



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 _____

1.2.1(B)

Details of Add on Courses Certificate Course (Online Mode) offered by NPTEL, SWAYAM under academic flexibility

Sr. No.	Description
1	Flyers / Brochure


In-Charge Principal
The Byramjee Jeejeebhoy
College of Commerce





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Ref. No. _____

Date _____


2020-21

FIRST TERM- 2020-21

TOPIC NAME	YEAR
AI in Marketing	2020-21
Financial Accounting	2020-21
Advance in Strategic Human Resource Management	2020-21
Direct Tax Laws and Practice	2020-21
Financial Statement Analysis and Reporting	2020-21

SECOND TERM- 2020-21

TOPIC NAME	YEAR
Business Analytics for Management Decision	2020-21
Behavioural Finance	2020-21
Business Development from Start To Scale	2020-21
Leadership And Team Effectiveness	2020-21
Money and Financial Market	2020-21


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Value Added
Certificate
Course

**AI IN
MARKETING**

- By Prof. Zillur Rahman
- Course Coordinator: Mrs Parizad Bhesania
- Duration: 30 Hours
- Online Mode
- For Fybcom Students


Course Schedule
15-08-2020 to 15-10-2020

Week 1: Understanding the basics of AI in Marketing, Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix

Week 2: Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI

Week 3: Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components

Week 4: Marketing Research Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey


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**FINANCIAL
ACCOUNTING**

- By Prof Varadraj Bapat
- Course Coordinator: Dr. Balram Gowda
- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
15-08-2020 to 15-10-2020

Week: 1 Introduction to Financial accounting.

Week: 2 Balance sheet Profit & Loss A/c & CFS, Annual Reports of Company.

Week: 3 Depreciation & Valuation Of Inventory.

Week: 4 Ratio Analysis & Interpretations, Analysis of Financial statements,
Revision of course.


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**Value Added
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**ADVANCE IN STRATEGIC
HUMAN RESOURCE
MANAGEMENT**

- By Prof Varadraj Bapat
- Course Coordinator: Dr. Vaishali Nadkarni
- Duration: 30 Hours
- Online Mode
- For Sybcom Students


Course Schedule
15-08-2020 to 15-10-2020

Week:1 Strategic Human Resource Management (SHRM) and People Competency Maturity Model

Week 2: Organizational Healing

Week 3: Strategic Perspective of Talent Management, Positive Organizational Scholarship and HRM

Week 4: Diversity and Inclusion at Workplace: A Strategic Perspective


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**Value Added
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Course**

**DIRECT TAX LAWS
AND PRACTICE**

- By Dr. Shubhraangsu Sekhar Sarkar
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Sybfaf Students


Course Schedule
15-08-2020 to 15-10-2020

Week : 1 Basic concepts of Income Tax

Week : 2 Residential status and scope of total income

Week : 3 All Heads of Income

Week : 4 Assessment and collection of tax


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Course
FINANCIAL
STATEMENT ANALYSIS
AND REPORTING**

- By Prof. Anil K. Sharma
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Tybaf Students


Course Schedule
15-08-2020 to 15-10-2020

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.

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

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

Week 4: Tools and techniques of financial statement analysis, Ratio Analysis


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Course
BUSINESS ANALYTICS
FOR MANAGEMENT
DECISION**

- By Prof. Rudra P. Pradhan
- Course Coordinator: Mrs. Parizad Bhesania
- Duration: 30 Hours
- Online Mode
- For Fybcom Students


Course Schedule
25.01.2021 to 26.03.2021

Week 1: introduction to business analytics

Week 2: exploring data and analytics on spreadsheets

Week 3: descriptive analytics

Week 4: inferential analytics 1


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**BEHAVIORIAL
FINANCE**

- By Prof. Shikta Singh
- Course Coordinator: Dr. Balram Gowda
- Duration: 30 Hours
- Online Mode
- For Sybcom Students


Course Schedule
25.01.2021 to 26.03.2021

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.


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Course
BUSINESS
DEVELOPMENT FROM
START TO SCALE**

- By Prof. C. Bhaktavatsala Rao
- Course Coordinator: Dr. Vaishali Nadkarni
- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
25.01.2021 to 26.03.2021

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


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**LEADERSHIP AND
TEAM EFFECTIVENESS**

- By Prof. Santosh Rangnekar
- Course Coordinator: Mr. Basukinath Jha

- Duration: 30 Hours
- Online Mode
- For Sybfaf Students


Course Schedule
25.01.2021 to 26.03.2021

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


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Course
MONEY AND
FINANCIAL MARKETS**

- By Dr Saswati Chaudhuri
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Tybaf Students

Course Schedule
25.01.2021 to 26.03.2021

Week : 1 money and its concepts

Week : 2 financial institutions

Week. 3 interest rates

Week 4 banking system

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Syllabus of Add on Course 2021-2022

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2021-22

FIRST TERM- 2021-22

TOPIC NAME	YEAR
Business Environment	2021-22
Cost And Management Accounting	2021-22
Product And Brand Management	2021-22
People Management for The Entrepreneurs	2021-22
Soft Skills	2021-22

SECOND TERM- 2021-22

TOPIC NAME	YEAR
Communication And Business Correspondence	2021-22
Managerial Accounting	2021-22
Principles of Marketing	2021-22
Financial Accounting and Analysis	2021-22
Fundamentals of Financial Management	2021-22


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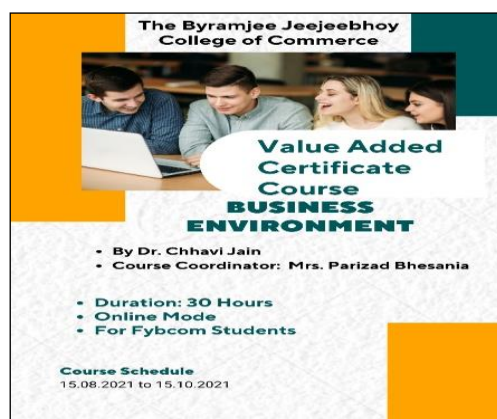
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Week: 1 Basics of Business Environment

Business: Concept of Business, Scope and Characteristics of Business, Types of Business Organisations, Liberalisation, Privatisation & Globalisation

Week:2 Socio Cultural Environment Demographic Environment


Culture: Concept

Week:3 Culture: Elements, Nature and Impact of Culture on Business

Cultural Elements- Language, Religion, Family, Aesthetics, Education, etc.

Week:4 Economic Environment

Nature of Economy, Elements of Economic Environment, Economic Systems and Business Environment, Economic planning in India


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Course
COST & MANAGEMENT
ACCOUNTING**

- By Prof. Varadraj Bapati
- Course Coordinator: Dr. Balram Gowda
- Duration: 30 Hours
- Online Mode
- For Sybcom Students


Course Schedule
15.08.2021 to 15.10.2021

Week: 1 Introduction to Cost & Management accounting.

Week: 2 Marginal Costing.

Week: 3 Budgeting & Budgetary Control.

Week: 4 Standard Costing & Variance Analysis


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Course
PRODUCT AND BRAND
MANAGEMENT**

- By Prof Vinay Sharma
- Course Coordinator: Dr. Vaishali Nadkarni
- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
15.08.2021 to 15.10.2021

Week 1: Introduction to Product Management

Week 2: Product Planning

Week 3: Product Category Analysis

Week 4: Insight, Innovation and Design Thinking


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Course
PEOPLE MANAGEMENT
FOR THE
ENTREPRENEURS**

- By Prof. Vasanthi Srinivasan
- Course Coordinator: Mr. Basukinath Jha

- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
15.08.2021 to 15.10.2021

Week 1: Thinking Like an Owner or Founder

Week 2: Managing for Growth

Week 3: Designing Your Organization

Week 4: Getting the Right Talent, Creating a Performance Culture,
Living and Leaving Your


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Course
SOFT SKILLS

- By Prof. Binod Mishra
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Tybaf Students


Course Schedule
15.08.2021 to 15.10.2021

Week 1: Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development

Week 2: Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage

Week 3: Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening

Week 4: Negotiation Skills, Culture as Communication, Communication Breakdown, Advanced Writing Skills, Principles of


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Business Writing Business Letters, Business Letters: Format and Style, Types of Business Letter

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Course
COMMUNICATION AND
BUSINESS
CORRESPONDENCE**

- By Bageshree Deo
- Course Coordinator: Mrs. Parizad Bhesania
- Duration: 30 Hours
- Online Mode
- For Fybcom Students


Course Schedule
26.01.2022 to 26.03.2022

Week 01 : Introduction to Communication

Week 02 : Types of Office Communication

Week 03 : Business Correspondence

Week 04 : Business Correspondence


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Course

**MANAGERIAL
ACCOUNTING**

- By Prof. Varadraj Bapati
- Course Coordinator: Dr. Balram Gowda


- Duration: 30 Hours
- Online Mode
- For Sybcom Students

Course Schedule
26.01.2022 to 26.03.2022

Week: 1 Introduction to Management accounting

Week: 2 Common Size, Comparative & Trend Analysis.

Week: 3 Ratios & Financial Statement Analysis..


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Course**

**PRINCIPLES OF
MARKETING**

- By Dr. Anupriya Pandey
- Course Coordinator: Dr. Vaishali Nadkarni

- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
26.01.2022 to 26.03.2022

Week 1: Evolution of Marketing

Week 2: STP TOOL (Segmenting, Targeting, and Positioning)

Week 3: Levels of Market Segmentation

Week 4 Segmentation Strategy


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**Value Added
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Course**

**FINANCIAL ACCOUNTING
AND ANALYSIS**

- By Prof. Padmini Srinivasan
- Course Coordinator: Mr. Basukinath Jha


- Duration: 30 Hours
- Online Mode
- For Sybf Students

Course Schedule
26.01.2022 to 26.03.2022

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.


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Week : 4 Case studies with practical Implications

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Value Added
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**FUNDAMENTALS OF
FINANCIAL MANAGEMENT**

- By Dr. Rupali Seth
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Tybaf Students

Course Schedule
26 .01..2022 to 26.03.2022

Week : 1 Financial planning, capitalization, current asset management,.

Week : 2 Cash management, receivables, capital budgeting, dividend decisions.


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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.

Syllabus of Add on Course 2022-2023


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2022-23

FIRST TERM- 2022-23

TOPIC NAME	YEAR
Basic of Digital Marketing	2022-23
Goods and Service Tax	2022-23
Introduction to Marketing	2022-23
Artificial Intelligence(AI) for Investment	2022-23
Behavioural and Personal Finance	2022-23

SECOND TERM- 2021-22

TOPIC NAME	YEAR
Banking and Financial Markets : A Risk Management Perspective	2022-23
Corporate Tax Planning	2022-23
Creating Customer Relationship Through Planning	2022-23
Business Forecasting	2022-23
Business Fundamentals for Entrepreneurs	2022-23


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**Value Added
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**BASICS OF DIGITAL
MARKETING**

- By Dr. Shilpa Bagdare
- Course Coordinator: Mrs. Parizad Bhesania
- Duration: 30 Hours
- Online Mode
- For Fybcom Students


Course Schedule
15.08.2022 to 15.10.2022

Week 1: Introduction to Marketing

Week 2: Consumer Behaviour

Week 3: Introduction to Digital Marketing

Week 4: Search engine optimization


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**GOODS AND SERVICE TAX
ACT**

- By Dr Anirban Ghosh
- Course Coordinator: Dr. Balram Gowda
- Duration: 30 Hours
- Online Mode
- For Sybcom Students


Course Schedule
15.08.2022 to 15.10.2022

Week 1: Introduction to Gst.

Week 2: Concept of Supply.

Week 3: Levy of GST.

Week 4: ITC & Payment of GST


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**Value Added
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**INTRODUCTION TO
MARKETING**

- By Prof Jayanta Chatterjee And Dr. Shashi Mishra
- Course Coordinator:Dr. Vaishali Nadkarni

- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
15.08.2022 to 15.10.2022

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


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**ARTIFICIAL INTELLIGENCE
(AI) FOR INVESTMENTS**

- By Prof. Abhinava Tripathi
- Course Coordinator: Mr. Basukinath Jha

- Duration: 30 Hours
- Online Mode
- For Sybaf Students

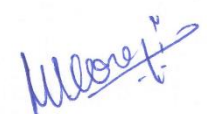
Course Schedule
15.08.2022 to 15.10.2022

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.


In-Charge Principal
The Byramjee Jeejeebhoy
College of Commerce





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(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 _____

**The Byramjee Jeejeebhoy
College of Commerce**

**Value Added
Certificate
Course**

**BEHAVIOURAL AND
PERSONAL FINANCE**

- By Prof. Abhijeet Chandra
- Course Coordinator: Mr. Basukinath Jha

- Duration: 30 Hours
- Online Mode
- For Tybaf Students


Course Schedule
15.08..2022 to 15.10.2022

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.


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**Value Added
Certificate
Course**

**BANKING AND FINANCIAL
MARKETS: A RISK MANAGEMENT
PERSPECTIVE**

- By P C Narayan
- Course Coordinator: Mrs. Parizad Bhesania

- Duration: 30 Hours
- Online Mode
- For Fybcsm Students

Course Schedule
26.01.2023 to 26.03.2023

M. Karve
In-Charge Principal
The Byramjee Jeejeebhoy
College of Commerce





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Date _____

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.

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**Value Added
Certificate
Course**

CORPORATE TAX PLANNING

- By Dr Anirban Ghosh
- Course Coordinator: Dr. Balram Gowda

- Duration: 30 Hours
- Online Mode
- For Sybcom Students


Course Schedule
26.01.2023 to 26.03.2023

Week 1: Overview of Risk Management

Week 2: Credit Risk

Week 3: Interest Rate Risk

Week 4: Foreign Exchange Risk


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**The Byramjee Jeejeebhoy
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**Value Added
Certificate
Course**
**CREATING CUSTOMER
RELATIONSHIP AND VALUE
THROUGH MARKETING**

- By Prof Zillur Rehman
- Course Coordinator: Mr. Basukinath Jha
- Duration: 30 Hours
- Online Mode
- For Sybaf Students

Course Schedule
26.01.2023 to 26.03.2023

Week 1: Initiating the Marketing Process

Week 2: Understanding Buyers and Markets

Week 3: Targeting Marketing Opportunities

Week 4: Satisfying Marketing Opportunities

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**Value Added
Certificate
Course**

BUSINESS FORECASTING

- By Prof. Pankaj Dutta
- Course Coordinator: Dr. Vaishali Nadkarni

- Duration: 30 Hours
- Online Mode
- For Tybcom Students


Course Schedule
26.01.2023 to 26.03.2023

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


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**The Byramjee Jeejeebhoy
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**Value Added
Certificate
Course
BUSINESS FUNDAMENTALS
FOR ENTREPRENEUR**

- By Prof. Devdip Purkayastha
- Course Coordinator: Mr. Basukinath Jha

- Duration: 30 Hours
- Online Mode
- For Sybaf Students


Course Schedule
26.01.2023 to 26.03.2023

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)


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