/07/2009). In case of failure to prevent the instances of ragging by the Institution, the Council shall take appropriate action as per the norms.

The Management of the Institution shall strictly follow further conditions as may be specified by the Council from time to time. The Council may withdraw the approval, in case it observes any violation of the above conditions and/or non-adherence to the norms and standards prescribed by the Council, mis-representation of facts and submitting factually incorrect information to it.

Prof. Rajiv Kumar
Member Secretary, AICTE
16. Accounted audited statement for the last three years:

A. Accounted audited statement for FY 2017-18
Name of the Institute : Symbiosis Open Education Society (Consolidated)
Symbiosis Bhavan, 1064-B, Gokhale Cross Road, Model Colony, Pune - 411016

Income and Expenditure Account for the year ended 31st March 2018

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Sch No.</th>
<th>Amount</th>
<th>Amount</th>
<th>Income</th>
<th>Sch No.</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Expenditure in respect of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Properties</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Rates, Taxes, Fees</td>
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<td>Repairs &amp; Maintenance</td>
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<td>Salaries</td>
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<td>Depreciation</td>
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<td>383,24,701</td>
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<td></td>
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<td></td>
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<tr>
<td>Math) to the head of the Math,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>including his house hold expenditure, if any</td>
<td></td>
<td></td>
<td></td>
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<td>To Legal Expenses</td>
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<td>To Contribution and Fees</td>
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<td>To Amounts written-off</td>
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<tr>
<td>(a) Bad Debt</td>
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<td>(b) Loans Scholarships</td>
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<tr>
<td>(c) Interest in rent</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Other income</td>
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<td></td>
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<td>To Miscellaneous Expenses</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>To Depreciation</td>
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<td>417,67,452</td>
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<td></td>
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<tr>
<td>To Amounts transferred to Reserve or</td>
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</tr>
<tr>
<td>Specific Funds : General Fund</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>To Expenditure on object of Trust</td>
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<td>(c) Medical Relief</td>
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<td>(d) Relief of Poverty</td>
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<td>(e) Other Charitable Objects</td>
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<td></td>
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<td>6449,70,777</td>
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</tbody>
</table>

For Symbiosis Open Education Society

[Signatures]

For Sharad Shah & Co.
Chartered Accountants
FRN: 109321W

Place: Pune
Date:

[Signatures]

[31]
### B. Accounted audited statement for FY 2018-19

<table>
<thead>
<tr>
<th>Funds &amp; Liabilities</th>
<th>Sft</th>
<th>Rupees</th>
<th>Rupees</th>
<th>Property &amp; Assets</th>
<th>Sft</th>
<th>Rupees</th>
<th>Rupees</th>
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<tbody>
<tr>
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<td>75,675</td>
<td>Immovable properties</td>
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<td>32,901</td>
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<tr>
<td>Balance as per last Balance Sheet</td>
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<td></td>
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<td></td>
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<tr>
<td>Adjustments during the year</td>
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<td></td>
<td></td>
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<tr>
<td>Other Encumbrances</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Depreciation Fund</td>
<td>32</td>
<td>4,23,916,922</td>
<td>4,23,916,922</td>
<td>Investments</td>
<td>67</td>
<td>1,43,96,474</td>
<td>1,43,96,474</td>
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<tr>
<td>Bank Fund</td>
<td></td>
<td>9,90,15,652</td>
<td>9,90,15,652</td>
<td>Furniture and Fixtures, and Other Assets</td>
<td>66</td>
<td>3,66,19,922</td>
<td>3,66,19,922</td>
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<tr>
<td>Reserve Fund</td>
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<td>14,16,19,814</td>
<td>14,16,19,814</td>
<td>Opening Balance</td>
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<td>3,14,19,052</td>
<td>3,14,19,052</td>
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<tr>
<td>Any Other Fund</td>
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<td>1,35,020</td>
<td>1,35,020</td>
<td>Less: Depreciation</td>
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<td>1,43,96,474</td>
<td>1,43,96,474</td>
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<tr>
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<td>1,11,20,089</td>
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<td>3,74,14,052</td>
<td>3,74,14,052</td>
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<tr>
<td>From Others</td>
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<td>1,11,20,089</td>
<td>Less: Deductions During the Year</td>
<td>30</td>
<td>3,74,14,052</td>
<td>3,74,14,052</td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Expenses</td>
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<td>60,18,022</td>
<td>Less: Deductions During the Year</td>
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<td>3,74,14,052</td>
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<tr>
<td>For Advances</td>
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<td>1,11,20,089</td>
<td>Less: Deductions During the Year</td>
<td>30</td>
<td>3,74,14,052</td>
<td>3,74,14,052</td>
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<tr>
<td>For Sundry credit balances</td>
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<td>1,35,020</td>
<td>Other Advances</td>
<td>96</td>
<td>1,43,96,474</td>
<td>1,43,96,474</td>
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<tr>
<td>Income and Expenditure Account</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance as per last Balance Sheet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Transferred to Expenditure Account</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advances/ Surplus or deficit of Income and Expenditure Account</td>
<td>44</td>
<td>1,11,20,089</td>
<td>1,11,20,089</td>
<td>Advances/ Surplus or deficit of Income and Expenditure Account</td>
<td>24</td>
<td>75,675</td>
<td>75,675</td>
</tr>
</tbody>
</table>

**Total**: 32,90,15,652

**Notes forming part of accounts Sft. 26**

- See Notes (b) & (d) in notes to accounts

**Income Outstanding**

- (a) Interest on cash balance: NA
- (b) Rent: NA
- (c) Other income: NA
<table>
<thead>
<tr>
<th>Expense Description</th>
<th>Sch</th>
<th>Total</th>
<th>Income Description</th>
<th>Sch</th>
<th>Total</th>
</tr>
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<tbody>
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<td>To Expenditure in Respect of Properties —</td>
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<td>1,29,07,350</td>
<td>By Rent</td>
<td>29</td>
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<td>Rent, Taxes, etc.</td>
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<td>(Associated)</td>
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<td>1,83,71,111</td>
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<td>Repairs &amp; maintenance</td>
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<td>(Total)</td>
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</tr>
<tr>
<td>Salaries</td>
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<td>By Interest</td>
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<tr>
<td>Insurance</td>
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<td>(Associated)</td>
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<tr>
<td>Depreciation</td>
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<td></td>
</tr>
<tr>
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<td></td>
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<td></td>
<td>On Loan (Staff Loan)</td>
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<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>On Bank Account</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Remittance to Trustees (in case of death) to the head of the</td>
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<td>NIL</td>
<td>By Dividend</td>
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<tr>
<td>the family, including his house hold expenditure, if any</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>To Legal Expenses</td>
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<td>9,07,226</td>
<td>By Donation in Kind</td>
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<tr>
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<td></td>
<td></td>
<td>By Donation</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>By Grants</td>
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<td></td>
<td></td>
<td></td>
<td>By Donation</td>
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<td></td>
</tr>
<tr>
<td>To Contribution and Fees</td>
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<td>By Income from Other Sources</td>
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<td>Sale of Publication</td>
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<td></td>
<td></td>
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<td>Draft During the year</td>
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<tr>
<td>To Miscellaneous expenses</td>
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<td></td>
<td>15,00,00,000</td>
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<tr>
<td>To Expenditure on object of Trust</td>
<td></td>
<td>55,95,637</td>
<td>Total</td>
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<td>55,95,637</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>55,95,637</td>
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<tr>
<td>To Surplus carried over to Balance Sheet</td>
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<td>Surplus During the year</td>
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</tr>
</tbody>
</table>

For Symbiosis Open Education Society

Trustee

Place: Pune
Date: 28 Sep 2019

For Shreedhar Sheth & Co.,
Chartered Accountants
FIN No. 106627

Partner
Membership No. 28798
Place: Pune
Date: 28 Sep 2019

UDIN: 11315171066635893

333
### C. Accounted audited statement for FY 2019-20

<table>
<thead>
<tr>
<th>Funds &amp; Liabilities</th>
<th>Rs</th>
<th>Repay</th>
<th>Property &amp; Assets</th>
<th>Rs</th>
<th>Repay</th>
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<tbody>
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<td>75,000</td>
<td>Innovations</td>
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<td>Balance as per last Balance Sheet</td>
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<td></td>
<td>Balances during the year</td>
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<td></td>
</tr>
<tr>
<td>Adjustments during the year</td>
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<td>Add: Address During the Year</td>
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<td></td>
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<td>Less: Transferred during the year</td>
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Notes forming part of accounts Rs. 26

See Note 4(c) in notes to accounts

For Symbiosis Open Education Society

Place: Pune

Date: 01 SEP 2020

Signed:

For Shivalik Shiksha & Co.

For Shivalik Shiksha & Co.

FRN: 150991W

Place: Pune

Date: 01 SEP 2020

334
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