



The Byramjee Jeejeebhoy College Of Commerce

(Affiliated to University of Mumbai)
33, M. Karve Marg, Opp. Charni Road Rly. Station
Mumbai 400 004.
Tel. 2388 9094 / 2385 1928
Email : byramjee_college@yahoo.com

Public Trust No. : C137

Ref. No. _____

Date _____

Criteria 1.2.1_D

MOOC / Swayam – Add on Courses

Notices for MOOC / Swayam Courses



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2020-2021



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1.2.1 (D) COURSE MODULES AND OUTCOMES OF CERTIFICATE / VALUE ADDED PROGRAMMES

YEAR 1 - 2020-2021 - FIRST TERM

| Course Of | Course Title | Course Of | Course Co-Ordinator | Course Module | Course Outcome |
|-------------|--|--------------------------------|----------------------------|--|---|
| SWAYAM MOOC | AI In Marketing | Prof. Zillur Rahman | Mrs. Parizad Bhesania | <p>Week 1: Understanding the basics of AI in Marketing, Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix</p> <p>Week 2: Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI</p> <p>Week 3: Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components</p> <p>Week 4: What is Marketing Research Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey</p> | <p>To develop an understanding of application of AI in marketing management</p> <p>The main learning objectives of the course is to make students understand the marketing concepts and its strategies with the usage of AI techniques</p> |
| SWAYAM MOOC | Financial Accounting | Prof Varadraj Bapat | Dr. Balram Gowda | <p>Week :1 Introduction to Financial accounting.</p> <p>Week : 2 Balance sheet Profit & Loss A/c & CFS, Annual Reports of Company.</p> <p>Week : 3 Depreciation & Valuation Of Inventory.</p> <p>Week : 4 Ratio Analysis & Interpretations, Analysis of Financial statements, Revision of course.</p> | .Financial Accounting outcomes: Understand reporting, analyse statements, apply standards, make informed decisions, and emphasize ethical considerations. |
| SWAYAM MOOC | Advance In Strategic Human Resource Management | Prof. Ashish Pandey | Dr. Mrs. Vaishali Nadkarni | <p>Week:1 Strategic Human Resource Management (SHRM) and People Competency Maturity Model</p> <p>Week 2: Organizational Healing</p> <p>Week 3: Strategic Perspective of Talent Management, Positive Organizational Scholarship and HRM</p> <p>Week 4: Diversity and Inclusion at Workplace: A Strategic Perspective</p> | a comprehensive HRM module will equip the students with necessary skills and knowledge contributing effectively to the success of any organization. |
| SWAYAM MOOC | Direct Tax Laws And Practice | Dr. Shubhraangsu Sekhar Sarkar | Dr. Basukinath Jha | <p>Week :1 Basic concepts of Income Tax</p> <p>Week : 2 Residential status and scope of total income</p> <p>Week : 3 All Heads of Income</p> <p>Week : 4 Assessment and collection of tax</p> | <p>A learner can have following takeaways:.</p> <ol style="list-style-type: none"> 1. An overview of the direct taxation system of India. 2. Knowledge of computation of income tax. 3. Idea on various avenues for tax planning and tax management 4. Awareness on the compliance of tax laws 5. Enabling to file income tax returns 6. Taking occupation as tax consultants |
| SWAYAM MOOC | Financial Statement Analysis And Reporting | Prof. Anil K. Sharma | Dr. Basukinath Jha | <p>Week 1 : Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.</p> <p>Week 2 : Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies.</p> <p>Week 3 : Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement</p> <p>Week 4: Tools and techniques of financial statement analysis, Ratio Analysis</p> | The participants through this course understand the finances and its analysis and guides the companies about their future course of action and the direction that any particular company should move on Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. |

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|-------------|--|----------------------------|----------------------------|---|---|
| SWAYAM MOOC | Business Analytics For Management Decision | Prof. Rudra P. Pradhan | Mrs. Parizad Bhesania | Week 1: introduction to business analytics Week 2: exploring data and analytics on spreadsheets Week 3: descriptive analytics Week 4: inferential analytics 1 | The course will help the students to learn on data analysis and spreadsheet use with business analytics for management decision making |
| SWAYAM MOOC | Behaviorial Finance | Shikta Singh | Dr. Balram Gowda | Week: 1 introduction to behavioral finance. Week: 2 market anomalies, heuristics & behavioral biases. Week : 3 behavioral aspect of investing in corporate world. Week: 4 revision research project & evaluation. | The behavioral finance course cultivates an in-depth comprehension of psychological factors shaping financial decisions. |
| SWAYAM MOOC | Business Development From Start To Scale | Prof. C. Bhaktavatsala Rao | Dr. Mrs. Vaishali Nadkarni | Week 1: Connecting With Customer- Customer Characteristics Week 2: Customer Typologies Week 3: Market Research And Design Thinking Week 4: Customer Bonding And Customer Relationship Management | The Outcomes Of These Processes To Implement Effective Customer Bonding And Relationship Management Strategies As Customer Engagement Is An Ongoing Process. |
| SWAYAM MOOC | Leadership And Team Effectiveness | Prof. Santosh Rangnekar | Dr. Basukinath Jha | Week 1: introduction to leadership & team management. Week 2: Imx theory and normative decision model and various other models Week 3: leadership attributes; personality traits and leadership. Week 4: negotiation and leadership. | The outcome is that the students will learn the basics of human behaviour that will help them in the industry where they will work. |
| SWAYAM MOOC | Money And Financial Markets | Dr Saswati Chaudhuri | Dr. Basukinath Jha | Week : 1 money and its concepts Week : 2 financial institutions Week. 3 interest rates Week 4 banking system | This course exposes students to the theory and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure and role of financial markets and institutions. It also discusses interest rates, monetary management and instruments of monetary Control. |


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YEAR 2 - 2021-2022 - FIRST TERM

| Course Of | Course Title | Course Of | Course Co-Ordinator | Course Module | Course Outcome |
|-------------|---|---------------------------|-----------------------|---|--|
| SWAYAM MOOC | Business Environment | Dr. Chhavi Jain | Mrs. Parizad Bhesania | <p>Week: 1 Basics of Business Environment Business: Concept of Business, Scope and Characteristics of Business, Types of Business Organisations, Liberalisation, Privatisation & Globalisation</p> <p>Week:2 Socio Cultural Environment Demographic Environment Culture: Concept</p> <p>Week:3 Culture: Elements, Nature and Impact of Culture on Business Cultural Elements- Language, Religion, Family, Aesthetics, Education, etc.</p> <p>Week:4 Economic Environment Nature of Economy, Elements of Economic Environment, Economic Systems and Business Environment, Economic planning in India</p> | <p>To identify the definable aspects of business environment within which a business organisation has to function</p> <p>To develop an insight so as to adapt to the changing trends of business environment</p> <p>To explore the pragmatic parameters which influence decision making process in business</p> |
| SWAYAM MOOC | Cost & Management Accounting | Prof. Varadraj Bapati | Dr. Balram Gowda | <p>Week: 1 Introduction to Cost & Management accounting.</p> <p>Week: 2 Marginal Costing.</p> <p>Week: 3 Budgeting & Budgetary Control.</p> <p>Week: 4 Standard Costing & Variance Analysis</p> | <p>This course Equips students with tools for cost analysis, budgeting, decision-making, and performance evaluation, enhancing managerial skills in organizational financial management.</p> |
| SWAYAM MOOC | Product and Brand Management | Prof Vinay Sharma | Dr. Vaiahali Nadkarni | <p>Week 1:Introduction to Product Management</p> <p>Week 2:Product Planning</p> <p>Week 3:Product Category Analysis</p> <p>Week 4:Insight, Innovation and Design Thinking</p> | <p>students understand how to define a product and what it takes to describe the product. And finally, it explains how a product turns into a brand.</p> |
| SWAYAM MOOC | People Management For The Entrepreneurs | Prof. Vasanthi Srinivasan | Dr. Basukinath Jha | <p>Week 1: Thinking Like an Owner or Founder</p> <p>Week 2: Managing for Growth</p> <p>Week 3: Designing Your Organization</p> <p>Week 4: Getting the Right Talent, Creating a Performance Culture, Living and Leaving Your Legacy</p> | <p>The students will understand, critically analyze, and explore various aspects and concepts regarding how entrepreneurs can effectively and efficiently build, run, and scale their organizations.</p> |
| SWAYAM MOOC | Soft Skills | Prof. Binod Mishra | Dr. Basukinath Jha | <p>Week 1: Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development</p> <p>Week 2: Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage</p> <p>Week 3: Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening</p> <p>Week 4: Negotiation Skills, Culture as Communication, Communication Breakdown, Advanced Writing Skills, Principles of Business Writing Business Letters, Business Letters: Format and Style, Types of Business Letter</p> | <p>The course aims at creating awareness among the stock holders of the corporate world in which the role of individuals as team players and also as responsible leaders materializes to a great extent. The course, with its interactive and need based modules, will address various challenges of communication as well as behavioural skills faced by individuals at workplace and organizations in bridging the gaps through effective skills of interviews, group discussions, meeting management, presentations and nuances of drafting various business documents for sustainability in today's global world</p> |

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|-------------|---|--------------------------|-----------------------|--|--|
| SWAYAM MOOC | Communication and Business Correspondence | Bageshree Deo | Mrs. Parizad Bhesania | Week 01 : Introduction to Communication Week 02 : Types of Office Communication Week 03 : Business Correspondence Week 04 : Business Correspondence | This course will help the students to understand the basic principles to be followed for efficient communication, how to write effective and positive business letters in a clear and compact way, use of correct business language, avoiding ambiguous statements so that the goal of communication is achieved. |
| SWAYAM MOOC | Managerial Accounting | Prof. Varadraj Bapati | Dr. Balram Gowda | Week: 1 Introduction to Management accounting Week: 2 Common Size, Comparative & Trend Analysis. Week: 3 Ratios & Financial Statement Analysis.. Week: 4 Cash Flow Statements. | This course helps students to develop skills in cost analysis, budgeting, decision-making, and performance evaluation for effective managerial decision support in organizations. |
| SWAYAM MOOC | Principles of Marketing | Dr. Anupriya Pandey | Dr. Vaishali Nadkarni | Week 1: Evolution of Marketing Week 2: STP TOOL (Segmenting, Targeting, and Positioning) Week 3: Levels of Market Segmentation Week 4 Segmentation Strategy | This will enable the students to identify about segmenting the market by using necessary tools and gaining its product position in the market |
| SWAYAM MOOC | Financial Accounting And Analysis | Prof. Padmini Srinivasan | Dr. Basukinath Jha | Week 1 : Understanding about the financial statements and its elements, Week 2 Accounting standards with respect to the elements in the financial statements, Week 3 Techniques and Interpretation of the financial statements for the better decision making. Week 4 Case studies with practical Implications | Completing this course equips participants with a deep understanding of financial statements and accounting standards, empowering them to interpret statements for informed decision-making. They will master key financial metrics, ratios, and techniques like horizontal and vertical analysis. The course emphasizes applying accounting standards, ensuring transparency and compliance. |
| SWAYAM MOOC | Fundamentals Of Financial Management | Dr. Rupali Seth. | Dr. Basukinath Jha | Week : 1 Financial planning, capitalization, current asset management,. Week : 2 Cash management, receivables, capital budgeting, dividend decisions. Week : 3 Practical insights into optimizing short-term and long-term financial strategies, making informed decisions in various aspects of financial management. Week : 4 Practical applications, case studies. | Participants will gain a solid foundation in fundamental financial concepts with a special emphasis on risk management. . Proficiency in optimizing short-term financial strategies and evaluating long-term investment projects will be developed, contributing to informed decision-making. Ultimately, this course aims to equip participants with the skills needed to make informed financial decisions across various aspects of financial management, ensuring they can navigate the dynamic financial landscape effectively. |

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YEAR 3 - 2022-2023 - FIRST TERM

| Course Of | Course Title | Course Of | Course Co-Ordinator | Course Module | Course Outcome |
|-------------|--|--|-----------------------|---|---|
| SWAYAM MOOC | Basics of Digital Marketing | Dr. Shilpa Bagdare | Mrs. Parizad Bhesania | Week 1: Introduction to Marketing Week 2: Consumer Behaviour Week 3: Introduction to Digital Marketing Week 4: Search engine optimization | Learner will be able to: <ul style="list-style-type: none"> Identify impact of digital space and digital marketing in reaching out to customers. Find out the opportunities for marketers on digital platform. Use digital media for the creation of products and services. Differentiate factors that influence the consumer How and What are the different elements that make the consumer so unique? |
| SWAYAM MOOC | Goods And Service Tax Act | Dr Anirban Ghosh | DR. BALRAM GOWDA | Week 1: Introduction to Gst. Week 2: Concept of Supply. Week 3: Levy of GST. Week 4: ITC & Payment of GST | GST course Equips students with understanding, application, and compliance skills for Goods and Services Tax regulations, fostering adeptness in taxation principles |
| SWAYAM MOOC | Introduction to Marketing | Prof Jayanta Chatterjee and Dr. Shashi Mishra (IIT Kanpur) | Dr. Vaishali Nadkarni | Week 1 Introduction to Marketing, Core Concept of Marketing, Marketing Services, Evolution of Marketing Week 2: Introduction to Competitor Analysis Week 3: Introduction to MIS Week 4 : Introduction to consumer behaviour and needs | students will gain a deep insight evaluating the different type of customer and their needs and how to deal with their changing behaviour |
| SWAYAM MOOC | Artificial Intelligence (Ai) For Investments | Prof. Abhinava Tripathi | Dr. Basukinath Jha | Week 1: Introduction to financial markets Week 2: Overview of AI and machine learning models Week 3: Introduction to R Programming, R Fundamentals, Exploratory data analysis and data visualization with R. Statistical Analysis with R, Inferential statistics and hypothesis testing with R. Week 4: Advanced time-series regression algorithms: Panel regression quantile regression, ARMA/ARIMA models, Mean reverting trading strategies with vector error correction models and cointegration, model risk management, back testing, model validation. | The students will be able to understand the basics of the financial markets, AI, and machine learning, which are the needs of the hour in the corporate world. |
| SWAYAM MOOC | Behavioural And Personal Finance | Prof. Abhijeet Chandra | Dr. Basukinath Jha | Week 1 : Introduction to behavioural economics and finance: the concept of expected utility, the vonNeumann Morgenstern framework. Week 2 : Non-expected utility preferences and its applications in finance. Week 3 : Beliefs, biases and heuristics in financial markets. Week 4 : Basics of personal finance, financial planning, and budgeting. | This course will help the students in understanding the behavioural economics and finance. Further, the nitty gritty of the world of finance are being taught. This will enhance their outlook in the context of Finance. |

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| SWAYAM MOOC | Banking and Financial Markets: A Risk Management Perspective | P C Narayan | Mrs. Parizad Bhesania | Week 1: Overview of Risk Management Week 2: Credit Risk Week 3: Interest Rate Risk Week 4: Foreign Exchange Risk | This course will help to learn about: How to measure and manage credit risk, interest rate risk, foreign exchange risk, operational risk, off-balance sheet risk, etc. in any financial system. How these risks have become 'omnipresent' and significantly more complex as a result of globalization and interconnectedness of banking and financial markets across countries. Liquidity and solvency issues in financial institutions and markets and how they could be managed. |
| SWAYAM MOOC | Corporate Tax Planning | Dr Anirban Ghosh | Dr. Balram Gowda | Week 1: Concept & Objective of Tax Planning. Week 2: Study of 5 Heads of Income. Week 3: Computation of Tax Liability. Week 4: MAT | Corporate Tax Planning course enhances students' ability to navigate tax regulations, optimize corporate structures, and develop strategic tax plans for efficient financial management. |
| SWAYAM MOOC | Creating Customer Relationship and Value through Marketing | Prof Zillur Rehman IIT Roorkee | Dr. Vaishali Nadkarni | Week 1: Initiating the Marketing Process Week 2: Understanding Buyers and Markets Week 3: Targeting Marketing Opportunities Week 4: Satisfying Marketing Opportunities | Students will evaluate different types of customers not only at local, national but also at global level |
| SWAYAM MOOC | Business Forecasting | Prof. Pankaj Dutta | Dr. Basukinath Jha | Week 1: Introduction to Business Forecasting Data-Driven Decision Making and Essentials of Predictive Analytic, Types of Forecasting: Qualitative Approaches and Quantitative Approaches Week 2: Components of a Time Series and Measures of Forecast Accuracy, Moving Average Methods: Simple, Weighted, and Exponential Moving Average Week 3: Exponential Smoothing, Trend Projections and Holt Model. Week 4: Regression Analysis, Measure of Goodness and Standard Error | This course will help the students understand the tool used for business forecasting, resulting in better decision-making. |
| SWAYAM MOOC | Business Fundamentals For Entrepreneur | Prof. Devdip Purkayastha | Dr. Basukinath Jha | Week 1 Overview of Business History, Environment & Trends, Company & Company Structures Week 2 Vision, Mission & Goals of a Company, Strategy & Culture of a Company Week 3 Innovation & New Product Development, Manufacturing & Quality Management Week 4 Leadership & Human Resource Management, Accounting & Financial Management, Environment, Social & Corporate Governance (ESG) | This course enable the students to understand company vision, mission an purpose, Innovation, quality and manufacturing process, Leadership, people and financial management. |

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