



CRITERIA 1: Curricular Aspects

KEY INDICATOR: 1.2 Academic Flexibility

1.2.1 Number of Add on/ Certificate/ Value added programs offered during the last five years

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3	Syllabus <ul style="list-style-type: none">- For Academic Year 2021-22- For Academic Year 2020-21- For Academic Year 2019-20- For Academic Year 2018-19- For Academic Year 2017-18	(27-168) 27-81 82-136 137-163 164-166 167-168



Key Indicator- 1.2 Academic Flexibility

**1.2.1 Number of Add on/
Certificate/ Value added
programs offered during the
last five years**


List of Certificates for year

- 2021-22
- 2020-21
- 2019-20
- 2018-17
- 2017-18

Number of Value Added Courses in Academic Year 2021-22

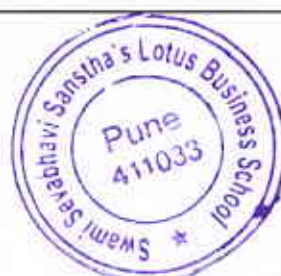
Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
1	LBS2021-2201	Digitization in Agriculture and Food Industry	2021-22	40 hours	100
2	LBS2021-2202	Business Analysis for Decision Making in Agriculture and Food industry	2021-23	30 hours	100
3	LBS2021-2203	Digital Marketing for Agriculture and Food industry	2021-24	40 hours	100
4	LBS2021-2204	Corporate Etiquette & Business Ethics	2021-25	40 hours	197
5	LBS2021-2205	SMART (Selling, Marketing and Recruitment, Training) for Agriculture Business Management	2021-26	30 hours	100
6	LBS2021-2206	Agriculture and Food Industry Environmental Analysis	2021-27	30 hours	100
7	LBS2021-2207	Agriculture and Food Product Packaging Management	2021-28	30 hours	100
8	LBS2021-2208	Export-Import Management in Agriculture and Food sector	2021-29	40 hours	68
9	LBS2021-2209	Intellectual Property Right for Agriculture & Food Industry	2021-30	40 hours	25
10	LBS2021-2210	Presentation Skills and Public Speaking	2021-31	35 hours	152
11	LBS2021-2211	Marketing Analytics	2021-32	30 hours	82
12	LBS2021-2212	Event Management	2021-33	30 hours	12
13	LBS2021-2213	Premium Brand Management	2021-34	30 hours	81
14	LBS2021-2214	Production Planning & Operation Management in Agriculture	2021-35	40 hours	15
15	LBS2021-2215	Quality assurance & Control Management in Agriculture and Food Industry	2021-36	30 hours	9
16	LBS2021-2216	Supply Chain and Logistics Management in Agriculture and Food Industry	2021-37	30 hours	10
17	LBS2021-2217	Financial Reporting and Analysis for Managers	2021-38	30 hours	10
18	LBS2021-2218	Digitization in Pharma and Healthcare Industry	2021-39	40 hours	21
19	LBS2021-2219	Business Analysis for Decision Making in Pharmaceutical and Healthcare industry	2021-40	30 hours	21
20	LBS2021-2220	Digital Marketing for Pharmaceutical and Healthcare industry	2021-41	40 hours	21




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 Swami Sebhavi Sanstha's
 Lotus Business School
 Pune - 411 033

Number of Value Added Courses in Academic Year 2021-22


Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
21	LBS2021-2221	SMART (Selling, Marketing and Recruitment, Training) for Pharma and Healthcare management	2021-42	30 hours	21
22	LBS2021-2222	Pharmaceutical and Healthcare industry Environmental Analysis	2021-43	30 hours	21
23	LBS2021-2223	Pharmaceutical packaging management	2021-44	30 hours	21
24	LBS2021-2224	Export Import Management in Pharmaceutical and Healthcare industry	2021-45	30 hours	20
25	LBS2021-2225	Intellectual Property rights for Pharmaceutical and Healthcare industry	2021-46	30 hours	9
26	LBS2021-2226	Production planning and Operation management in Pharmaceutical and Healthcare industry	2021-47	30 hours	2
27	LBS2021-2227	Quality assurance and control management for the Pharmaceutical and Healthcare Industry	2021-48	30 hours	1
28	LBS2021-2228	Supply chain and Logistic Management in Pharmaceutical Healthcare industry	2021-49	30 hours	1
29	LBS2021-2229	Digitization	2021-50	40 hours	31
30	LBS2021-2230	Business Analysis for Decision Making for Managers	2021-51	30 hours	31
31	LBS2021-2231	Digital Marketing	2021-52	50 hours	31
32	LBS2021-2232	SMART (Selling, Marketing and Recruitment, Training)	2021-53	30 hours	31
33	LBS2021-2233	Industry Environmental Analysis	2021-54	30 hours	31
34	LBS2021-2234	Export Import Management	2021-55	30 hours	13
35	LBS2021-2235	Intellectual Property Rights	2021-56	30 hours	6
36	LBS2021-2236	Financial Analytics	2021-57	30 hours	3
37	LBS2021-2237	Investment Advisor	2021-58	30 hours	3
38	LBS2021-2238	Marketing of Financial Products	2021-59	30 hours	12
39	LBS2021-2239	Securities Analysis and Portfolio Management	2021-60	30 hours	9



Number of Value Added Courses in Academic Year 2020-21

Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
1	LBS2020-2201	Digitization in Agriculture and Food Industry	2020-21	40 hours	77
2	LBS2020-2202	Business Analysis for Decision Making in Agriculture and Food industry	2020-21	30 hours	77
3	LBS2020-2203	Digital Marketing for Agriculture and Food industry	2020-21	40 hours	77
4	LBS2020-2204	Corporate Etiquette & Business Ethics	2020-21	40 hours	133
5	LBS2020-2205	SMART (Selling, Marketing and Recruitment, Training) for Agriculture Business Management	2020-21	30 hours	77
6	LBS2020-2206	Agriculture and Food Industry Environmental Analysis	2020-21	30 hours	77
7	LBS2020-2207	Agriculture and Food Product Packaging Management	2020-21	30 hours	77
8	LBS2020-2208	Export-Import Management in Agriculture and Food sector	2020-21	40 hours	68
9	LBS2020-2209	Intellectual Property Right for Agriculture & Food Industry	2020-21	40 hours	29
10	LBS2020-2210	Presentation Skills and Public Speaking	2020-21	35 hours	26
11	LBS2020-2211	Marketing Analytics	2020-21	30 hours	37
12	LBS2020-2212	Event Management	2020-21	30 hours	6
13	LBS2020-2213	Premium Brand Management	2020-21	30 hours	49
14	LBS2020-2214	Production Planning & Operation Management in Agriculture	2020-21	40 hours	8
15	LBS2020-2215	Quality assurance & Control Management in Agriculture and Food Industry	2020-21	30 hours	19
15	LBS2020-2215	Quality assurance & Control Management in Agriculture and Food Industry	2020-21	30 hours	19
16	LBS2020-2216	Supply Chain and Logistics Management in Agriculture and Food Industry	2020-21	30 hours	20
17	LBS2020-2217	Financial Reporting and Analysis for Managers	2020-21	30 hours	18
18	LBS2020-2218	Digitization in Pharma and Healthcare Industry	2020-21	40 hours	18




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Number of Value Added Courses in Academic Year 2020-21					
Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
19	LBS2020-2219	Business Analysis for Decision Making in Pharmaceutical and Healthcare industry	2020-21	30 hours	18
20	LBS2020-2220	Digital Marketing for Pharmaceutical and Healthcare industry	2020-21	40 hours	18
21	LBS2020-2221	SMART (Selling, Marketing and Recruitment, Training) for Pharma and Healthcare management	2020-21	30 hours	18
22	LBS2020-2222	Pharmaceutical and Healthcare industry Environmental Analysis	2020-21	30 hours	18
23	LBS2020-2223	Pharmaceutical packaging management	2020-21	30 hours	18
24	LBS2020-2224	Export Import Management in Pharmaceutical and Healthcare industry	2020-21	30 hours	12
25	LBS2020-2225	Intellectual Property rights for Pharmaceutical and Healthcare industry	2020-21	30 hours	13
26	LBS2020-2226	Production planning and Operation management in Pharmaceutical and Healthcare industry	2020-21	30 hours	3
27	LBS2020-2227	Quality assurance and control management for the Pharmaceutical and Healthcare Industry	2020-21	30 hours	2
28	LBS2020-2228	Supply chain and Logistic Management in Pharmaceutical Healthcare industry	2020-21	30 hours	1
29	LBS2020-2229	Digitization	2020-21	40 hours	22
30	LBS2020-2230	Business Analysis for Decision Making for Managers	2020-21	30 hours	22
31	LBS2020-2231	Digital Marketing	2020-21	50 hours	117
32	LBS2020-2232	SMART (Selling, Marketing and Recruitment, Training)	2020-21	30 hours	22
33	LBS2020-2233	Industry Environmental Analysis	2020-21	30 hours	22
34	LBS2020-2234	Export Import Management	2020-21	30 hours	14
35	LBS2020-2235	Intellectual Property Rights	2020-21	30 hours	1
36	LBS2020-2236	Financial Analytics	2020-21	30 hours	14



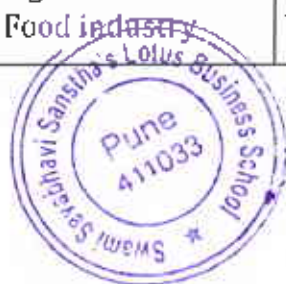
Number of Value Added Courses in Academic Year 2020-21


Sr. No.	Course Code (If any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
37	LBS2020-2237	Investment Advisor	2020-21	30 hours	8
38	LBS2020-2238	Marketing of Financial Products	2020-21	30 hours	7
39	LBS2020-2239	Securities Analysis and Portfolio Management	2020-21	30 hours	13



Number of Value Added Courses in Academic Year 2019-20

Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
1	LBSPHM201 9-21/01	Environmental analysis for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
2	LBSPHM201 9-21/02	Pharmaceutical Production Management	2019-20	30 hours	17
3	LBSPHM201 9-21/03	Business Research and data management for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
4	LBSPHM201 9-21/04	SMART for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
5	LBSPHM201 9-21/05 & LBSABM201 9-21/05	Digital tools for reporting and data analysis	2019-20	40 hours	107
6	LBSPHM201 9-21/06	Drug Regulatory affairs, patents and regulatory management for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
7	LBSPHM201 9-21/07	Pharmaceutical packaging management	2019-20	30 hours	19
8	LBSPHM201 9-21/08	Financial reporting analysis, cost control and contribution management for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
9	LBSPHM201 9-21/09	Import Export business management (Lead generation, documentation and process) for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	19
10	LBSPHM201 9-21/10	Quality assurance and control management for the Pharmaceutical and Healthcare Industry	2019-20	30 hours	15
11	LBSABM201 9-21/01	Environmental Analysis for the Agriculture and food industry	2019-20	30 hours	78
12	LBSABM201 9-21/02	Sales readiness for the agriculture and food industry	2019-20	30 hours	72
13	LBSABM201 9-21/03	Sales process Planning and execution for Agriculture and Food industry	2019-20	30 hours	81




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Number of Value Added Courses in Academic Year 2019-20

Sr. No.	Course Code (if any)	Name of Add on /Certificate programs offered	Year	Duration of course	Number of students enrolled
14	LBSABM201 9-21/04	Production planning and Operation management for the Agriculture and food industry	2019-20	40 hours	77
15	LBSABM201 9-21/06	Quality Assurance and Quality Control Management for the Agriculture and food Industry	2019-20	30 hours	84
16	LBSABM201 9-21/07	Supply chain and logostic management for the agriculture and food industry	2019-20	30 hours	72
17	LBSABM201 9-21/08	Import Export business management (Lead generation, documentation and process) for the Agriculture and food industry	2019-20	40 hours	84
18	LBSABM201 9-21/09	Financial reporting analysis, cost control and contribution management for the Agriculture and food industry	2019-20	30 hours	75
19	LBSABM201 9-21/10	Data analysis for decision making for the Agriculture and Food industry	2019-20	30 hours	84

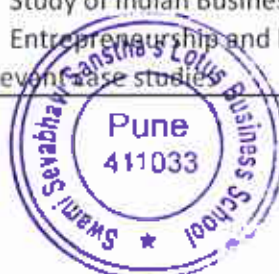




Career Progression Certification



Certificate No.	Name of Certificate	Contents	Hours
LBS 301	Social Media and Personal Branding	<ul style="list-style-type: none">❖ Social Media Revolution❖ Overview of social media❖ Social Media Classification❖ SMM and benefits, Assignments❖ Exercise on setting up campaigns❖ Social Media Analytics❖ Personal Branding Concept❖ Personal Branding Exercise❖ Get started on your Brand print	30 Hours
LBS 302	Corporate Etiquettes and Grooming	<ul style="list-style-type: none">❖ Personal Appearance❖ Personal Hygiene❖ Self-Assessment❖ Conversational Techniques❖ Small talk and networking, developing Business Relation	30 hours
LBS 303	Working in Excel	<ul style="list-style-type: none">❖ Overview of MS Excel❖ Table and Formatting❖ Simple Calculation❖ Report Preparation❖ Advance Charting❖ Pivot Table and Pivot reporting macros❖ V-Lookup	60 hours
LBS 304	Ethics in Business	<ul style="list-style-type: none">❖ Introduction to Business Ethics❖ Roles of Business ethics in Various Types of business Structure❖ Structure of Business Ethics❖ Duration ethics in workplace❖ Code of conducts, Code of ethics❖ CSR❖ Ethic's positive impact on Business❖ Corporate integrity❖ Consumer rights❖ Study of Indian Business Houses	30 hours
LBS 305	Entrepreneurship Unleashed	<ul style="list-style-type: none">❖ 5 steps entrepreneurship❖ Entrepreneur ecosystem in India❖ Financial Institution and Legal Environment❖ Study of Indian Business Houses❖ Entrepreneurship and legal forms of Business using relevant case studies	30 hours




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Certificate No.	Name of Certificate	Contents	Hours
LBS 306	SMART	<ul style="list-style-type: none"> ❖ Theory steps of selling ❖ Demo and Class exercises Practical exposure and projects and performance analysis ❖ Introduction exchange of business cards ❖ Work station etiquettes ❖ Email etiquettes ❖ Business etiquettes ❖ Managing meetings ❖ Telephone etiquettes ❖ Presentation etiquettes ❖ Dining etiquettes ❖ Bathroom etiquettes ❖ Dressing and Grooming 	30 hours





Career Progression Certification



Certificate No.	Name of Certificate	Contents	Hours
LBS 201	Life Skills	<ul style="list-style-type: none">❖ Understanding self concept of Social Environment❖ Concept of self and public image. Workshop on how to bridge the gap between Self and Public image leading to Happiness.	30 hours
LBS 202	Social Media and Personal Branding	<ul style="list-style-type: none">❖ Social Media Revolution❖ Overview of social media❖ Social Media Classification❖ SMM and benefits, Assignments❖ Exercise on setting up campaigns❖ Social Media Analytics❖ Personal Branding Concept❖ Personal Branding Exercise❖ Get started on your Brand print	30 Hours
LBS 203	Corporate Etiquettes and Grooming	<ul style="list-style-type: none">❖ Personal Appearance❖ Personal Hygiene❖ Self-Assessment❖ Conversational Techniques❖ Small talk and networking, developing Business Relation	30 hours
LBS 204	Working in Excel	<ul style="list-style-type: none">❖ Overview of MS Excel❖ Table and Formatting❖ Simple Calculation❖ Report Preparation❖ Advance Charting❖ Pivot Table and Pivot reporting macros❖ V-Lookup	60 hours
LBS 205	Ethics in Business	<ul style="list-style-type: none">❖ Introduction to Business Ethics❖ Roles of Business ethics in Various Types of business Structure❖ Structure of Business Ethics❖ Duration ethics in workplace❖ Code of conducts, Code of ethics❖ CSR❖ Ethic's positive impact on Business❖ Corporate integrity❖ Consumer rights❖ Study of Indian Business Houses	30 hours
LBS 206	Entrepreneurship Unleashed	<ul style="list-style-type: none">❖ 5 steps entrepreneurship❖ Entrepreneur ecosystem in India❖ Financial Institution and Legal Environment❖ Study of Indian Business Houses❖ Entrepreneurship and legal forms of Business using relevant case studies.	30 hours



[Signature]
Director



Key Indicator- 1.2 Academic Flexibility

**1.2.1 Number of Add on/
Certificate/ Value added programs
offered during the last five years**

Documents:

- Approval by SPPU**
- Application by Lotus Business School for Value added courses**
- Remittance details**



शैक्षणिक विभाग (मान्यता कक्ष)
गणेशखिंड, पुणे-४११००७
दूरध्वनी क्र: ०२०-२५६२११६०
ई-मेल: boards@pun.unipune.ac.in
संकेतस्थळ: www.unipune.ac.in

सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)
Savitribai Phule Pune University
(Formerly University of Pune)

Academic Section (Approval Cell)
Ganeshkhind, Pune-411007
Phone: 020-25621160
E-mail: boards@pun.unipune.ac.in
Website: www.unipune.ac.in

Ref. No. : CB/482

Date : 06/02/2022

To,
The Principal/Director
Lotus Business School Lotus Business
School Addr: Jhambe Road Pune
Mumbai Expressway near sai petrol
pump Punawale pune Tal: Pimpri
Chinchwad (corporation Area) Dist:
Pune Pincode: 411033

Subject : Regarding Approval for Value Added Courses

Sir/Madam,

With reference to your Value added Course/Courses application , University Authority approved following Value Added Course/Courses for academic year 2020-2021 .

Sr.No.	Faculty	Course Name
1	Commerce and Management	Certificate Course in Quality Assurance and Control Management for Managers
2	Commerce and Management	Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
3	Commerce and Management	Export import Management in Pharmaceutical and Healthcare Sector
4	Commerce and Management	Digital Marketing for Agriculture & Food Industry
5	Commerce and Management	Digital Marketing for Pharmaceuticals and Healthcare Industry
6	Commerce and Management	Essentials of Digital Marketing for Managers
7	Commerce and Management	Agriculture and Food Product Packaging Management
8	Commerce and Management	Pharmaceutical Packaging Management
9	Commerce and Management	Certificate Course in Packaging Management for Managers
10	Commerce and Management	Certificate Course in SMART for Pharmaceutical and Healthcare Management
11	Commerce and Management	Certification course in SMART for Managers
12	Commerce and Management	Certification Course in Corporate Etiquettes & Business Ethics for Managers
13	Commerce and Management	Certification Course in Presentation Skills & Public Speaking for Managers
14	Commerce and Management	Certification Course in Business Analytics for Agri Business Management
15	Commerce and Management	Certification Course in Business Analytics for Pharma and Healthcare Management
16	Commerce and Management	Certificate Course in Financial Reporting and Analysis for Managers
17	Commerce and Management	Certification Course in Industrial Environmental Analysis for Managers
18	Commerce and Management	Certification Course in Environmental Analysis for Agriculture and Food Industry
19	Commerce and Management	Certificate Course in Environmental Analysis for Pharmaceuticals and Healthcare Industry
20	Commerce and Management	Certificate course in Marketing Analytics for Managers





शैक्षणिक विभाग (मान्यता कक्षा)
गणेशखिंड, पुणे-४११००७
दूरध्वनी क्र: ०२०-२५६२११६०
ई-मेल: boards@pun.unipune.ac.in
संकेतस्थळ: www.unipune.ac.in

सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)
Savitribai Phule Pune University
(Formerly University of Pune)

Academic Section (Approval Cell)
Ganeshkhind, Pune-411007
Phone: 020-25621160
E-mail: boards@pun.unipune.ac.in
Website: www.unipune.ac.in

21	Commerce and Management	Certificate Course in Digitization for Agriculture and Food Industry
22	Commerce and Management	Certificate Course in Digitization for Pharmaceutical and Healthcare Industry
23	Commerce and Management	Certificate Course in Supply Chain and Logistics Management for Agriculture and Food Industry
24	Commerce and Management	Certificate Course in Supply Chain and Logistics Management for Pharmaceutical and Healthcare Industry
25	Commerce and Management	Certificate Course in Supply Chain and Logistics Management for Managers
26	Commerce and Management	Certificate Course in Production and Operation Management for Managers
27	Commerce and Management	Certificate Course in Production Planning & Operation Management in Agriculture & Food Industry
28	Commerce and Management	Certificate Course in Production Planning & Operation Management in Pharmaceuticals and Healthcare Industry
29	Commerce and Management	Certificate Course in Event Management for Managers
30	Commerce and Management	Certificate Course in Intellectual Property Right (IPR) for Managers
31	Commerce and Management	Certificate Course in Niche Product Management for Managers
32	Commerce and Management	Certificate Course in Business Analysis for Decision Making for Managers
33	Commerce and Management	Certificate Course in Business Analysis for Decision Making in Agriculture & Food Industry
34	Commerce and Management	Certificate Course in Business Analysis for Decision Making in Pharma and Healthcare Industry
35	Commerce and Management	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Agriculture Business Management
36	Commerce and Management	Certificate Course in Presentation Skills and Public Speaking
37	Commerce and Management	Certificate Course in Marketing Analytics
38	Commerce and Management	Certificate Course in Digital Marketing
39	Commerce and Management	Certificate Course in SMART (Selling, Marketing And Recruitment, Training)
40	Commerce and Management	Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
41	Commerce and Management	Certificate Course in Financial Reporting and Analysis for Managers
42	Commerce and Management	Certificate Course in Financial Analytics
43	Commerce and Management	Certificate Course in Marketing of Financial Products




Director
Swami Sevabnavi Sanstha's
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Pune - 411 033



(Dr. M. V. Rasve)
Deputy Registrar
Academic Section



सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)

IMMPP019360

युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

संस्था नाव	: स्वामी सेवाभावी संस्था	युनिपुणे आयडी	: IMMPP019360
महाविद्यालयाचे नाव	: लोटस बिजनेस स्कूल	विद्याशाखा	: [Management]
पत्ता	: झांवे रोड पुणे मुंबई एक्सप्रेसवे निपर सर्ई पेट्रोल पंप पूनवले पुणे, पिंपरी चिंचवड (महानगर पालिका हद्द)		
प्राचार्याचे नाव	: सतीश अंगदराव वरपडे		
प्राचार्याचा प्रकार	: कायम	सेवेतील शिक्षक संख्या	: 40
जिल्हा	: पुणे	तालुका	: पिंपरी चिंचवड (महानगर पालिका हद्द)
महाविद्यालयचा प्रकार कोणता?	: शहरी	संबंधित संस्था धार्मिक/भाषिक अल्पसंख्याक दर्जा प्राप्त आहे काय ?	: नाही
व्यवस्थापन कुणाचे आहे ?	: खाजगी (कायम विना-अनुदानित)	Is college purely a self-financing college ?	: होय
12(b)(2f) of the UGC Act, मध्ये महाविद्यालय येते काय ?	: नाही	महाविद्यालय कुणासाठी?	: सह-शिक्षण
रात्र महाविद्यालय आहे काय?	: नाही		

प्राचार्य / संचालकांची माहिती

Name	Name Marathi	Designation	Mobile Number
Satish Angadrao Warpade	सतीश अंगदराव वरपडे	Director	9422711641

आपल्या महाविद्यालयात NAAC/NBA माहिती अस्तीत्वात नाही.

चलन सदर्भातील माहिती

अनू क्रं.	चलन क्रं.	चलन रक्कम
1	21690000046	40000.0000

प्रस्ताव क्रं.	विद्याशाखा	अभ्यासक्रम
210900007	Commerce and Management	Management - Certificate Course in Digitization in Agriculture and Healthcare Industry
210900008	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making in Agriculture & Food Industry
210900009	Commerce and Management	Management - LBS2020-2203-Certificate Course in Digital Marketing for Agriculture & Food Industry
210900010	Commerce and Management	Management - Certificate Course in Corporate Etiquettes & Business Ethics

1

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Pune - 411 031.





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

210900011	Commerce and Management	Management - Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Agriculture Business Management
210900012	Commerce and Management	Management - Certificate Course in Agriculture & Food Industry Environmental Analysis
210900013	Commerce and Management	Management - Certificate Course in Agriculture and Food Product Packaging Management
210900014	Commerce and Management	Management - Certificate Course in Digitization ✓
210900015	Commerce and Management	Management - Certificate Course in Export-Import Management in Agriculture and Food Sector
210900016	Commerce and Management	Management - Certificate Course in Intellectual Property Rights for Agriculture and Food Industry.
210900017	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making for Managers ✓
210900018	Commerce and Management	Management - Certificate Course in Presentation Skills and Public Speaking
210900019	Commerce and Management	Management - Certificate Course in Marketing Analytics
210900020	Commerce and Management	Management - Certificate Course in Digital Marketing ✓
210900021	Commerce and Management	Management - Certificate Course in Event Management
210900022	Commerce and Management	Management - Certificate Course in Premium Brand Management
210900023	Commerce and Management	Management - Certificate Course in SMART (Selling, Marketing And Recruitment, Training)
210900024	Commerce and Management	Management - Certificate Course in Production Planning & Operations Management in Agriculture
210900025	Commerce and Management	Management - Certificate Course in Industry Environmental Analysis
210900026	Commerce and Management	Management - Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
210900027	Commerce and Management	Management - Certificate Course in Supply Chain and Logistics Management in Agriculture and Food Industry
210900028	Commerce and Management	Management - Certificate Course in Export-Import Management
210900029	Commerce and Management	Management - Certificate Course in Financial Reporting and Analysis for Managers
210900030	Commerce and Management	Management - Certificate Course in Intellectual Property Rights





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

210900031	Commerce and Management	Management - Certificate Course in Financial Analytics
210900032	Commerce and Management	Management - Certificate Course in Investment Adviser
210900033	Commerce and Management	Management - Certificate Course in Marketing of Financial Products
210900034	Commerce and Management	Management - Certificate Course in Securities Analysis & Portfolio Management
210900035	Commerce and Management	Management - Certificate Course in Digitization in Pharmaceutical & Healthcare Industry
210900036	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making in Pharmaceutical and Healthcare Industry
210900037	Commerce and Management	Management - Certificate Course in Supply Chain and Logistics Management in Pharmaceutical and Healthcare Industry
210900038	Commerce and Management	Management - Certificate Course Digital Marketing for Pharmaceuticals and Healthcare Industry
210900039	Commerce and Management	Management - Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Pharma & Healthcare Management
210900040	Commerce and Management	Management - Certificate Course in Pharmaceutical and Healthcare Industry Environmental Analysis
210900041	Commerce and Management	Management - Certificate Course in Export-Import Management in Pharmaceutical and Healthcare Industry
210900042	Commerce and Management	Management - Certificate Course in Pharmaceutical Packaging Management
210900043	Commerce and Management	Management - Certificate Course in Intellectual Property Rights for Pharmaceutical and Healthcare Industry.
210900044	Commerce and Management	Management - Certificate Course in Production Planning & Operations Management in Pharmaceuticals and Healthcare Industry
210900045	Commerce and Management	Management - Certificate Course in Pharmaceutical Packaging Management
210900046	Commerce and Management	Management - Certificate Course in Quality Assurance and Control Management in Pharmaceuticals and Healthcare Industry





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

(महत्त्वाची सूचना :-आसीस मायना संस्थेच्या सेटर व्हेब वर टाईप करून सही आणि सिफ्टच्या सोबत भर्जासोबत जोडणे अनिवार्य आहे .)

प्रति,
माननीय कुलसचिव,
सावित्रीबाई फुले पुणे विद्यापीठ.

सोबतच्या प्रस्तावामध्ये सादर केलेली माहिती ही या संदर्भातील नियम तसेच महाराष्ट्र शासन/विद्यापीठ सक्षम प्राधिकरणे यांनी वेळोवेळी निर्गमित केलेले आदेश/परिपत्रके /निर्णय / बृहत आराखडा व अन्य यांची पूर्ण माहिती घेऊन भरण्यात आली आहे.तसेच या सोबत भन्व्यता मिळालेल्या शिक्षकांची किंवा शिक्षक मान्यतेसाठी प्रस्ताव सादर केलेल्या शिक्षकांची यादी जोडलेली आहे. या माहितीमध्ये काही त्रुटि वा असत्यता आढळल्यास सादर प्रस्ताव कोणत्याही स्तरावर नाकारण्याचे सर्व अधिकार विद्यापीठास असतील व त्यास संस्थेची कोणतीही हरकत असणार नाही.



मुळ सही
प्राचार्य /संचालक
सतीश अंगदराव वरपडे

Ref:- LBS/Affiliation/09/2021/28

DATE - 28 /09/2021

To,
The Registrar (Academic)
University of Pune,
Pune-411007.

Subject: - Submission of New Certificate Course Application (Commerce & Management) for academic year 2022-23.

Respected Sir,

With reference to above mentioned subject, we are submitting New Certificate Course Application (Commerce & Management) for the academic year 2022-23. We have also submitted same on BCUD portal.


Kindly acknowledge us the receipt.

Thanking You,


Director,

Swami Sevabhavi Sanstha's
Lotus Business School, Pune



30 Sep 2021






Savitribai Phule Pune University

NEFT/RTGS Funds Transfer Application Form

NEFT/RTGS Challan details

(User Copy)

Remitters Details		Beneficiary Details	
College Name	Lotus Business School Lotus Business School Addr: Jhambe Road Pune Mumbai Expressway near sai petrol pump Punawale pune Tal: Pimpri Chinchwad (corporation Area) Dist: Pune, Pincode: 411033 [IMMP019360]	Name of Beneficiary	Finance & Accounts Officer , Savitribai Phule Pune University, Pune-7.
A/C Name	Lotus Business School	Receiving Bank	Axis bank
Account No	309008320449	Bank Branch	CCPH
Bank Name	Rbl Bank	Account no NEFT/RTGS	969521690000046
Bank Branch	Wakad Pune	IFSC Code	UTIB0CCH274
IFSC Code	RATN0000291	Amount	40000.00
Amount	40000.00		
Amount in Word	Forty Thousand rupees only		

Cut here

NEFT/RTGS Funds Transfer Application Form

NEFT/RTGS Challan details

(University Copy)

Remitters Details		Beneficiary Details	
College Name	Lotus Business School Lotus Business School Addr: Jhambe Road Pune Mumbai Expressway near sai petrol pump Punawale pune Tal: Pimpri Chinchwad (corporation Area) Dist: Pune, Pincode: 411033 [IMMP019360]	Name of Beneficiary	Finance & Accounts Officer , Savitribai Phule Pune University, Pune-7.
A/C Name	Lotus Business School	Receiving Bank	Axis bank
Account No	309008320449	Bank Branch	CCPH
Bank Name:	Rbl Bank	Account no NEFT/RTGS	959521690000046
Bank Branch	Wakad Pune	IFSC Code	UTIB0CCH274
IFSC Code	RATN0000291	Amount	40000.00
Amount	40000.00		
Amount in Word	Forty Thousand rupees only		



Account Name: **LOTUS BUSINESS SCHOOL**
 Customer Address: **SWAMI SEVASHAVI SANSTHA**
LOTUS BUSINESS
SCHOOL S N 34-4
KOYATE WASTI PUNE
PUNE - 411037
 Phone: **+91(0)2233347331**
 Email Id: **RUSHKEGHK@LOYUSCENTRE.AC.IN**

Home Branch: **WAKAD, PUNE (0291)**
 Home Branch Address:

NA NA

IFSC/RTGS/NEFT code:

Sanction Limit: **₹ 0.00**

Drawing Power: **₹ 0.00**

Branch Timings:

CIF ID: **203025230**

A/c Currency: **₹**

Call Center: **022-71109111**

Branch Phone Num:

A/C Opening Date: **05/09/2019**

A/C Type: **Savings Accounts**

A/c Status: **Active**

Statement Of Transactions
 In Account Number: **30908320449**

Period: **2021-08-01 to 2021-09-30**

Transactions List - STASC - LOTUS BUSI (₹) - 30908320449

Transaction Date	Transaction Details	Cheque ID	Value Date	Withdrawl Amt (₹)	Deposit Amt (₹)	Balance (₹)
30/09/2021	Consolidated Interest Payment		30/09/2021		21,471.00	4,83,475.90
30/09/2021	R-126815008025-REVERSAL-IMPS CIB SHYAM PUYED		30/09/2021		75,000.00	4,62,004.90
30/09/2021	NEFT/0001212730003217/SAI ADVERTISERS/SRCEB/000001		30/09/2021		1,00,000.00	3,87,004.90
30/09/2021	AFT/010779308841:30908320449:309007413159		30/09/2021	2,00,000.00		2,87,004.90
29/09/2021	1272170650567-IMPS CIB SHYAM PUYED		29/09/2021	23,500.00		4,87,004.90
29/09/2021	177217059440-IMPS CIB GAYATRI AHI		29/09/2021	10,000.00		8,10,604.90
29/09/2021	NEFT/00012127290011832/SAI ADVERTISERS/SRCEB/000001		29/09/2021		2,00,000.00	5,20,504.90
29/09/2021	NEFT/000201788426/UTIB/FINANCE & ACCOUNTS OFFICER	80	29/09/2021	40,000.00		3,20,504.90
29/09/2021	UPI/127297423043/UP/wapnil surya1996@okicd		29/09/2021		23,307.00	3,60,504.90
29/09/2021	UPI/127245887841/Payment from PhonePe/Varshu/Thor		29/09/2021		21,000.00	3,37,197.90
29/09/2021	UPI/127288352031/Vinay Gadge fest/hanshulthoral@yb		29/09/2021		819.00	3,16,187.90
28/09/2021	IMPS 127115898834 FROM JAYANTBALKRUSHNAKANE		28/09/2021		16,000.00	3,15,378.90
28/09/2021	NEFT/IBKL210928091772/BAC HATE EKNATH DATTA/IBRU/48		28/09/2021		40,000.00	3,05,378.90
28/09/2021	NEFT/0928271703646038/TOT ALE RAJESH FAKIRCHANDUJS		28/09/2021		29,000.00	2,85,378.90
27/09/2021	UPI/127081682738/Bataji Pralhadrao Yachawat Admlsa		27/09/2021		10,500.00	2,36,378.90
27/09/2021	NEFT/000201387315/UTIB/FINANCE AND ACCOUNTS OFFICE	99	27/09/2021	59,500.00		2,25,878.90
27/09/2021	NEFT/000201381881/UTIB/FINANCE & ACCOUNTS OFFICER	100	27/09/2021	20,000.00		2,85,378.90
27/09/2021	NEFT/000201383818/UTIB/FINANCE & ACCOUNTS OFFICER	98	27/09/2021	16,000.00		3,05,378.90
27/09/2021	UPI/127013249104/UP/maheshnikam2330@okhdfcbank		27/09/2021		15,000.00	3,20,378.90
25/09/2021	126815008025-IMPS CIB SHYAM PUYED		25/09/2021	75,000.00		
25/09/2021	UPI/126887792923/Admission Fees/7757941245@ybl		25/09/2021		10,000.00	3,80,378.90
23/09/2021	GST IMPS Charges 20-08-2021 to 20-09-2021		23/09/2021	0.00		3,70,378.90

(Signature)
Director
 Swami Sevabhavi Sanstha's
 Lotus Business School
 Pune - 411 033



2020-21



सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

संस्था नाव	: स्वामी सेवाभावी संस्था	युनिपुणे आयडी	: IMMP019360
महाविद्यालयाचे नाव	: लोटस बिजनेस स्कूल	विद्याशाखा	: [Management]
पत्ता	: झांवे रोड पुणे पुर्वई एक्सप्रेसवे नियर राई पेट्रोल पंप पूनवले पुणे, पिंपरी चिंचवड (महानगर पालिका हद्द)		
प्राचार्याचे नाव	: सतीश अंगदराव वरपडे		
प्राचार्याचा प्रकार	: कायम	सेवेतील शिक्षक संख्या	: 40
जिल्हा	: पुणे	तालुका	: पिंपरी चिंचवड (महानगर पालिका हद्द)
महाविद्यालयाचा प्रकार कोणता?	: शहरी	संबंधित संस्था धार्मिक/भाषिक अल्पसंख्याक दर्जा प्राप्त आहे काय ?	: नाही
व्यवस्थापन कुणाचे आहे ?	: खाजगी (कायम बिना-अनुदानित)	Is college purely a self-financing college ?	: होय
12(b)(2f) of the UGC Act, मध्ये महाविद्यालय येते काय ?	: नाही	महाविद्यालय कुणासाठी?	: सह-शिक्षण
रात्र महाविद्यालय आहे काय?	: नाही		

प्राचार्य / संचालकांची माहिती

Name	Name Marathi	Designation	Mobile Number
Satish Angadrao Warpade	सतीश अंगदराव वरपडे	Director	9422711641

आपल्या महाविद्यालयात NAAC/NBA माहिती अस्तीत्वात नाही.

चलन संदर्भातील माहिती

अनु क्रं.	चलन क्रं.	चलन रक्कम
1	20690000020	41000.0000
प्रस्ताव क्रं.	विद्याशाखा	अभ्यासक्रम
201200096	Commerce and Management	Management - Export import Management in Agriculture and Food Sector
201200097	Commerce and Management	Management - Certificate Course in Quality Assurance and Control Management in Pharmaceutical and Healthcare Industry.
201200098	Commerce and Management	Management - Certificate Course in Quality Assurance and Control Management for Manag

①

Director
Swami Sevabnavi Sanstha's
Lotus Business School
Pune - 411 031





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वेचे पुणे विद्यापीठ)



पुणे आयडी :
IMMP019360

New Certificate Course Application

40	201200099	Commerce and Management	Management - Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
3	201200100	Commerce and Management	Management - Export import Management in Pharmaceutical and Healthcare Sector.
	201200101	Commerce and Management	Management - Essentials of Export import Management for Managers
4	201200102	Commerce and Management	Management - Digital Marketing for Agriculture & Food Industry
5	201200103	Commerce and Management	Management - Digital Marketing for Pharmaceuticals and Healthcare Industry
6	201200104	Commerce and Management	Management - Essentials of Digital Marketing for Managers
7	201200105	Commerce and Management	Management - Agriculture and Food Product Packaging Management
8	201200106	Commerce and Management	Management - Pharmaceuticals Packaging Management
9	201200107	Commerce and Management	Management - Certificate Course in Packaging Management for Managers
35	201200108	Commerce and Management	Management - Certification course in SMART for Agri Business Management
10	201200109	Commerce and Management	Management - Certificate Course in SMART for Pharmaceutical and Healthcare Management
11	201200110	Commerce and Management	Management - Certification course in SMART for Managers
12	201200111	Commerce and Management	Management - Certification Course in Corporate Etiquettes & Business Ethics for Managers
13	36 201200112	Commerce and Management	Management - Certification Course in Presentation Skills & Public Speaking for Managers
	201200113	Commerce and Management	Management - Certification Course in Business Analytics for Managers
14	201200114	Commerce and Management	Management - Certification Course in Business Analytics for Agri Business Management
15	201200115	Commerce and Management	Management - Certification Course in Business Analytics for Pharma and Healthcare Management
16	41 201200116	Commerce and Management	Management - Certificate Course in Financial Reporting and Analysis for Managers
17	201200117	Commerce and Management	Management - Certification Course in Industrial Environmental Analysis for Managers
18	201200118	Commerce and Management	Management - Certification Course in Environmental Analysis for Agriculture and Food Industry
19	201200119	Commerce and Management	Management - Certificate Course in Environmental Analysis for Pharmaceuticals and Healthcare Industry





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे वायडी :
IMMP019360

New Certificate Course Application

20	201200120	Commerce and Management	Management - Certificate course in Marketing/Analytics for Managers
21	201200121	Commerce and Management	Management - Certificate Course in Digitization for Agriculture and Food Industry
22	201200122	Commerce and Management	Management - Certificate Course in Digitization for Pharmaceutical and Healthcare Industry
	201200123	Commerce and Management	Management - Certificate Course in Digitization for Managers
23	201200124	Commerce and Management	Management - Certificate Course in Supply Chain and Logistics Management for Agriculture and Food Industry
24	201200125	Commerce and Management	Management - Certificate Course in Supply Chain and Logistics Management for Pharmaceutical and Healthcare Industry
25	201200126	Commerce and Management	Management - Certificate Course in Supply Chain and Logistics Management for Managers
26	201200127	Commerce and Management	Management - Certificate Course in Production and Operation Management for Managers
27	201200128	Commerce and Management	Management - Certificate Course in Production Planning & Operation Management in Agriculture and Food Industry
28	201200129	Commerce and Management	Management - Certificate Course in Production Planning & Operation Management in Pharmaceuticals and Healthcare Industry
29	201200130	Commerce and Management	Management - Certificate Course in Production Management for Managers
30	201200131	Commerce and Management	Management - Certificate Course in Intellectual Property Right (IPR) for Managers
	201200132	Commerce and Management	Management - Certificate Course in Essentials of Machine Learning and Artificial Intelligence for Managers
31	201200133	Commerce and Management	Management - Certificate Course in Niche Product Management for Managers
32	201200134	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making for Managers
33	201200135	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making in Agriculture & Food Industry
34	201200136	Commerce and Management	Management - Certificate Course in Business Analysis for Decision Making in Pharma and Healthcare Industry





सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)



युनिपुणे आयडी :
IMMP019360

New Certificate Course Application

(पहत्याची सूचना :-बालील मायना संस्थेच्या सेटर हेड वर दाखप करून सही आणि शिकण्या सोबत बर्जासोदत जोडणे अनिवार्य आहे .)

प्रति,
माननीय कुलसचिव,
सावित्रीबाई फुले पुणे विद्यापीठ.

सोबतच्या प्रस्तावामध्ये सादर केलेली माहिती ही या संदर्भातील नियम तसेच महाराष्ट्र शासन/विद्यापीठ सक्षम प्राधिकरणे यांनी वेळोवेळी निर्गमित केलेले आदेश/परिपत्रके /निर्णय / बृहत् आराखडा व अन्य यांची पूर्ण माहिती घेऊन भरण्यात आली आहे. तसेच या सोबत मान्यता मिळालेल्या शिक्षकांची किंवा शिक्षक मान्यतेसाठी प्रस्ताव सादर केलेल्या शिक्षकांची यादी जोडलेली आहे. या माहितीमध्ये काही त्रुटि वा असत्यता आढळल्यास सदर प्रस्ताव कोणत्याही स्तरावर नाकारण्याचे सर्व अधिकार विद्यापीठास असतील व त्यास संस्थेची कोणतीही हरकत बसणार नाही.

मुळ सही
प्राचार्य /संचालक
सतीश अंगदराव वरपडे





**Key Indicator- 1.2 Academic
Flexibility**

**1.2.1 Number of Add
on/ Certificate/ Value
added programs
offered during the last
five years**

**Syllabus of Certificates
for Year 2021-22**

CPP Code	LBS2021-2201
Title of Course	Certificate Course in Digitization In Agriculture and Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Sudarshan Babar
Content of Proposed Course	<ul style="list-style-type: none"> - Overview of Digital Practices in Agriculture and Healthcare Industry. - In detail Study of MS-Office for Agriculture and Healthcare Industry. - Overview of ERP & CRM
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agriculture and Healthcare Industry. Digitization in Agriculture and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in agriculture industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To Strengthen Agriculture and Healthcare Industry Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Google Suite - overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBS2021-2202
Title of Course	Certificate Course in Business Analysis for Decision Making in Agriculture & Food Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction in Agriculture & Food Industry • Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry • Decision Analytics in Agriculture & Food Industry
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on an agribusiness' unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy in Agriculture & Food Industry. How to define and identify a specific problem for a business analysis in Agriculture & Food Industry. ➤ Data Exploration and Reduction in Agriculture & Food Industry What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel ➤ Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation ➤ Decision Analytics in Agriculture & Food Industry Formulate and solve models for business problems that requires yes/no decisions and logical constraints, Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions



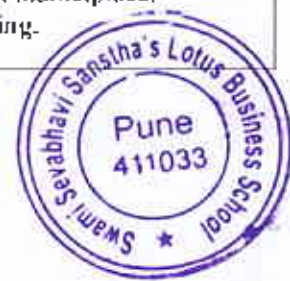
CPP Code	LBS2021-2203
Title of Course	Certificate Course in Digital Marketing for Agriculture & Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for Agriculture & Food Industry - Digital-Customer relationship management in Agriculture & Food Industry - Lead generation and closing in Agriculture & Food Industry
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Digital Marketing for Agriculture & Food Industry, Specifically the content of this certificate is focus on Agriculture & Food Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance in Agriculture & Food Industry • 3. Effective use of digital marketing tools in Agriculture & Food Industry
Syllabus	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing in Agriculture & Food Industry, The definition,, Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing in Agriculture & Food Industry Email – B2C & B2B How the two differ, Whaisapp Marketing,, Facebook, Instagram, , YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for Agriculture & Food Industry - Whyare they imporant, Steps & Tools, Tacties,, Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World in context of Agriculture & Food Industry Impact of various sectors b, How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies , Content Marketing ➤ Conversion of sales in Agriculture & Food Industry, Selling effectively on digital media, Approach and Tacties, . Ensuring effective closures, Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Agriculture & Food Industry for B2C, segment encompassing, Lead Generation- Tools, Tacties & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation for Agriculture & Food Industry



CPP Code	LBS2021-2204
Title of Course	Certificate Course in Corporate Etiquettes & Business Ethics
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	180
Course Coordinator	Prof. Prajakta Gajare
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Corporate Etiquette - Developing Professional behaviour for different interactions - Participants can acquire basic concepts and standards of Business Ethics and to develop their skills in identification, analyses and permission of ethical dilemmas on workplace.
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Corporate Etiquettes & Business Ethics Specifically the content of this certificate is focus as per Industry and more practical. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants will be able to understand the minimum accepted standards of etiquette in interaction inside and outside of the organization • To develop the professional behavior required in day to day operations. • Reasons of emergence of Business Ethics concept and the main stages of their origin
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Corporate Etiquette Introduction to Business Etiquette, The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behaviour, The Role of Good Manners in Business, Enduring Words ➤ Business Attire and Professionalism Business Style and Professional Image, Dress Codes, Guidelines for Appropriate Business Attire, Grooming for Success, Multi-cultural Dressing ➤ Telephone Etiquette Cell Phone Etiquette, Telephone Etiquette, Mastering the Telephone, Answering the Telephone, Active Listening, Putting Callers on Hold, Transferring a Call, Taking a Message, Closing the Call, Handling Rude or Impatient Callers ➤ Internet and Email Etiquette Internet Usage in the Workplace, Email Issues, Netiquette, Online Chat Issues, Online Chat Guidelines ➤ Decorum, Receiving Guests in Office, Decorum with visitors, consultants, seniors & other professionals, Appropriate Greetings – Handshakes and others forms of greeting, Making introductions, self introduction, Exchanging Business Cards ➤ Business Ethics Ethics in the Workplace The Challenge of Business Ethics, Creating an Ethical Compass, Business Ethics Advantages Ethical Issues, Preventing Sexual Harassment, Conflict Resolution Strategies, Choosing the Appropriate Gift in the Business Environment



CPP Code	LBS2021-2205
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Agriculture Business Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Sudarshan Babar
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Agriculture and Food Industry - STP for agricultural products & services - B2B & B2C concepts for Agriculture and Food Industry - Recruitment & Training of Agriculture and Food Industry sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • Build confidence to convey how the agriculture sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Agri Sales and Marketing. • The Agriculture Sales, marketing, recruitment & training will develop and expand the student's knowledge of Agriculture Business. • Deconstruct the pros and cons of sample real world sales calls for products of agriculture & food industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for Agricultural and Food products & services, Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing & Sales – Introduction to Rural marketing, Business to Business marketing in agriculture and food industry, Business to consumer marketing in agriculture and food industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in agriculture and Food Industry. ➤ Sales Process (7 steps): Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up, Rural Consumer Behavior, Rural Product Categories, Challenges for Rural Communication: Message & Media for Rural Communication. ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted in both B2B & B2C method at actual marketplace. 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LBS2021-2206
Title of Course	Certificate Course in Agriculture & Food Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Role of agriculture and Food Industry in Indian economy - Agro processing, agricultural marketing, agricultural finance etc, in the country, Impact of globalization on agribusiness sector, Structure of agriculture - Agribusiness policies-concept and formulation, new dimensions in Agri business environment and policy. - Policy controls and regulations relating to the Industrial sector with specific reference to agro-industries.
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide Agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus describe the key characteristics of the players in an Agri and Food Industry. It helps to understand and summarize the management ethos and philosophy of the players in Agri and Food Industry. It demonstrate an understanding of the regulatory forces acting on the Industry It compare and Contrast, using tables and charts, the market and financial Performance of the players in an industry. Creates and Assess the impact of recent developments on the industry and its key players. Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Agriculture Industry Analysis --Nature of the Agriculture Industry, Players in the Agriculture Industry, Pricing Policies, Capacity analysis – total capacity of the Agriculture Industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Agriculture Industry – at global, national and regional level, Professional Trade bodies of the Agriculture Industry, Business Functions carried out Online by the key players, Online presence of the players, Incremental Innovations in the Agriculture Industry, Disruptive Innovations in the Agriculture Industry. ➤ Promoters & Management Ethos in Agriculture Industry: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc. against irregularities, legal violations if any. ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry. ➤ Recent Developments: Impact of key relevant provisions of the latest Fiscal policy on the industry and various players therein, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Key Alliances in the past 5 years and their performance & impact on other players in the industry, Mergers & Acquisitions.



Evaluation Method

➤ **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2021-2207
Title of Course	Certificate Course in Agriculture and Food Product Packaging Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Chandrakant Thorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Packaging in Agriculture and Food Industry - Good packaging Practices in Agriculture and Food Industry - Role of Different agencies in packaging in Agriculture and Food Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agribusiness Management. Agriculture and food product packaging management standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of packaging in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in packaging in agriculture and food industry. • To train the students to be competent working professionals in packaging the food and Agriculture products like fruits, vegetables, milk, oil, grains etc. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to agriculture and food within the country
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to concepts of food quality, food safety, food quality assurance and food quality management; objectives, importance and functions of quality control, Current challenges to food safety. Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. ➤ Food adulteration, nature of adulterants, methods of evaluation of food adulterants and toxic constituents. Principles of food quality assurance, total quality management (TQM) – good manufacturing/management practices, good hygienic practices, good lab practices, general awareness and role of management practices in quality control Food safety management, applications of HACCP in food safety, concept of food traceability for food safety. ➤ Statistical quality control in food industry Food safety and Standards Act : salient provision and prospects, Role of national and international regulatory agencies, Bureau of Indian Standards (BIS), AGMARK, Food Safety and Standards Authority of India (FSSAI), Introduction to WTO agreements: SPS and TBT agreements, Codex alimentarius commission, USFDA, International organization for standards (ISO) and its standards for food quality and safety (ISO 9000 series, ISO 22000, ISO 15161, ISO 14000) ➤ TQM and business strategy, Quality control process and its relevance in Agribusiness Industry, Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. ➤ Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade, HACCP, ISO9000, auditing and certification



CPP Code	LBS2021-2208
Title of Course	Certificate Course in Export-Import Management in Agriculture and Food Sector
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr. Dhemanjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Agriculture and Food Industry - Management of Import and Exports for Agriculture and Food Industry - Import Export Documentation for Agriculture and Food Industry - Import Export Procedures for Agriculture and Food Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Agribusiness Management. This Course is all about Export and Import Business Management for Agriculture and Food Industry. SPPU has given International Business as Minor specialisation in which one paper is about Import and Export but which is not applicable for Rural and Agri. Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Agriculture.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Agri. based Import and Export Business. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Agriculture and Food Industry : Meaning and Definition of Imports and Export – Classification in Agriculture and Food Industry – Strategy and Preparation for Export Marketing of Agriculture and Food product – Export Marketing Organizations – Registration Formalities for Agriculture and Food product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Agriculture and Food product. ➤ Management of Import and Exports for Agriculture and Food Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents – Marine insurance for Agriculture and Food product. ➤ Import Export Documentation for Agriculture and Food Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin



- Consular Invoice - Mate's Receipt - Bill of Lading - GR Form - ISO 9000 - Procedure for obtaining ISO 9000 - BIS 14000 Certification - Types of Marine Insurance Policies - Import Documents - Transport Documents - Bill to Entry - Certificate of Inspection - Certificate of Measurements - Freight Declaration - Principal, Auxiliary & Regulatory set of documents.

> **Import Export Procedures for Agriculture and Food Industry: Steps in Export Procedure - Export Contract - Forward Cover - Export Finance - Institutional framework for Export Finance - Excise Clearance - Pre-shipment Inspection - Methods of Preshipment Inspection - Marine Insurance - Role of Clearing and Forwarding Agents - Shipping and Customs Formalities - Customs EDI System - Negotiation of Documents - Realisation of Exports Proceeds - Pre-Import Procedure - Steps in Import Procedure - Legal Dimensions of Import Procedure - Customs Formalities for Imports - Warehousing of Imported goods - Exchange Control Provisions for Imports - Retirement of Export Documents.**



CPP Code	LDS2021-2209
Title of Course	Certificate Course in Intellectual Property Rights for Agriculture and Food Industry.
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr. Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> • Principles of IPR in Agriculture and Food Industry • Patent Law and Practices in Agriculture and Food Industry • Copyright Law and Practices in Agriculture and Food Industry • Trademark Law and Practices in Agriculture and Food Industry • Emerging Issues and Challenges in Agriculture and Food Industry • Future Aspects of Intellectual Property Rights in Agriculture and Food Industry
Justification of Course	<ul style="list-style-type: none"> • To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Agriculture and Food Industry • To disseminate knowledge on patents, patent regime in India and abroad and registration aspects • To disseminate knowledge on copyrights and its related rights and registration aspects • To disseminate knowledge on trademarks and registration aspects • To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects in Agriculture and Food Industry. • To aware about current trends in IPR and Govt. steps in fostering IPR in Agriculture and Food Industry
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR in concern with Agriculture and Food Industry.	
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR, International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTIS) in Agriculture and Food Industry ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness in Pharma and Health care sector, Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Agricultural products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights. ➤ Copyright and Neighboring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO , Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences in Agriculture and Food Industry ➤ Introduction to Trademarks Need for Protection, Kinds of trademarks Concept of Well known trademark in Agriculture and Food Industry. Registration of trademark Grounds of refusal of registration- Absolute ground Relative ground Procedure of registration of trademark opposition and its grounds
Evaluation Method	



➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CPP Code	LBS2021-2210
Title of Course	Certificate Course in Presentation Skills and Public Speaking
Course Credit	2
Course Teaching Hours	15
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Prajakta Gajare
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Public Speaking - Understand communication concepts that serve as a basis for effective speaking - Important things for effective presentations
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Presentation Skills and Public Speaking Specifically the content of this certificate is focus as per Industry and more practical. The delivery of the content is done by the industry experts with practical and live examples and case study method.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants will be able to have Excellent Audience Engagement, A Strong Body Language and able to Positioning On The Stage • Able to plan and prepare speeches that inform, convince, or fulfil the needs of event • Able to prepare Outline of speeches in a logical way
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Public Speaking Objectives, Outline, and Introduction, Benefits of Public Speaking, Models of Communication, Elements of the Communication Process, Types of Speeches and Speaking Occasions, Speaking Competencies, Conclusion, Review Questions, and Activities ➤ Presentation Skills Know about Your Audience, Mastering Communication Skills, Confidence Building, Positioning On The Stage, Strong Body Language, Successful content and Elements of Speech, Speech Preparation, Learn Great Transition Words, Excellent Audience Engagement, Developing leadership quality ➤ Delivering a Presentation presentation pattern , eye contact , gestures, peak loudly and clearly, honest answer to a question from an audience ➤ IT Skills required for presentation



CPP Code	LBS2021-2211
Title of Course	Certificate Course in Marketing Analytics
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> ➤ Introduction to concepts of Introduction to Marketing Analytics ➤ Analytics of entire marketing process ➤ Different software tools required in marketing analytics
Justification of Course (How this course is separate from existing Syllabus)	<ul style="list-style-type: none"> ➤ This course is not covered in the syllabus of Marketing Analytics; specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants able to understand the concept of Demand forecasting using customer-base models and statistical approaches, Market segmentation methods & practices. • Able to calculate Customer Lifetime Value • Introducing new products to the market • Able to calculate best possible Pricing for products
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Marketing Analytics ➤ Customer Analysis ➤ Market Segmentation ➤ Preference measurement ➤ Consumer Choice Models ➤ Customer Lifetime Value ➤ New Product Decisions ➤ Pricing Analytics ➤ Advertising Analytics ➤ Promotions Analytics



CPP Code	LBS2021-2212
Title of Course	Certificate Course in Event Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Event Communication & Presentation Skills • Special Events, Research & Planning • Advance Event Accounting & Costing • Event Marketing, Advertising & PR • Event Production & Logistics • Event Laws & License • Advance Aspects of Event Management
Justification of Course	<ul style="list-style-type: none"> • In SPPU syllabus, event management subject is only for Tourism and Hospitality Management specialization, so this certification course will provide event management knowledge to other specialization students too. • To provide a conceptual overview and a systematic study of event programming, management, and marketing, and practical applications. • To interpret and apply principles of both business and not-for-profit management to the special needs of event organizations. • To foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Understand basic framework of planning an event. • Demonstrate ability to execute events through project. • Understand industry trends based on guest lecturers' expertise. • Demonstrate ability to collaborate for event execution. • Evaluate events for effectiveness and success based on unique goals.
Syllabus	<ul style="list-style-type: none"> ➤ INTRODUCTION AND IMPORTANT ASPECTS OF EVENT MANAGEMENT: Events and principles of event management, Events – type and Size, Event planning and execution – an overview, Legalities, permissions and licenses, The role of an event manager, important characteristics of an event manager, Event management industry in India, Concept Designing – Theme, Event Objective and content development, Pre Event Preparation: Budgeting, Event design. ➤ STRATEGIC MARKETING FOR EVENTS Understanding the client requirement – Research, customer focus, product focus ,Ideation and planning (creating a master plan for execution, concept and theme development, making and delivering presentations), Introduction to sales and sales pitches (sales calls, sales pitches), Strategic budgeting and negotiations, Sponsorships – sponsor types / categories, identifying potential sponsors, preparing sponsorship decks, Media plan – designing a media plan, Introduction to email marketing and copyright. ➤ PROJECT PLANNING AND MANAGEMENT Planning an event – steps, Feasibility study, site survey and inspection, venues, time and scope of work, Understanding event and stage design and layouts – putting ideas on paper, Vendor management and planning with vendors, budget allocation and work delegation ➤ EVENT PRODUCTION AND LOGISTICS Elements of production, Stage construction and elements, Infrastructure, Framing and branding, Parking, travel and logistics, Sanitation and hygiene, Safety and security ➤ EXECUTION OF ACTUAL EVENT AND ITS EVALUATION



CPP Code	LBS2021-2213
Title of Course	Certificate Course in Premium Brand Management
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> ➤ Concept of Premium brand management ➤ Marketing of Premium brand ➤ CRM in Premium brand management
Justification of Course (How this course is separate from existing Syllabus)	<ul style="list-style-type: none"> ➤ This course is not covered in the syllabus of Premium Brand Management; specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ol style="list-style-type: none"> 1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing premium brands. 2. Identify important issues related to planning and implementing premium brand strategies for a diverse group of marketing offerings (e.g., Premium Agricultural products & services, premium Pharma & Healthcare products & services, & general premium brands etc.). 3. Learn how to identify brand meaning and to measure brand strength for any particular market offering. 4. Apply premium branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to brand management ➤ Premium Product concepts ➤ Premium brand & Marketing mix ➤ Understanding the premium consumers expectations worldwide ➤ Developing & managing premium brand management ➤ Distribution strategy for premium brand ➤ CRM in the premium brand ➤ Strategy leadership & social responsibility ➤ Legal aspects of premium brand management



CPP Code	LDS2021-2214
Title of Course	Certificate Course in Production Planning & Operations Management in Agriculture
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Agriculture Industry - Good Manufacturing Practices in Agriculture Industry - Role of Different agencies in Production Planning and Operations Management in Agriculture and Food Industry - Different PPC functions in Agriculture and Food Industry
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agriculture Management. Production Planning and Operations management in Agriculture are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of PPC in the Agriculture and food industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Agriculture and Food Industry • To train the students to be competent working professionals in the PPC in Agriculture and food industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Agriculture and food industry within the country
Syllabus	<ul style="list-style-type: none"> ➤ Agricultural Production Planning and Control: functions of production planning and control, its objective, different system of manufacture production cycle, scheduling and control of production and its control procedures and devices. ➤ Total quality management, considerations, stage of quality control, standard and specifications, quality assurance and quality circles. Scheduling psychology, methodology and control techniques. Legal aspects of quality control. ➤ Capacity planning-models; process planning—aggregate planning—scheduling-maintenance management concept-work study, method study, work measurement, work sampling, work environment, industrial safety. ➤ Resource Planning and Budgeting: Importance and techniques, methods to study work measurement. Production control for contentment's, intermittent and project system. Production forecasting and production inventories. ➤ Resource Management: Management of resources; source of supply of material, selection and evaluation, purchase management—Cost reduction. Store Management location, storage methods and documentation of Government policies.



CPP Code	LBS2021-2215
Title of Course	Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Agriculture and Food Industry - Good Manufacturing Practices in Agriculture and Food Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Agribusiness Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the food and Agriculture , in the production of quality food by imparting better nutritional, sanitation & hygiene concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to concepts of food quality, food safety, food quality assurance and food quality management; objectives, importance and functions of quality control. Current challenges to food safety. Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. ➤ Food adulteration, nature of adulterants, methods of evaluation of food adulterants and toxic constituents. Principles of food quality assurance, total quality management (TQM) – good manufacturing/management practices, good hygienic practices, good lab practices, general awareness and role of management practices in quality control Food safety management, applications of HACCP in food safety, concept of food traceability for food safety. ➤ Statistical quality control in food industry Food safety and Standards Act : salient provision and prospects. Role of national and international regulatory agencies, Bureau of Indian Standards (BIS), AGMARK, Food Safety and Standards Authority of India (FSSAI), Introduction to WTO agreements: SPS and TBT agreements, Codex alimentarius commission, USFDA, International organization for standards (ISO) and its standards for food quality and safety (ISO 9000 series, ISO 22000, ISO 15161, ISO 14000) ➤ TQM and business strategy. Quality control process and its relevance in Agribusiness Industry. Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. ➤ Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade, HACCP, ISO9000, auditing and certification



CPP Code	LBS2021-2216
Title of Course	Certificate Course In Supply Chain and Logistics Management In Agriculture and Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Supply Chain and Logistics Agriculture and Food Industry - Good Practices in Agriculture and Food Industry in SCM and Logistics. - Role of Different agencies in SCM and Logistics in Agriculture and Food Industry - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agribusiness Management. Supply Chain and Logistics in Agriculture and Food Industry are considered to be a proven mechanism for delivering quality of product and service in this sector.This course analyses the current status of SCM and Logistics in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in SCM and Logistics in agriculture and food industry. • To train the students to be competent working professionals in SCM and Logistics in the food and Agri-culture . • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to agriculture and food within the country
Syllabus	
	<p>Supply chain management practices and strategies for Agriculture and food Industry.</p> <p>Integrated model of Customer Life Cycle, Demand Management and Supply Chain Management for Agriculture and food Industry.</p> <p>Supply chain forecasting - techniques and tools for Agriculture and food Industry.</p> <p>Supply chain processes and Integration of supply chain processes for Agriculture and food Industry.</p> <p>Leveraging cost and risk through supply chain management systems for Agriculture and food Industry .</p> <p>Lean and agile supply chain Models for Agriculture and food Industry.</p> <p>Green supply chain initiatives and practices for Agriculture and food Industry.</p> <p>Supply chain management systems and its integration with enterprise resource planning and Customer Relationship Management for Agriculture and food Industry.</p> <p>Coordination in supply chain, measuring supply chain performance.</p> <p>ebusiness and supply chain</p>



PP Code	LBS2021-2217
Title of Course	Certificate Course in Financial Reporting and Analysis for Managers
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Dr. Anil Poman
Content of Proposed Course	<ul style="list-style-type: none"> - The conceptual framework for the preparation and presentation of financial statements - The preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - The preparation and presentation of financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - Analysis and interpretation of accounts
Justification of Course	
This is unique course designed for students to improve analytical skills and brief knowledge to make financial reporting and analysis. This course help to students to understand financial statement and based on this can take decisions.	
Outcome for Students after completion of Course	
<ul style="list-style-type: none"> • Able to explain the language, concepts and use of financial accounts and reports • Apply the skills necessary for the preparation and presentation of financial statements for single and group companies in compliance with legal and regulatory requirements. • Prepare reports and presentations relating to financial matters for the board and senior officers of organizations. 	
Syllabus	
<ul style="list-style-type: none"> ➤ Introduction of Financial Analysis: Analysis of various key Financial Statement (more focus on B/S, Cash flow, Income & Expenses), Revenue & cost Forecasting, Evaluation of a company using ratio analysis, idle ratio & how to improve ratios ➤ Meaning of Financial Reporting, format & its analysis: Financial Reporting of Current Asset & Non-Current Assets, Inventory, Budgeting of Business/Dept., Overview of Costing & cost control in business ➤ financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards ➤ Accounting Standards: Disclosure of Accounting Policies, Valuation of Inventories: Cash Flow Statements 	



- **Preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards**
- **Account/Finance basic calculation/mathematics: Percentage, Profitability, Growth rate, Margin, Interest, CVP, CVPF, PVF, PVPF, BEP etc**
Note: Numerical problems need to solve related to syllabus.



CPP Code	LBS2021-2218
Title of Course	Certificate Course In Digitization In Pharma & Healthcare Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Sudarshan Babar
Content of Proposed Course	<ul style="list-style-type: none"> - Overview of Digital Practices in Pharma & Healthcare Industry. - In detail Study of MS-Office for Pharma & Healthcare Industry - Overview of ERP & CRM
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Pharma & Healthcare Management. Digitization in Pharmaceutical and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To Strengthen Pharmaceutical and Healthcare Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Google Suite - overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



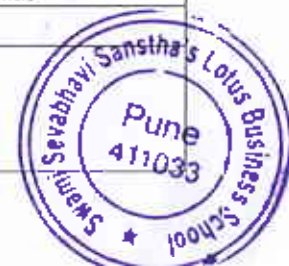
CPP Code	LBS2021-2219
Title of Course	Certificate Course in Business Analysis for Decision Making in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction in Pharma and Healthcare Industry • Dealing with Uncertainty and Analyzing Risk in Pharma and Healthcare Industry • Decision Analytics in Pharma and Healthcare Industry
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on a unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<p>Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy in Pharma and Healthcare Industry. How to define and identify a specific problem for a business analysis in Pharma and Healthcare Industry.</p> <p>Data Exploration and Reduction in Pharma and Healthcare Industry What is Cluster Analysis. Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel</p> <p>Dealing with Uncertainty and Analyzing Risk in Pharma and Healthcare Industry Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation</p> <p>Decision Analytics in Pharma and Healthcare Industry Formulate and solve models for business problems that requires yes/no decisions and logical constraints. Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions</p>



CPP Code	LBS2021-2220
Title of Course	Certificate Course Digital Marketing for Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for Pharmaceuticals and Healthcare Industry - Digital-Customer relationship management in Pharmaceuticals and Healthcare Industry - Lead generation and closing in Pharmaceuticals and Healthcare Industry
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Digital Marketing for Pharmaceuticals and Healthcare Industry. Specifically the content of this certificate is focus on Pharmaceuticals and Healthcare Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance in Pharmaceuticals and Healthcare Industry • 3. Effective use of digital marketing tools in Pharmaceuticals and Healthcare Industry
Syllabus	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing in Pharmaceuticals and Healthcare Industry. The definition., Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing in Pharmaceuticals and Healthcare Industry Email – B2C & B2B How the two differ, Whatsapp Marketing., Facebook, Instagram, YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for Pharmaceuticals and Healthcare Industry - Whyare they important, Steps & Tools, Tactics., Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World in context of Pharmaceuticals and Healthcare Industry. Impact of various sectors b. How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies . Content Marketing ➤ Conversion of sales in Pharmaceuticals and Healthcare Industry. Selling effectively on digital media. Approach and Tactics, . Ensuring effective closures. Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Pharmaceuticals and Healthcare Industry for B2C, segment encompassing, Lead Generation- Tools, Tactics & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation for Pharmaceuticals and Healthcare Industry



CPP Code	LBS2021-2221
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Pharma & Healthcare Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Prajakta Gajare
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Pharma & Healthcare Industry - STP for Pharma & Healthcare products & services - B2B & B2C concepts for Pharma & Healthcare Industry - Recruitment & Training of Pharma & Healthcare Industry sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Pharma & Healthcare Management. The Marketing & Sales function in Pharma Industry is different from that in consumer goods or industrial products segment. Learn techniques to guide Pharma & Healthcare students to look at issues from different points of view. • Customer base (Medical practitioners, stockiest & retailers) is relatively small but spread over a large geographical area. • Drugs & Cosmetics Act prohibits advertising of pharmaceutical products in mass media.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level jobs in Pharma & Healthcare Sales and Marketing. • The Pharma & Healthcare Sales, marketing, recruitment & training will develop and expand the student's knowledge of Pharma & Healthcare Industry. • Deconstruct the pros and cons of sample real world sales calls for products of Pharma & Healthcare industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for Pharma products & services, Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing & Sales – Introduction to Pharma & Healthcare marketing, Business to Business marketing in Pharma & Healthcare industry, Business to consumer marketing in Pharma & Healthcare industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in Pharma & Healthcare industry, Retail Chemist Prescription Audit (RCPA), Must/Master see list (MSL) ➤ Sales Process (7 steps): Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up. <p>Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management, Over the counter (OTC) brand, Prescription brand.</p> <ul style="list-style-type: none"> ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted at actual marketplace (RCPA/on field call) 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LBS2021-2222
Title of Course	Certificate Course in Pharmaceutical and Healthcare Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Prajakta Gajare
Content of Proposed Course	<ul style="list-style-type: none"> To Discuss the threats and strengths of the industry To impart fundamental knowledge on pharmaceutical product development To know different Laws and Acts that regulates pharmaceutical industry. To understand the approval process and regulatory requirements for drug products.
Justification of Course	<ul style="list-style-type: none"> This course is not covered in the syllabus of Pharmaceutical and Healthcare Management. This Course Use real-life scenario. The environmental impact of the pharmaceutical and Healthcare industry in general and its products To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus helps to Remember and describe the key characteristics of the players in an Pharmaceutical and Health Industry. Helps to Understand and summarize the management ethos and philosophy of the players in Pharmaceutical and Health Industry. It demonstrates an understanding of the regulatory forces acting on the Industry. Syllabus compare and contrast, using tables and charts, the market and financial Performance of the players in an industry. Its creates the impact of recent developments on the industry and its key players. And Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Pharmaceutical and Healthcare Industry Analysis –Nature of the Pharmaceutical and Healthcare Industry , Players in the Pharmaceutical and Healthcare , Pricing Policies, Capacity analysis – total capacity of the Pharmaceutical and Healthcare and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Pharmaceutical and Healthcare – at global, national and regional level, Professional Trade bodies of the Pharmaceutical and Healthcare , Business Functions carried out Online by the key players, Online presence of the players, Incremental Innovations in the Pharmaceutical and Healthcare , Disruptive Innovations in the Pharmaceutical and Healthcare , ➤ Promoters & Management Ethos in Pharmaceutical and Healthcare: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, ➤ Regulatory actions against the players Regulatory affairs: Introduction, Regulatory authorities, Role of Regulatory affairs department, Responsibility of Regulatory Affairs Professionals, Regulatory requirements for drug approval: Drug Development Teams, ➤ Quality management systems: Quality management & Certifications: Concept of Quality Management, Quality by Design (QbD), Six Sigma concept, Out of Specifications (OOS), In-process control, Introduction to ISO 9000 series of quality systems standards, ISO 14000, NABL, GLP ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and



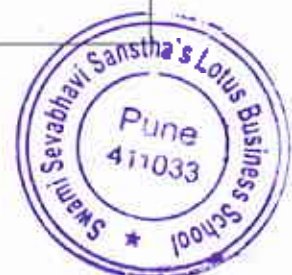
trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry.

Evaluation Method

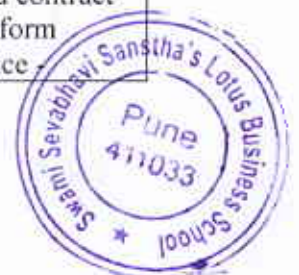
- **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2021-2223
Title of Course	Certificate Course in Pharmaceutical Management Packaging
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Packaging in Pharmaceutical Industry - Good Practices in Pharmaceutical packaging management. - Role of Different agencies in Pharmaceutical Packaging . - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Pharmaceutical Management, Pharmaceutical product packaging management standards are considered to be a proven mechanism for delivering quality of product and service in this sector.This course analyses the current status of packaging in the Pharma packaging and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in Packaging in Pharma industry. • To train the students to be competent working professionals in packaging of Pharmaceutica products. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharmaceutical within the country
Syllabus	<p>Introduction to Pharmaceutical Packaging:Definition of packaging, Historical background, Importance and Functions of Pharmaceutical packaging, types of packaging, Packaging Hazards – Storage, Transportation, Chemical, Climatic, Biological.</p> <p>Pharmaceutical products Packaging Scenario: Packaging related Costs in Pharmaceutical Packaging – Environmental considerations & waste management; Introduction to Packaging Laws & Regulations; Packaging Scenario in India & world – Comparison, Scope. Growth of packaging industries in India.</p> <p>Package Development stages:Planning, concept design, system design, prototype & machines, specifications, refinement and production.</p> <p>Pharmaceutical Packaging design:Plastic Packaging Materials, Liquid Formulation Packaging, Semi-Solid Packaging, Sterile Product Packaging.</p> <p>Pharmaceutical products Packaging :Packaging of:Tablets, Syrup, Nutraceutical / Health Supplements, PhytoPharma / Siddha Products, Personal Care Products, Wellness Products,Medical device packaging, Enteral Packaging, Aseptic packaging systems, Container closure systems.</p>



CPP Code	LBS2021-2224
Title of Course	Certificate Course in Export-Import Management in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Dr. Dhannjay Deshpande</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Pharmaceutical Industry - Management of Import and Exports for Pharmaceutical Industry - Import Export Documentation for Pharmaceutical Industry - Import Export Procedures for Pharmaceutical Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Pharmaceutical Management. This Course is all about Export and Import Business Management for Pharmaceutical. SPPU has given Pharmaceutical Management as Minor specialisation in which one paper is about Import and Export but which is not applicable for Pharmaceutical Industry for Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Pharmaceutical Industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Pharmaceutical Import and Export Management. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Pharmaceutical and Healthcare Industry : Meaning and Definition of Imports and Export – Classification in Pharmaceutical and Healthcare Industry – Strategy and Preparation for Export Marketing of Pharmaceutical and Healthcare product – Export Marketing Organizations – Registration Formalities for Pharmaceutical and Healthcare product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Pharmaceutical and Healthcare product. – ➤ Management of Import and Exports for Pharmaceutical and Healthcare Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance



Customs house agents – Marine insurance for Pharmaceutical and Healthcare product. –

- Import Export Documentation for Pharmaceutical and Healthcare Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents. –
- Import Export Procedures for Pharmaceutical and Healthcare Industry: Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents



CPP Code	LBS2021-2225
Title of Course	Certificate Course in Intellectual Property Rights for Pharmaceutical and Healthcare Industry.
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> Principles of IPR in Pharmaceutical and Health Care Industry Patent Law and Practices in Pharmaceutical and Health Care Industry Copyright Law and Practices in Pharmaceutical and Health Care Industry Trademark Law and Practices in Pharmaceutical and Health Care Industry Emerging Issues and Challenges in Pharmaceutical and Health Care Industry Future Aspects of Intellectual Property Rights in Pharmaceutical and Health Care Industry
Justification of Course	<ul style="list-style-type: none"> To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Pharmaceutical and Health Care Industry. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects To disseminate knowledge on copyrights and its related rights and registration aspects To disseminate knowledge on trademarks and registration aspects To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects in Pharma and Health care sector To aware about current trends in IPR and Govt. steps in fostering IPR in Pharmaceutical and Health Care Industry
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR in concern with Pharmaceutical and Health Care Industry	
Syllabus	
<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR, International Regime Relating to IPR TRIPS and other Treaties (WIPO,WTO, GATTIS) in Pharmaceutical and Health Care Industry ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness in Pharma and Health care sector,Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Pharmaceutical products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights. ➤ Copyright and Neighboring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO , Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright in Literary, Works, Copyright in Computer Programme, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences in Pharmaceutical and Health Care Industry ➤ Introduction to Trademarks Need for Protection, Kinds of trademarks Concept of Well known trademark, Registration of trademark Grounds of refusal of registration Absolute ground Relative ground Procedure of registration of trademark opposition and its grounds ➤ TRIPS Flexibilities and access to medicine IPR and Climate change Patents and Biotechnology, traditional knowledge and IPR Bio piracy Domain Name Disputes and Cyber squatting. 	



Evaluation Method

- **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2021-2226
Title of Course	Certificate Course in Production Planning & Operations Management in Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Pharmaceuticals and Healthcare Industry - Good Manufacturing Practices in Pharmaceuticals and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different PPC functions in Pharmaceuticals and Healthcare Industry
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Pharma Management, Production Planning and Operations management in pharma are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of PPC in the Pharmaceuticals and Healthcare industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Pharma and Healthcare • To train the students to be competent working professionals in the PPC in Pharma and Healthcare industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharma and Healthcare within the country
Syllabus	
	<ul style="list-style-type: none"> ➤ Production Management: Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities. ➤ Production planning and control, production processes Considerations for design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections. ➤ Design and development of packaging units including recent advances in packaging techniques for various types of sterile and non-sterile dosage forms. Warehousing design, construction, maintenance and sanitation; good warehousing practice, materials management. ➤ Pharmaceutical Marketing: production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); mix Role of 7 P's in Pharmaceutical Marketing Management, Product management. E-Pharma Marketing. ➤ Product Planning: Selection of product, new product development and product differentiation, pricing, promotion – personal selling; salesmanship, qualities of salesman, management of sales force, advertising, publicity and window display, channels of distribution. Marketing Research: pharmaceutical marketing research area. Market Demands and Sales Forecasting



CPP Code	LBS2021-2227
Title of Course	Certificate Course in Quality Assurance and Control Management in Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Pharma and Healthcare Industry - Good Manufacturing Practices in Pharma and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Pharma and Healthcare Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Pharma Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the Pharma and health industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the pharma and healthcare , in the production of quality drugs by imparting better concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to pharma and healthcare within the country
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Concept, scopes of quality control and quality assurance. Good laboratory practice: Introduction, scope and overview of ICH guidelines QSEM, with special emphasis on Q-series guidelines, quality assurance unit. ➤ Organization and personnel responsibilities, training, hygiene and personal records, drug industry location, design, construction and plant lay out, maintenance, sanitation, environmental control, utilities and maintenance of sterile areas, control of contamination and good warehousing practice. ➤ Analysis of raw materials, finished products, packaging materials, in process quality control (IPQC In process quality control and finished products quality control for following dosage forms in pharma industry according to Indian and US Pharmacopoeia: Tablets,capsules,ointments, suppositories, creams, parenterals, ophthalmic and surgical products. ➤ Documentation in pharmaceutical industry: Three tier documentation, policy, procedures and work instructions, and records (Formats).. Standard operating procedures. Specification and test procedures, protocols and reports. Distribution records and electronic data handling. Concepts of controlled and uncontrolled documents. Submission documents for regulators DMFs, as common technical document and electronic common technical documentation. ➤ Manufacturing operations and controls: Sanitation of manufacturing premises, mix-ups and cross contamination, processing of intermediates and bulk products, packaging operations, release of finished product, process deviations, drug product inspection, expiry date calculation, calculation of yields, production record review.



change control, aseptic process control, packaging, reprocessing, salvaging, handling of waste and scrap disposal.



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CPP Code	LBS2021-2228
Title of Course	Certificate Course in Supply Chain and Logistics Management in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Supply Chain and Logistics Pharmaceutical and Healthcare Industry - Good Practices in Pharmaceutical and Healthcare Industry in SCM and Logistics. - Role of Different agencies in SCM and Logistics in Pharmaceutical and Healthcare Industry - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Pharmaceutical and Healthcare Management, Supply Chain and Logistics is considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of SCM and Logistics in the Pharmaceutical and Food Industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in SCM and Logistics in Pharmaceutical and Healthcare industry. • To train the students to be competent working professionals in SCM and Logistics in the Pharmaceutical and Healthcare Industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharmaceutical and Healthcare within the country
Syllabus	<p>Supply chain management practices and strategies for Pharmaceutical and Healthcare Industry.</p> <p>Integrated model of Customer Life Cycle, Demand Management and Supply Chain Management for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain forecasting - techniques and tools for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain processes and Integration of supply chain processes for Pharmaceutical and Healthcare Industry.</p> <p>Leveraging cost and risk through supply chain management systems for Pharmaceutical and Healthcare Industry.</p> <p>Lean and agile supply chain Models for Pharmaceutical and Healthcare Industry..</p> <p>Green supply chain initiatives and practices for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain management systems and its integration with enterprise resource planning and Customer Relationship Management Pharmaceutical and Healthcare Industry.</p>



Coordination in supply chain, measuring supply chain performance.

ebusiness and supply chain



CPP Code	MBA2021-2229
Title of Course	Certificate Course In Digitization
Course Credit	2
Course Teaching Hours	40
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Sudarshan Babar
Content of Proposed Course	<ul style="list-style-type: none"> - Overview of Digital Practices in Industry. - In detail Study of MS-Office. - Overview of ERP & CRM.
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus. Digitization imposes on Application base Learning and gives students broad view about latest digital practices in industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To Strengthen Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Google Suite - overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBS2021-2230
Title of Course	Certificate Course in Business Analysis for Decision Making for Managers
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	
	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction — Cluster Analysis • Dealing with Uncertainty and Analyzing Risk • Decision Analytics
Justification of Course	
	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on an unique strategic advantage.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy. How to define and identify a specific problem for a business analysis. ➤ Data Exploration and Reduction — Cluster Analysis What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel ➤ Dealing with Uncertainty and Analyzing Risk Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation ➤ Decision Analytics Formulate and solve models for business problems that requires yes/no decisions and logical constraints. Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions



CPP Code	LBS2021-2231
Title of Course	Certificate Course in Digital Marketing
Course Credit	2
Course Teaching Hours	40
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for - Digital-Customer relationship management in Industry - Lead generation and closing.
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Digital Marketing, Specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance for industry. • 3. Effective use of digital marketing tools.
Syllabus	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing, The definition,. Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing Email – B2C & B2B How the two differ, Whatsapp Marketing,. Facebook, Instagram, . YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for – Why are they important, Steps & Tools, Tactics,. Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World- Impact of various sectors b. How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies , Content Marketing ➤ Conversion of sales in Industry, Selling effectively on digital media. Approach and Tactics, . Ensuring effective closures, Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Industry for B2C, segment encompassing, Lead Generation- Tools, Tactics & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation.



CPP Code	LBS2021-2232
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training)
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for various industries. - STP for various industry's products & services - B2B & B2C concepts for various industry's products & services - Recruitment & Training of various industry's sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Management. This Course Use stories and real-life scenarios that resonate with customers. Learn techniques to guide management students to look at issues from different points of view. • Ability to collect, process, and analyze consumer and market data to make informed decisions. • Ability to create branding and integrated marketing communications plans that include value propositions. • Ability to formulate and implement traditional and digital marketing and communications strategies. • Build confidence to convey how the sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level jobs in Sales and Marketing. • The Sales, marketing, recruitment & training will develop and expand the student's knowledge of various Businesses. • Deconstruct the pros and cons of sample real world sales calls for products of various industries in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for various industries products & services. Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing & Sales – Introduction to marketing, Business to Business marketing in various industries, Business to consumer marketing in various industries, Business to Business Sales (activity based), Business to consumer Sales (activity based) in various industries. ➤ Sales Process (7 steps): Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up, Consumer Behavior, different Product Categories, Challenges for Communication; Message & Media for Communication. ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted in both B2B & B2C method at actual market. 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LDS2021-2233
Title of Course	Certificate Course in Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Role of Industry in Indian economy - Help understanding Existing Environment - Industry Environment analysis should provide necessary data for strategic decision making - Industry Environment analysis should facilitate and foster strategic linking in organizations.-industries.
Justification of Course	<ul style="list-style-type: none"> • The learning objective of industry analysis is to determine the opportunities and threats that exist for firms within a competitive environment. • To summarize and build confidence about the recent developments on industry and its key players. • Helps to detect threats at an early stage, and assist the organization in developing strategies for its survival. • Helps to understand the various aspects and predict trends of the industry better, and helps in many other ways.
Outcome for Students after completion of Course	<p>Syllabus describes the key characteristics of the players in an industry. And helps to understand and summarize the management ethos and philosophy of the players in the industry.</p> <p>It Demonstrate an understanding of the regulatory forces acting on the industry. Compare and Contrast, using tables and charts, the market and financial performance of the players in an industry. Assess the impact of recent developments on the industry and its key players. And Evaluate and Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Industry Analysis: Nature of the Industry, Players in the industry, Nature of competition, Market shares of top 5 & bottom 5 players. Branding strategies, Pricing Policies, Cartelization if any and comments thereon, Capacity analysis – total capacity of the industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities (Domestic as well as Global), Demand Supply balance in the industry – at global, national and regional level, Key factors affecting demand, Key supply side constraints, Professional Trade bodies of the Industry, Business Functions carried out Online by the key players. Online presence of the players, Incremental Innovations in the industry ➤ Promoters & Management Ethos: Management ethos and philosophy, Brief profiles of CMDs, CEOs, and key top management personnel with their career highlights, Detailed profile of one distinguished top management personnel each from any two players in the industry, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation ➤ External Environment: Controlling ministry and / or regulator if any for the Industry, Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact on top 5 players and bottom 5 players, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc ➤ Financials: Profitability, Revenues, Margins of top players (trends/changes therein), Sick players if any and their turnaround strategies, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry. ➤ Recent Developments: Impact of key relevant provisions of the latest Fiscal policy on the industry, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Mergers & Acquisitions, Technological development.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CPP Code	LBS2021-2234
Title of Course	Certificate Course in Export-Import Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	30
Course Coordinator	<i>Dr. Dhunanjay Deshpande</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for various Industries - Management of Import and Exports for various Industries - Import Export Documentation for various Industries - Import Export Procedures for various Industries
Justification of Course	<p>This course is not covered in the syllabus of General MBA Course. This Course is all about Export and Import Business Management. SPPU has given International Business as Minor specialisation in which one paper is about Import and Export but which is not applicable for all students. This Course will only for students those are interested to learn how to go for Import and Export Business.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Import and Export Business. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Industry : Meaning and Definition of Imports and Export – Classification in Industry – Strategy and Preparation for Export Marketing of product – Export Marketing Organizations – Registration Formalities for product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for product. ➤ Management of Import and Exports for Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents – Marine insurance for product. ➤ Import Export Documentation for Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents. ➤ Import Export Procedures for Industry: Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export



Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.



CPP Code	LBS2021-2235
Title of Course	Certificate Course in Intellectual Property Rights
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> Principles of IPR Patent Law and Practices Copyright Law and Practices Trademark Law and Practices Emerging Issues and Challenges Future Aspects of Intellectual Property Rights
Justification of Course	<ul style="list-style-type: none"> To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects To disseminate knowledge on copyrights and its related rights and registration aspects To disseminate knowledge on trademarks and registration aspects To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects To aware about current trends in IPR and Govt. steps in fostering IPR
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR	
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. International Regime Relating to IPR TRIPS and other Treaties (WIPO,WTO, GATTS) ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness, Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Pharmaceutical products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights ➤ Copyright and Neighbouring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO Phonograms and Performances treaty, Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright in Literary, Dramatic and Musical Works, Sound Recording, Cinematograph Films, Copyright in Computer Programme, Author Special Rights, Right of Broadcasting and performers, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences. ➤ Introduction to Trademarks Need for Protection, Kinds of trademarks Concept of Well known trademark, Registration of trademark Grounds of refusal of registration Absolute ground Relative ground Procedure for registration of trademark opposition and its grounds ➤ TRIPS Flexibilities and access to medicine IPR and Climate change Patents and Biotechnology, Traditional knowledge and IPR Bio piracy Domain Name Disputes and Cyber squatting.
Evaluation Method	



➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CPP Code	LBS2021-2236
Title of Course	Certificate Course in Financial Analytics
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Dr. Anil Poman</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Latest finance technologies - Risk Analysis & management - Equity Analysis - Derivatives market - Latest trends in Finance
Justification of Course	<p>The interesting career in the field of finances is the job of a financial analyst. The main responsibility of such professionals is to analyse internal company relations and potential investments to obtain organizational efficiency.</p> <p>The skills required for the career of a financial analyst include accounting knowledge or finance expertise and strong academic background. Several regulatory licenses must be obtained by financial analysts. They are also required to have communication skills and analytical abilities. The analytic reports prepared by financial analysts should be based on clear arguments. An analyst is also required to demonstrate the skills of persuasion to influence the committee or manager decision upon some recommendation.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To Understand latest trends in Financial Market. • To develop analytical ability among finance students. • To gain knowledge of Technical Analysis. • To develop Understanding of Derivative product in practical way.
Syllabus	<p>(1) Introduction of Financial Analytics: Describe the roles of standard setters, regulators, and auditors in financial reporting; • Describe information provided by the balance sheet; • Compare types of assets, liabilities, and equity; • Describe information provided by the income statement; • Distinguish between profit and net cash flow; • Describe information provided by the cash flow statement; • Identify and compare cash flow classifications of operating, investing, and financing activities; • Explain links between the income statement, balance sheet, and cash flow statement; • Explain the usefulness of ratio analysis for financial statements; • Identify and interpret ratios used to analyses company's liquidity, profitability, financing, shareholder return, and shareholder value</p> <p>(2) Financial Technologies: Introduction, Scope, Benefits, Users of Fintech, latest Fintech.</p> <p>(3) Demystifying the Technical Analysis: Types of charts & when to use what, Practical working of Trend line, Trading the Breakouts, Important Tools - Moving Average, Fibonacci, Introduction to Derivatives, Why Options is the next big wave? Reading Option Chain like experts, Practical Trading Strategies, Algo Trading - Next Big wave, Get ready for the Financial Markets</p>



(4) Future & Option: Types of futures, Jargons in Future Trading, Types of Option Trade Introduction to Option Greeks

Note: Numerical problems need to solve related to syllabus.



CPP Code	LBS2021-2237
Title of Course	Certificate Course in Investment Adviser
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Anil Poman
Content of Proposed Course	<ul style="list-style-type: none"> - Understanding Securities Markets and Performance - Knowing Operational Aspects of financial transactions - Personal Financial Planning - Comprehensive Financial Planning - Product analysis and selection - Regulatory and Compliance Aspects - Case studies in Comprehensive Financial Advice
Justification of Course	<p>Indian is one of the largest demography having 74% literacy rate. It is also said out of 2 literate person 1 person is financially literate & Financial inclusion also less in the country. This fact creates good opportunity in the field of Investment Advisor. A Investment advisor is specialists & professionals in the field who offer services on financial advice to various clients. To meet the goals stated by their clients, they offer investment strategies and financial products. A financial adviser has an opportunity either to work independently and start ones' firm or work for a recognizable brand or a company.</p> <p>People need financial advice in several situations such as marital concerns, buying accommodation, and for tax, college payment, and retirement planning. It is a general opinion that many individuals feel more secured when a licensed professional takes care of financial matters. It is also important to get professional advice when investing money.</p> <p>It also allows initiating own business to provide financial services to diverse types of population. Another reason for choosing this career is the ability to select from a variety of offers to work for individuals or big corporations.</p>
Outcome for Students after completion of Course	<p>Its helps for understanding the basic concepts related to Investment Advisor taught in the Course. Develop understanding of various financial avenues available for Investment? To develop financial plan for individual. Helps to analyse the risk associated to each investment class? Helps to evaluate performance of various asset class?</p>
Syllabus	<ul style="list-style-type: none"> - Personal Financial Planning: Role & Importance of Investment Advisor, Scope, Understand CAMP model, Understanding Securities Markets and Performance, Knowing Operational Aspects of financial transactions, Comprehensive Financial Planning, Product analysis and selection, Regulatory and Compliance Aspects - Types of investments: Equity , Investment characteristics and role, Listed versus unlisted ,Fixed Income, Investment characteristics and role, Government versus Corporate High yield versus investment grade, Commodities , Investment



characteristics and role, Real Estates, Investment characteristics and role, Structured products, Investment characteristics and role, Distressed Securities, Investment characteristics and role ,Other investment opportunities ,Art/Paintings etc. , Know the channcls for making investments , Direct investments ,Understanding the Role of RIAs, Investments through managed portfolios o Mutual Funds (MFs) o Alternative Investment Funds (AIFs) o Portfolio Management Services (PMS), Compare and Contrast between MFs, AIFs and PMS

- Understanding Risk & return of Investment Products
- **Fundamental Analysis:** Top Down approach versus Bottom up Approach, Buy side research versus Sell Side Research, Sector classification, Stock Analysis process , Economy Analysis, Industry/Sector Analysis o Company Analysis, Fundamentals Driven model, Discounted Cash Flow Model o Asset Based Valuation , Market driven Model - Relative Valuation, P/E Ratio, P/B Ratio , P/S Ratio, PEG Ratio, EVA and MVA, EBIT/EV and EV/EBITDA Ratio, EV/S Ratio, Dividend Yield, Earning Yield, Industry/sector specific valuation metrics.
- **Technical Analysis:** Assumptions of technical analysis, Technical versus Fundamental Analysis, Advantages of technical Analysis, Technical Rules and Indicators, Fixed income securities and Technical analysis
- **Case studies in Comprehensive Financial Planning**



CPP Code	LBS2021-2238
Title of Course	Certificate Course in Marketing of Financial Products
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Dr. Anil Pomon</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Financial Market Fundamentals - Knowledge of Various Financial Product & services for Selling & marketing - Assess the customer touch-points and customer-buying journey for financial Product & services - Career opportunities in Marketing of Financial Services.
Justification of Course	<p>This course is not covered in the syllabus of Finance MBA Course. This Course is all about Marketing of Financial Products. Financial Services has flourished ranging from banking, Insurance, Mutual Fund etc. Which need to make marketing by managers also various financial products increase complicity to investors, This Course will only for students those are interested to learn how to make marketing of Financial products & services.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of the key terminology of Financial Services. • To make familiar with the various types of financial products and services. • To Compare and contrast the various types of financial products and services and illustrate their benefits and limitations.
Syllabus	<ul style="list-style-type: none"> ➤ Financial Market Fundamentals: Capital Markets, Role in the Economy, Brief History of BSE and NSE, Trade lifecycle of a financial instrument, Market Participants in the Equity markets with perspectives on 'Buy' side and 'Sell' side, Key terminologies related to the Equity markets. Bond Markets: Introduction to bond markets, how bond markets operate? Key terminologies related to the bond markets, Regulatory aspects of the Bond Markets, Key players in the Bond Markets (such as FIs, Hedge Funds etc.) Debt Instruments: Debt instruments and their classification based on type of issuer, and basis characteristics. Money Market Instruments (such as Certificate of Deposit, Re-purchase "Agreements etc.) ➤ Various Financial Product & services for Selling. Identification of investment needs for retail investors, studying investment behaviour - Household Vs. Institutional Investors. Alternate Investment Products: Introduction to Alternate Investments and their various products and services, Portfolio Management Services and their features, Investors Behaviours towards Financial Product & Services, skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers ➤ Assess the customer touch-points and customer-buying journey for financial Product & services. Investment Advisors: Guidelines for Investment Advisors



while selling Mutual Funds to the clients., Tax regulations from an Investment Advisor point of view. , Ethics need to follow in Marketing of Financial Products ,Create the marketing strategy for financial products., Tools & strategies for Marketing/Digital Marketing Financial Products
Clients Data acquisition, targeting & leads conversion, Career opportunities in Marketing of Financial Services, Basic Concepts of Mutual Fund, Insurance, NPS, Physical/Digital gold etc.

➤ **Marketing of Financial Services:** Importance of Financial Planning: identification of investment needs for retail investors, studying investment behaviour - Household Vs. Institutional Investors. Alternate Investment Products: Introduction to Alternate Investments and their various products and services, Portfolio Management Services and their features, Tax regulations from an Investment Advisor point of view. Career opportunities in Marketing of Financial Services.



CPP Code	LBS2021-2239
Title of Course	Certificate Course in Securities Analysis & Portfolio Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Dr. Anil Poman</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction & Concepts: Investment - Risk & Return Analysis: Risk & Return - Valuation of bonds and shares: Bond Valuation - Portfolio Analysis & Selection: Concept of portfolio and portfolio - Portfolio Revision & Evaluation
Justification of Course	<p>Security Analysis & Portfolio Management course cover & integrates the many topics of modern investment analysis. It provides a balanced presentation of theories, institutions, markets, academic research, and practical applications, and presents both basic concepts and advanced principles. It enables the investor to establish the expected return and risk for a stock and to evaluate its desirability in a logical, rational manner. It's also helps to calculate the value of various assets and also find out the effect of various market fluctuations on the value of tradable financial instruments</p>
Outcome for Students after completion of Course	<p>To understand various concepts of Securities Analysis & Portfolio Management? To understand various theories of Investment Analysis and Portfolio Management like CAPM & EMF etc. To learnt how to calculate risk and return on investment using various concepts covered in the certification. To analyse investors need & objective of Investors? To learn how to create optimal portfolio for Investors.</p>
Syllabus	<ul style="list-style-type: none"> ➤ Introduction & Concepts: Investment: Meaning, nature & objectives, Investments Vs. Speculation & Gambling, Investment Process, Investment Environment, Investment avenues: Marketable & Non marketable financial assets, Portfolio Management: Meaning, attributes, significance and process of Portfolio Management, Portfolio manager and his role ➤ Risk & Return Analysis: Risk & Return: Meaning and Elements of Risk & Return, Measurements of Risk & Return, Relationship between risk and return. Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis. Technical Analysis: Meaning, Tools of technical analysis, Technical Analysis vs. Fundamental Analysis. Efficient Market Theory: Meaning, Forms of Market Efficiency, Efficient Market Hypothesis vs. Fundamental & Technical Analysis ➤ Valuation of bonds and shares: Bond Valuation: Meaning, Types, Bond Prices, Bond Return, Risks in Bonds. Equity Valuation: Meaning, Concept of Present Value, Share Valuation Models, Multiplier Approach to Share Valuation



- **Portfolio Analysis & Selection:** Concept of portfolio and portfolio management: Meaning, Types of Portfolio Risks, Diversification of Risks, Selection of Optimal Portfolio. M
- **Portfolio Revision & Evaluation :** Portfolio Revision: Meaning and need of Portfolio Revision, Constraints in Portfolio Revision, Revision Strategies, Portfolio Evaluation: Meaning and need of Portfolio Evaluation, Evaluation Perspectives, Measuring Portfolio Returns & Risk Adjusted Returns





**Key Indicator- 1.2 Academic
Flexibility**

**1.2.1 Number of Add
on/ Certificate/ Value
added programs
offered during the last
five years**

**Syllabus of Certificates
for Year 2020-21**

CPP Code	LBS2020-2201
Title of Course	Certificate Course in Digitization In Agriculture and Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Sudarshan Babar
Content of Proposed Course	<ul style="list-style-type: none"> - Overview of Digital Practices in Agriculture and Healthcare Industry. - In detail Study of MS-Office for Agriculture and Healthcare Industry. - Overview of ERP & CRM
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agriculture and Healthcare Industry. Digitization in Agriculture and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in agriculture industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To Strengthen Agriculture and Healthcare Industry Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Google Suite - overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBS2020-2202
Title of Course	Certificate Course in Business Analysis for Decision Making in Agriculture & Food Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction in Agriculture & Food Industry • Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry • Decision Analytics in Agriculture & Food Industry
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on an agribusiness' unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy in Agriculture & Food Industry. How to define and identify a specific problem for a business analysis in Agriculture & Food Industry. ➤ Data Exploration and Reduction in Agriculture & Food Industry What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel ➤ Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation ➤ Decision Analytics in Agriculture & Food Industry Formulate and solve models for business problems that requires yes/no decisions and logical constraints, Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions



CPP Code	LDS2020-2203
Title of Course	Certificate Course in Digital Marketing for Agriculture & Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for Agriculture & Food Industry - Digital-Customer relationship management in Agriculture & Food Industry - Lead generation and closing in Agriculture & Food Industry
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Digital Marketing for Agriculture & Food Industry, Specifically the content of this certificate is focus on Agriculture & Food Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance in Agriculture & Food Industry • 3. Effective use of digital marketing tools in Agriculture & Food Industry
Syllabus	
	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing in Agriculture & Food Industry, The definition., Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing in Agriculture & Food Industry Email – B2C & B2B How the two differ, Whatsapp Marketing., Facebook, Instagram, . YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for Agriculture & Food Industry - Whyare they important, Steps & Tools, Tactics., Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World in context of Agriculture & Food Industry Impact of various sectors b. How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies , Content Marketing ➤ Conversion of sales in Agriculture & Food Industry, Selling effectively on digital media. Approach and Tactics, . Ensuring effective closures. Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Agriculture & Food Industry for B2C, segment encompassing, Lead Generation- Tools, Tactics & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation for Agriculture & Food Industry



CPP Code	LBS2020-2204
Title of Course	Certificate Course in Corporate Etiquettes & Business Ethics
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	180
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Corporate Etiquette - Developing Professional behaviour for different interactions - Participants can acquire basic concepts and standards of Business Ethics and to develop their skills in identification, analyses and permission of ethical dilemmas on workplace.
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Corporate Etiquettes & Business Ethics Specifically the content of this certificate is focus as per Industry and more practical. The delivery of the content is done by the industry experts with practical and live examples and case study method.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants will be able to understand the minimum accepted standards of etiquette in interaction inside and outside of the organization • To develop the professional behavior required in day to day operations. • Reasons of emergence of Business Ethics concept and the main stages of their origin
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Corporate Etiquette Introduction to Business Etiquette, The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behaviour, The Role of Good Manners in Business, Enduring Words ➤ Business Attire and Professionalism Business Style and Professional Image, Dress Codes, Guidelines for Appropriate Business Attire, Grooming for Success, Multi-cultural Dressing ➤ Telephone Etiquette Cell Phone Etiquette, Telephone Etiquette, Mastering the Telephone, Answering the Telephone, Active Listening, Putting Callers on Hold, Transferring a Call, Taking a Message, Closing the Call, Handling Rude or Impatient Callers ➤ Internet and Email Etiquette Internet Usage in the Workplace, Email Issues, Netiquette, Online Chat Issues, Online Chat Guidelines ➤ Decorum, Receiving Guests in Office, Decorum with visitors, consultants, seniors & other professionals, Appropriate Greetings – Handshakes and others forms of greeting, Making introductions, self introduction, Exchanging Business Cards ➤ Business Ethics Ethics in the Workplace The Challenge of Business Ethics, Creating an Ethical Compass, Business Ethics Advantages, Ethical Issues, Preventing Sexual Harassment, Conflict Resolution Strategies, Choosing the Appropriate Gift in the Business Environment



CPP Code	LIIS2020-2205
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Agriculture Business Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Agriculture and Food Industry - STP for agricultural products & services - B2B & B2C concepts for Agriculture and Food Industry - Recruitment & Training of Agriculture and Food Industry sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • Build confidence to convey how the agriculture sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Agri Sales and Marketing. • The Agriculture Sales, marketing, recruitment & training will develop and expand the student's knowledge of Agriculture Business. • Deconstruct the pros and cons of sample real world sales calls for products of agriculture & food industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for Agricultural and Food products & services. Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing&Sales –Introduction to Rural marketing, Business to Business marketing in agriculture and Food industry, Business to consumer marketing in agriculture and food industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in agriculture and Food industry. ➤ Sales Process (7 steps):Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up.Rural Consumer Behavior, Rural Product Categories, Challenges for Rural Communication: Massage & Media for Rural Communication. ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted in both B2B & B2C method at actual marketplace. 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	I.BS2020-2206
Title of Course	Certificate Course in Agriculture & Food Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> - Role of agriculture and Food Industry in Indian economy - Agro processing, agricultural marketing, agricultural finance etc. in the country, Impact of globalization on agribusiness sector, Structure of agriculture - Agribusiness policies-concept and formulation, new dimensions in Agri business environment and policy. - Policy controls and regulations relating to the industrial sector with specific reference to agro-industries.
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide Agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus describe the key characteristics of the players in an Agri and Food Industry. It helps to understand and summarize the management ethos and philosophy of the players in Agri and Food Industry. It demonstrate an understanding of the regulatory forces acting on the Industry It compare and Contrast, using tables and charts, the market and financial performance of the players in an industry. Creates and Assess the impact of recent developments on the industry and its key players. Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Agriculture Industry Analysis –Nature of the Agriculture Industry, Players in the Agriculture Industry, Pricing Policies, Capacity analysis – total capacity of the Agriculture Industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Agriculture Industry – at global, national and regional level, Professional Trade bodies of the Agriculture Industry, Business Functions carried out Online by the key players, Online presence of the players, Incremental Innovations in the Agriculture Industry, Disruptive Innovations in the Agriculture Industry. ➤ Promoters & Management Ethos in Agriculture Industry: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc. against irregularities, legal violations if any. ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry. ➤ Recent Developments: Impact of key relevant provisions of the latest Fiscal policy on the industry and various players therein, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Key Alliances in the past 5 years and their performance & impact on other players in the industry, Mergers & Acquisitions.

Evaluation Method

- **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2020-2207
Title of Course	Certificate Course in Agriculture and Food Product Packaging Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Packaging in Agriculture and Food Industry - Good packaging Practices in Agriculture and Food Industry - Role of Different agencies in packaging in Agriculture and Food Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agribusiness Management. Agriculture and food product packaging management standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of packaging in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in packaging in agriculture and food industry. • To train the students to be competent working professionals in packaging the food and Agriculture products like fruits,vegetables,milk,oil,grains etc. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to agriculture and food within the country.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to concepts of food quality, food safety, food quality assurance and food quality management; objectives, importance and functions of quality control, Current challenges to food safety. Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. ➤ Food adulteration, nature of adulterants, methods of evaluation of food adulterants and toxic constituents, Principles of food quality assurance, total quality management (TQM) – good manufacturing/management practices, good hygienic practices, good lab practices, general awareness and role of management practices in quality control Food safety management, applications of HACCP in food safety, concept of food traceability for food safety. ➤ Statistical quality control in food industry Food safety and Standards Act : salient provision and prospects. Role of national and international regulatory agencies, Bureau of Indian Standards (BIS), AGMARK, Food Safety and Standards Authority of India (FSSAI), Introduction to WTO agreements: SPS and TBT agreements, Codex alimentarius commission, USFDA, International organization for standards (ISO) and its standards for food quality and safety (ISO 9000 series, ISO 22000, ISO 15161, ISO 14000) ➤ TQM and business strategy. Quality control process and its relevance in Agribusiness Industry. Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. ➤ Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade, HACCP, ISO9000, auditing and certification



CPP Code	LBS2020-2208
Title of Course	Certificate Course in Export-Import Management in Agriculture and Food Sector
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Agriculture and Food Industry - Management of Import and Exports for Agriculture and Food Industry - Import Export Documentation for Agriculture and Food Industry - Import Export Procedures for Agriculture and Food Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Agribusiness Management. This Course is all about Export and Import Business Management for Agriculture and Food Industry. SPPU has given International Business as Minor specialisation in which one paper is about Import and Export but which is not applicable for Rural and Agri. Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Agriculture.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Agri. based Import and Export Business. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Agriculture and Food Industry : Meaning and Definition of Imports and Export – Classification in Agriculture and Food Industry – Strategy and Preparation for Export Marketing of Agriculture and Food product – Export Marketing Organizations – Registration Formalities for Agriculture and Food product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Agriculture and Food product. ➤ Management of Import and Exports for Agriculture and Food Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents – Marine insurance for Agriculture and Food product. ➤ Import Export Documentation for Agriculture and Food Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of



Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents.

- ✓ **Import Export Procedures for Agriculture and Food Industry:** Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.



CPP Code	LBS2020-2209
Title of Course	Certificate Course in Intellectual Property Rights for Agriculture and Food Industry.
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> • Principles of IPR in Agriculture and Food Industry • Patent Law and Practices in Agriculture and Food Industry • Copyright Law and Practices in Agriculture and Food Industry • Trademark Law and Practices in Agriculture and Food Industry • Emerging Issues and Challenges in Agriculture and Food Industry • Future Aspects of Intellectual Property Rights in Agriculture and Food Industry
Justification of Course	<ul style="list-style-type: none"> • To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Agriculture and Food Industry • To disseminate knowledge on patents, patent regime in India and abroad and registration aspects • To disseminate knowledge on copyrights and its related rights and registration aspects • To disseminate knowledge on trademarks and registration aspects • To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects in Agriculture and Food Industry. • To aware about current trends in IPR and Govt. steps in fostering IPR in Agriculture and Food Industry
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR in concern with Agriculture and Food Industry.	
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTs) in Agriculture and Food Industry ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness in Pharma and Health care sector, Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Agricultural products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights. ➤ Copyright and Neighboring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO, Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences in Agriculture and Food Industry ➤ Introduction to Trademarks Need for Protection. Kinds of trademarks Concept of Well known trademark in Agriculture and Food Industry. Registration of trademark Grounds of refusal of registration Absolute ground Relative ground Procedure of registration of trademark opposition and its grounds
Evaluation Method	



➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CRP Code	LBS2020-2210
Title of Course	Certificate Course in Presentation Skills and Public Speaking
Course Credit	2
Course Teaching Hours	15
Practical/Project/Training Hours	20
Evaluation Hours	1
No. Of Proposed Students	120
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Public Speaking - Understand communication concepts that serve as a basis for effective speaking - Important things for effective presentations
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Presentation Skills and Public Speaking Specifically the content of this certificate is focus as per Industry and more practical. The delivery of the content is done by the industry experts with practical and live examples and case study method.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants will be able to have Excellent Audience Engagement, A Strong Body Language and able to Positioning On The Stage • Able to plan and prepare speeches that inform, convince, or fulfil the needs of event • Able to prepare Outline of speeches in a logical way
bus	
<ul style="list-style-type: none"> ➤ Introduction to Public Speaking Objectives, Outline, and Introduction, Benefits of Public Speaking, Models of Communication, Elements of the Communication Process, Types of Speeches and Speaking Occasions, Speaking Competencies, Conclusion, Review Questions, and Activities ➤ Presentation Skills Know about Your Audience, Mastering Communication Skills, Confidence Building, Positioning On The Stage, Strong Body Language, Successful content and Elements of Speech, Speech Preparation, Learn Great Transition Words, Excellent Audience Engagement, Developing leadership quality ➤ Delivering a Presentation presentation pattern , eye contact , gestures, peak loudly and clearly, honest answer to a question from an audience ➤ IT Skills required for presentation 	



CPP Code	LBS2020-2211
Title of Course	Certificate Course in Marketing Analytics
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> ➤ Introduction to concepts of Introduction to Marketing Analytics ➤ Analytics of entire marketing process ➤ Different software tools required in marketing analytics
Justification of Course (How this course is separate from existing Syllabus)	<ul style="list-style-type: none"> ➤ This course is not covered in the syllabus of Marketing Analytics; specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Participants able to understand the concept of Demand forecasting using customer-base models and statistical approaches, Market segmentation methods & practices. • Able to calculate Customer Lifetime Value • Introducing new products to the market • Able to calculate best possible Pricing for products
	<ul style="list-style-type: none"> ➤ Introduction to Marketing Analytics ➤ Customer Analysis ➤ Market Segmentation ➤ Preference measurement ➤ Consumer Choice Models ➤ Customer Lifetime Value ➤ New Product Decisions ➤ Pricing Analytics ➤ Advertising Analytics ➤ Promotions Analytics



CPP Code	LBS2020-2212
Title of Course	Certificate Course in Event Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Event Communication & Presentation Skills • Special Events, Research & Planning • Advance Event Accounting & Costing • Event Marketing, Advertising & PR • Event Production & Logistics • Event Laws & License • Advance Aspects of Event Management
Justification of Course	<ul style="list-style-type: none"> • In SPPU syllabus, event management subject is only for Tourism and Hospitality Managementspecialization, so this certification course will provide event management knowledge to other specialization students too. • To provide a conceptual overview and a systematic study of event programming, management, and marketing, and practical applications. • To interpret and apply principles of both business and not-for-profit management to the special needs of event organizations. • To foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Understand basic framework of planning an event. • Demonstrate ability to execute events through project. • Understand industry trends based on guest lecturers' expertise. • Demonstrate ability to collaborate for event execution. • Evaluate events for effectiveness and success based on unique goals.
Syllabus	<ul style="list-style-type: none"> ➤ INTRODUCTION AND IMPORTANT ASPECTS OF EVENT MANAGEMENT: Events and principles of event management, Events – type and Size, Event planning and execution – an overview, Legalities, permissions and licenses, The role of an event manager, important characteristics of an event manager, Event management industry in India, Concept Designing – Theme, Event Objective and content development, Pre Event Preparation; Budgeting, Event design. ➤ STRATEGIC MARKETING FOR EVENTS Understanding the client requirement – Research, customer focus, product focus, Ideation and planning (creating a master plan for execution, concept and theme development, making and delivering presentations), Introduction to sales and sales pitches (sales calls, sales pitches), Strategic budgeting and negotiations, Sponsorships – sponsor types / categories, identifying potential sponsors, preparing sponsorship decks, Media plan – designing a media plan, Introduction to email marketing and copyright. ➤ PROJECT PLANNING AND MANAGEMENT Planning an event – steps, Feasibility study, site survey and inspection, venues, time and scope of work, Understanding event and stage design and layouts – putting ideas on paper, Vendor management and planning with vendors, budget allocation and work delegation ➤ EVENT PRODUCTION AND LOGISTICS Elements of production, Stage construction and elements, Infrastructure, Framing and branding, Parking, travel and logistics, Sanitation and hygiene, Safety and security ➤ EXECUTION OF ACTUAL EVENT AND ITS EVALUATION



CPP Code	LBS2020-2213
Title of Course	Certificate Course in Premium Brand Management
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> ➤ Concept of Premium brand management ➤ Marketing of Premium brand ➤ CRM in Premium brand management
Justification of Course (How this course is separate from existing Syllabus)	<ul style="list-style-type: none"> ➤ This course is not covered in the syllabus of Premium Brand Management; specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ol style="list-style-type: none"> 1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing premium brands. 2. Identify important issues related to planning and implementing premium brand strategies for a diverse group of marketing offerings (e.g., Premium Agricultural products & services, premium Pharma & Healthcare products & services, & general premium brands etc.). 3. Learn how to identify brand meaning and to measure brand strength for any particular market offering. 4. Apply premium branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to brand management ➤ Premium Product concepts ➤ Premium brand & Marketing mix ➤ Understanding the premium consumers expectations worldwide ➤ Developing & managing premium brand management ➤ Distribution strategy for premium brand ➤ CRM in the premium brand ➤ Strategy leadership & social responsibility ➤ Legal aspects of premium brand management



CPP Code	LBS2020-2214
Title of Course	Certificate Course in Production Planning & Operations Management in Agriculture
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Agriculture Industry - Good Manufacturing Practices in Agriculture Industry - Role of Different agencies in Production Planning and Operations Management in Agriculture and Food Industry - Different PPC functions in Agriculture and Food Industry
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agriculture Management. Production Planning and Operations management in Agriculture are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of PPC in the Agriculture and food industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Agriculture and Food Industry • To train the students to be competent working professionals in the PPC in Agriculture and food industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Agriculture and food industry within the country
Syllabus	<ul style="list-style-type: none"> ➤ Agricultural Production Planning and Control: functions of production planning and control, its objective, different system of manufacture production cycle, scheduling and control of production and its control procedures and devices. ➤ Total quality management, considerations, stage of quality control, standard and specifications, quality assurance and quality circles. Scheduling psychology, methodology and control techniques. Legal aspects of quality control. ➤ Capacity planning-models; process planning—aggregate planning—scheduling—maintenance management concept-work study, method study, work measurement, work sampling, work environment, industrial safety. ➤ Resource Planning and Budgeting: Importance and techniques, methods to study work measurement. Production control for contentment's, intermittent and project system. Production forecasting and production inventories. ➤ Resource Management: Management of resources: source of supply of material, selection and evaluation, purchase management—Cost reduction. Store Management location, storage methods and documentation of Government policies.



CPP Code	LBS2020-2215
Title of Course	Certificate Course in Quality Assurance and Control Management in Agriculture and Food Industry.
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Agriculture and Food Industry - Good Manufacturing Practices in Agriculture and Food Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agribusiness Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the food and Agri-culture , in the production of quality food by imparting better nutritional, sanitation & hygiene concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to concepts of food quality, food safety, food quality assurance and food quality management; objectives, importance and functions of quality control, Current challenges to food safety, Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. ➤ Food adulteration, nature of adulterants, methods of evaluation of food adulterants and toxic constituents. Principles of food quality assurance, total quality management (TQM) – good manufacturing/management practices, good hygienic practices, good lab practices, general awareness and role of management practices in quality control Food safety management, applications of HACCP in food safety, concept of food traceability for food safety. ➤ Statistical quality control in food industry Food safety and Standards Act : salient provision and prospects. Role of national and international regulatory agencies, Bureau of Indian Standards (BIS), AGMARK, Food Safety and Standards Authority of India (FSSAI), Introduction to WTO agreements: SPS and TBT agreements, Codex alimentarius commission, USFDA, International organization for standards (ISO) and its standards for food quality and safety (ISO 9000 series, ISO 22000, ISO 15161, ISO 14000) ➤ TQM and business strategy. Quality control process and its relevance in Agribusiness Industry. Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. ➤ Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade. HACCP, ISO9000, auditing and certification



CPP Code	LBS2020-2216
Title of Course	Certificate Course in Supply Chain and Logistics Management in Agriculture and Food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Supply Chain and Logistics Agriculture and Food Industry - Good Practices in Agriculture and Food Industry in SCM and Logistics. - Role of Different agencies in SCM and Logistics in Agriculture and Food Industry - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agribusiness Management. Supply Chain and Logistics in Agriculture and Food Industry are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of SCM and Logistics in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in SCM and Logistics in agriculture and food industry. • To train the students to be competent working professionals in SCM and Logistics in the food and Agri-culture. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to agriculture and food within the country
Syllabus	
	<p>Supply chain management practices and strategies for Agriculture and food Industry.</p> <p>Integrated model of Customer Life Cycle, Demand Management and Supply Chain Management for Agriculture and food Industry.</p> <p>Supply chain forecasting - techniques and tools for Agriculture and food Industry.</p> <p>Supply chain processes and Integration of supply chain processes for Agriculture and food Industry.</p> <p>Leveraging cost and risk through supply chain management systems for Agriculture and food Industry .</p> <p>Lean and agile supply chain Models for Agriculture and food Industry.</p> <p>Green supply chain initiatives and practices for Agriculture and food Industry.</p> <p>Supply chain management systems and its integration with enterprise resource planning and Customer Relationship Management for Agriculture and food Industry.</p> <p>Coordination in supply chain, measuring supply chain performance.</p> <p>ebusiness and supply chain</p>



PP Code	LBS2020-2217
Title of Course	Certificate Course in Financial Reporting and Analysis for Managers
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - The conceptual framework for the preparation and presentation of financial statements - The preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - The preparation and presentation of financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - Analysis and interpretation of accounts
Justification of Course	
	This is unique course designed for students to improve analytical skills and brief knowledge to make financial reporting and analysis. This course help to students to understand financial statement and based on this can take decisions.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • Able to explain the language, concepts and use of financial accounts and reports • Apply the skills necessary for the preparation and presentation of financial statements for single and group companies in compliance with legal and regulatory requirements. • Prepare reports and presentations relating to financial matters for the board and senior officers of organizations.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction of Financial Analysis: Analysis of various key Financial Statement (more focus on B/S, Cash flow, Income & Expenses), Revenue & cost Forecasting, Evaluation of a company using ratio analysis, idle ratio & how to improve ratios ➤ Meaning of Financial Reporting, format & its analysis: Financial Reporting of Current Asset & Non-Current Assets, Inventory, Budgeting of Business/Dept., Overview of Costing & cost control in business ➤ financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards ➤ Accounting Standards: Disclosure of Accounting Policies, Valuation of Inventories: Cash Flow Statements ➤ Preparation and presentation of financial statements for single companies in



compliance with legal and regulatory requirements, including the relevant International Accounting Standards

- **Account/Finance basic calculation/mathematics:** Percentage, Profitability, Growth rate, Margin, Interest, CVF, CVAF, PVF, PVAF, BEP etc

Note: Numerical problems need to solve related to syllabus.



CPP Code	LBS2020-2218
Title of Course	Certificate Course in Digitization in Pharma & Healthcare industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Sonali Indalkar
Content of Proposed Course	
	<ul style="list-style-type: none"> - Overview of Digital Practices in Pharma & Healthcare Industry. - In detail Study of MS-Office for Pharma & Healthcare Industry - Overview of ERP& CRM
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Pharma & Healthcare Management. Digitization in Pharmaceutical and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To Strengthen Pharmaceutical and Healthcare Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to Google Suite- overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LDS2020-2219
Title of Course	Certificate Course in Business Analysis for Decision Making in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction in Pharma and Healthcare Industry • Dealing with Uncertainty and Analyzing Risk in Pharma and Healthcare Industry • Decision Analytics in Pharma and Healthcare Industry
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on a unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<p>Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy in Pharma and Healthcare Industry. How to define and identify a specific problem for a business analysis in Pharma and Healthcare Industry.</p> <p>Data Exploration and Reduction in Pharma and Healthcare Industry What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel</p> <p>Dealing with Uncertainty and Analyzing Risk in Pharma and Healthcare Industry Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation</p> <p>Decision Analytics in Pharma and Healthcare Industry Formulate and solve models for business problems that requires yes/no decisions and logical constraints, Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions</p>



CPP Code	LBS2020-2220
Title of Course	Certificate Course Digital Marketing for Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr.Dhananjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for Pharmaceuticals and Healthcare Industry - Digital-Customer relationship management in Pharmaceuticals and Healthcare Industry - Lead generation and closing in Pharmaceuticals and Healthcare Industry
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Digital Marketing for Pharmaceuticals and Healthcare Industry. Specifically the content of this certificate is focus on Pharmaceuticals and Healthcare Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance in Pharmaceuticals and Healthcare Industry • 3. Effective use of digital marketing tools in Pharmaceuticals and Healthcare Industry
Syllabus	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing in Pharmaceuticals and Healthcare Industry, The definition,, Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing in Pharmaceuticals and Healthcare Industry Email – B2C & B2B How the two differ, Whatsapp Marketing,, Facebook, Instagram, , YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for Pharmaceuticals and Healthcare Industry - Whyare they important, Steps & Tools, Tactics,, Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World in context of Pharmaceuticals and Healthcare Industry. Impact of various sectors b. How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies , Content Marketing ➤ Conversion of sales in Pharmaceuticals and Healthcare Industry, Selling effectively on digital media. Approach and Tactics, . Ensuring effective closures. Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Pharmaceuticals and Healthcare Industry for B2C, segment encompassing, Lead Generation- Tools, Tactics & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation for Pharmaceuticals and Healthcare Industry



CPP Code	LBS2020-2221
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Pharma & Healthcare Management
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Pharma & Healthcare Industry - STP for Pharma & Healthcare products & services - B2B & B2C concepts for Pharma & Healthcare Industry - Recruitment & Training of Pharma & Healthcare Industry sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Pharma & Healthcare Management. The Marketing & Sales function in Pharma Industry is different from that in consumer goods or industrial products segment. Learn techniques to guide Pharma & Healthcare students to look at issues from different points of view. • Customer base (Medical practitioners, stockiest & retailers) is relatively small but spread over a large geographical area. • Drugs & Cosmetics Act prohibits advertising of pharmaceutical products in mass media.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Pharma & Healthcare Sales and Marketing. • The Pharma & Healthcare Sales, marketing, recruitment & training will develop and expand the student's knowledge of Pharma & Healthcare Industry. • Deconstruct the pros and cons of sample real world sales calls for products of Pharma & Healthcare industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for Pharma products & services, Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing & Sales – Introduction to Pharma & Healthcare marketing, Business to Business marketing in Pharma & Healthcare industry, Business to consumer marketing in Pharma & Healthcare industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in Pharma & Healthcare industry, Retail Chemist Prescription Audit (RCPA), Must/Master see list (MSL) ➤ Sales Process (7 steps): Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up. <p>Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management, Over the counter (OTC) brand, Prescription brand.</p> <ul style="list-style-type: none"> ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted at actual marketplace (RCPA/on field call) 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LBS2020-2222
Title of Course	Certificate Course in Pharmaceutical and Healthcare Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> To Discuss the threats and strengths of the industry To impart fundamental knowledge on pharmaceutical product development To know different Laws and Acts that regulates pharmaceutical industry. To understand the approval process and regulatory requirements for drug products.
Justification of Course	<ul style="list-style-type: none"> This course is not covered in the syllabus of Pharmaceutical and Healthcare Management. This Course Use real-life scenario. The environmental impact of the pharmaceutical and Healthcare industry in general and its products To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus helps to Remember and describe the key characteristics of the players in an Pharmaceutical and Health Industry. Helps to Understand and summarize the management ethos and philosophy of the players in Pharmaceutical and Health Industry. It demonstrates an understanding of the regulatory forces acting on the Industry. Syllabus compare and contrast, using tables and charts, the market and financial Performance of the players in an industry. Its creates the impact of recent developments on the industry and its key players. And Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Pharmaceutical and Healthcare Industry Analysis –Nature of the Pharmaceutical and Healthcare Industry , Players in the Pharmaceutical and Healthcare , Pricing Policies, Capacity analysis – total capacity of the Pharmaceutical and Healthcare and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Pharmaceutical and Healthcare – at global, national and regional level, Professional Trade bodies of the Pharmaceutical and Healthcare , Business Functions carried out Online by the key players, Online presence of the players, Incremental Innovations in the Pharmaceutical and Healthcare , Disruptive Innovations in the Pharmaceutical and Healthcare . ➤ Promoters & Management Ethos in Pharmaceutical and Healthcare: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, ➤ Regulatory actions against the players Regulatory affairs: Introduction, Regulatory authorities, Role of Regulatory affairs department, Responsibility of Regulatory Affairs Professionals. Regulatory requirements for drug approval: Drug Development Teams, ➤ Quality management systems: Quality management & Certifications: Concept of Quality, Total Quality Management, Quality by Design (QbD), Six Sigma concept, Out of Specifications (OOS), Change control, Introduction to ISO 9000 series of quality systems standards, ISO 14000, NABL, GLP ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and



trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry.

Evaluation Method

- **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2020-2223
Title of Course	Certificate Course in Pharmaceutical Management Packaging
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Packaging in Pharmaceutical Industry - Good Practices in Pharmaceutical packaging management. - Role of Different agencies in Pharmaceutical Packaging . - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Pharmaceutical Management. Pharmaceutical product packaging management standards are considered to be a proven mechanism for delivering quality of product and service in this sector.This course analyses the current status of packaging in the Pharma packaging and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in Packaging in Pharma industry. • To train the students to be competent working professionals in packaging of Pharmaceutica products. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharmaceutical within the country
Syllabus	
	<p>Introduction to Pharmaceutical Packaging: Definition of packaging, Historical background, Importance and Functions of Pharmaceutical packaging, types of packaging, Packaging Hazards – Storage, Transportation, Chemical, Climatic, Biological.</p> <p>Pharmaceutical products Packaging Scenario: Packaging related Costs in Pharmaceutical Packaging – Environmental considerations & waste management; Introduction to Packaging Laws & Regulations; Packaging Scenario in India & world – Comparison, Scope. Growth of packaging industries in India.</p> <p>Package Development stages: Planning, concept design, system design, prototype & machines, specifications, refinement and production.</p> <p>Pharmaceutical Packaging design: Plastic Packaging Materials, Liquid Formulation Packaging, Semi-Solid Packaging, Sterile Product Packaging.</p> <p>Pharmaceutical products Packaging : Packaging of: Tablets, Syrup, Nutraceutical / Health Supplements, PhytoPharma / Siddha Products, Personal Care Products, Wellness Products, Medical device packaging, Enteral Packaging, Aseptic packaging systems, Container closure systems.</p>



CPP Code	LBS2020-2224
Title of Course	Certificate Course in Export-Import Management in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Pharmaceutical Industry - Management of Import and Exports for Pharmaceutical Industry - Import Export Documentation for Pharmaceutical Industry - Import Export Procedures for Pharmaceutical Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Pharmaceutical Management. This Course is all about Export and Import Business Management for Pharmaceutical. SPPU has given Pharmaceutical Management as Minor specialisation in which one paper is about Import and Export but which is not applicable for Pharmaceutical Industry for Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Pharmaceutical Industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Pharmaceutical Import and Export Management. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Pharmaceutical and Healthcare Industry : Meaning and Definition of Imports and Export – Classification in Pharmaceutical and Healthcare Industry – Strategy and Preparation for Export Marketing of Pharmaceutical and Healthcare product – Export Marketing Organizations – Registration Formalities for Pharmaceutical and Healthcare product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Pharmaceutical and Healthcare product. – ➤ Management of Import and Exports for Pharmaceutical and Healthcare Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance -



Customs house agents – Marine insurance for Pharmaceutical and Healthcare product. –

- Import Export Documentation for Pharmaceutical and Healthcare Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents. –
- Import Export Procedures for Pharmaceutical and Healthcare Industry: Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents





CPP Code	LBS2020-2225
Title of Course	Certificate Course in Intellectual Property Rights for Pharmaceutical and Healthcare Industry.
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> Principles of IPR in Pharmaceutical and Health Care Industry Patent Law and Practices in Pharmaceutical and Health Care Industry Copyright Law and Practices in Pharmaceutical and Health Care Industry Trademark Law and Practices in Pharmaceutical and Health Care Industry Emerging Issues and Challenges in Pharmaceutical and Health Care Industry Future Aspects of Intellectual Property Rights in Pharmaceutical and Health Care Industry
Justification of Course	<ul style="list-style-type: none"> To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Pharmaceutical and Health Care Industry. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects To disseminate knowledge on copyrights and its related rights and registration aspects To disseminate knowledge on trademarks and registration aspects To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects in Pharma and Health care sector To aware about current trends in IPR and Govt. steps in fostering IPR in Pharmaceutical and Health Care Industry
Outcome for Students after completion of Course	<p>The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR in concern with Pharmaceutical and Health Care Industry</p>
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTs) in Pharmaceutical and Health Care Industry ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness in Pharma and Health care sector, Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Pharmaceutical products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights. ➤ Copyright and Neighboring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO, Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright in Literary, Works, Copyright in Computer Programme, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences in Pharmaceutical and Health Care Industry ➤ Introduction to Trademarks Need for Protection, Kinds of trademarks Concept of Well known trademark. Registration of trademark Grounds of refusal of registration Absolute ground Relative ground Procedure of registration of trademark opposition and its grounds ➤ TRIPS Flexibilities and access to medicine IPR and Climate change Patents and Biotechnology, Traditional knowledge and IPR Bio piracy Domain Name Disputes and Cyber squatting.

Evaluation Method

- **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2020-2226
Title of Course	Certificate Course in Production Planning & Operations Management in Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Pharmaceuticals and Healthcare Industry - Good Manufacturing Practices in Pharmaceuticals and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different PPC functions in Pharmaceuticals and Healthcare Industry
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of pharma Management. Production Planning and Operations management in pharma are considered to be a proven mechanism for delivering quality of product and service in this sector.This course analyses the current status of PPC in the Pharmaceuticals and Healthcare industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Pharma and Healthcare • To train the students to be competent working professionals in the PPC in Pharma and Healthcare industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharma and Healthcare within the country
Syllabus	
	<ul style="list-style-type: none"> ➤ Production Management: Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities. ➤ Production planning and control, production processes Considerations for design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections. ➤ Design and development of packaging units including recent advances in packaging techniques for various types of sterile and non-sterile dosage forms.Warehousing design,construction, maintenance and sanitation; good warehousing practice, materials management. ➤ Pharmaceutical Marketing: production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); mix Role of 7 P's in Pharmaceutical Marketing Management, Product management. E-Pharma Marketing. ➤ Product Planning: Selection of product, new product development and product differentiation, pricing, promotion – personal selling; salesmanship, qualities of salesman,management of sales force, advertising, publicity and window display, channels of distribution. Marketing Research: pharmaceutical marketing research area.Market Demands and Sales Forecasting



CPP Code	LBS2020-2227
Title of Course	Certificate Course in Quality Assurance and Control Management in Pharmaceuticals and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Pharma and Healthcare Industry - Good Manufacturing Practices in Pharma and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Pharma and Healthcare Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Pharma Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the Pharma and health industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the pharma and healthcare , in the production of quality drugs by imparting better concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to pharma and healthcare within the country
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Concept, scopes of quality control and quality assurance, Good laboratory practice: Introduction, scope and overview of ICH guidelines QSEM, with special emphasis on Q-series guidelines, quality assurance unit. ➤ Organization and personnel responsibilities, training, hygiene and personal records, drug industry location, design, construction and plant lay out, maintenance, sanitation, environmental control, utilities and maintenance of sterile areas, control of contamination and good warehousing practice. ➤ Analysis of raw materials, finished products, packaging materials, in process quality control (IPQC In process quality control and finished products quality control for following dosage forms in pharma industry according to Indian and US Pharmacopoeia: Tablets, capsules, ointments, suppositories, creams, parenterals, ophthalmic and surgical products. ➤ Documentation in pharmaceutical industry: Three tier documentation, policy, procedures and work instructions, and records (Formats), Standard operating procedures. Specification and test procedures, protocols and reports. Distribution records and electronic data handling. Concepts of controlled and uncontrolled documents. Submission documents for regulators DMFs, as common technical document and electronic common technical documentation. ➤ Manufacturing operations and controls: Sanitation of manufacturing premises, mix-ups and cross contamination, processing of intermediates and bulk products, packaging operations, release of finished product, process deviations, drug product inspection, expiry date calculation, calculation of yields, production record review.



changecontrol,asepticprocess control, packaging, reprocessing, salvaging, handling of waste and scrap disposal.



CPP Code	LBS2020-2228
Title of Course	Certificate Course in Supply Chain and Logistics Management in Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	<ul style="list-style-type: none"> Introduction to concepts of Supply Chain and Logistics Pharmaceutical and Healthcare Industry Good Practices in Pharmaceutical and Healthcare Industry in SCM and Logistics. Role of Different agencies in SCM and Logistics in Pharmaceutical and Healthcare Industry Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Pharmaceutical and Healthcare Management. Supply Chain and Logistics is considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of SCM and Logistics in the Pharmaceutical and Food Industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> To gain knowledge in SCM and Logistics in Pharmaceutical and Healthcare industry. To train the students to be competent working professionals in SCM and Logistics in the Pharmaceutical and Healthcare Industry. To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharmaceutical and Healthcare within the country
Syllabus	<p>Supply chain management practices and strategies for Pharmaceutical and Healthcare Industry.</p> <p>Integrated model of Customer Life Cycle, Demand Management and Supply Chain Management for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain forecasting - techniques and tools for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain processes and Integration of supply chain processes for Pharmaceutical and Healthcare Industry.</p> <p>Leveraging cost and risk through supply chain management systems for Pharmaceutical and Healthcare Industry.</p> <p>Lean and agile supply chain Models for Pharmaceutical and Healthcare Industry..</p> <p>Green supply chain initiatives and practices for Pharmaceutical and Healthcare Industry.</p> <p>Supply chain management systems and its integration with enterprise resource planning and Customer Relationship Management Pharmaceutical and Healthcare Industry.</p>



Coordination in supply chain, measuring supply chain performance.

ebusiness and supply chain



CPP Code	MBA2020-2229
Title of Course	Certificate Course in Digitization
Course Credit	2
Course Teaching Hours	40
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Sonali Indalkar
Content of Proposed Course	
	<ul style="list-style-type: none"> - Overview of Digital Practices in Industry. - In detail Study of MS-Office. - Overview of ERP& CRM.
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus. Digitization imposes on Application base Learning and gives students broad view about latest digital practices in industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To Strengthen Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to Google Suite- overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBS2020-2230
Title of Course	Certificate Course in Business Analysis for Decision Making for Managers
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction — Cluster Analysis • Dealing with Uncertainty and Analyzing Risk • Decision Analytics
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on an unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy. How to define and identify a specific problem for a business analysis. ➤ Data Exploration and Reduction — Cluster Analysis What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel ➤ Dealing with Uncertainty and Analyzing Risk Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation ➤ Decision Analytics Formulate and solve models for business problems that requires yes/no decisions and logical constraints, Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions



CPP Code	LBS2020-2231
Title of Course	Certificate Course in Digital Marketing
Course Credit	2
Course Teaching Hours	40
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr.Dhamanjay Deshpande
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Digital Marketing - Brief introduction and use of different Digital marketing tools for - Digital-Customer relationship management in Industry - Lead generation and closing.
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Digital Marketing; Specifically the content of this certificate is focus as per Industry. The delivery of the content is done by the industry experts with practical and live examples and case study method.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • 1. Understanding and importance of digital marketing. • 2. Digital marketing tools and their importance for industry. • 3. Effective use of digital marketing tools.
Syllabus	<ul style="list-style-type: none"> ➤ Difference between digital and conventional Marketing ➤ Digital Marketing, The definition, Effective Digital Marketing Campaigns: A look at those. Power d. Factors leading to the larger shift, Digital Marketing & Social Transformation Advantages & Disadvantages ➤ Various facets of Digital Marketing Email – B2C & B2B How the two differ, Whatsapp Marketing, Facebook, Instagram, YouTube, SEO, LinkedIn Marketing ➤ Customer Catchment & Funnel Building for – Why are they important, Steps & Tools, Tactics, Google Form, Enquiry through FB, Instagram & LinkedIn AD, Other interactive methods ➤ Importance of Digital Marketing in the Post Covid World- Impact of various sectors b. How the businesses are coping up, how the industry is adopting to the changing needs. Key shifts in strategies, Content Marketing ➤ Conversion of sales in Industry, Selling effectively on digital media, Approach and Tactics, Ensuring effective closures. Operational Support ➤ CRM for B2B & B2C in Digital World, After sales engagement & service, Selling deep as well as wide ➤ Building a digital marketing plan for Industry for B2C, segment encompassing, Lead Generation- Tools, Tactics & Platforms, Revenue Plan, Conversion, Operational Support Plan, Engagement Plan ➤ Case Presentation.



CPP Code	LBS2020-2232
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training)
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for various industries. - STP for various industry's products & services - B2B & B2C concepts for various industry's products & services - Recruitment & Training of various industry's sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Management. This Course Use stories and real-life scenarios that resonate with customers. Learn techniques to guide management students to look at issues from different points of view. • Ability to collect, process, and analyze consumer and market data to make informed decisions. • Ability to create branding and integrated marketing communications plans that include value propositions. • Ability to formulate and implement traditional and digital marketing and communications strategies. • Build confidence to convey how the sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Sales and Marketing. • The Sales, marketing, recruitment & training will develop and expand the student's knowledge of various Businesses. • Deconstruct the pros and cons of sample real world sales calls for products of various industries in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for various industries products & services. Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing&Sales –Introduction to marketing, Business to Business marketing in various industries, Business to consumer marketing in various industries. Business to Business Sales (activity based), Business to consumer Sales (activity based) in various industries. ➤ Sales Process (7 steps):Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up.Consumer Behavior, different Product Categories, Challenges for Communication: Message & Media for Communication. ➤ Recruitment & Training -- Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted in both B2B & B2C method at actual marketplace. 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LBS2020-2233
Title of Course	Certificate Course in Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> - Role of Industry in Indian economy - Help understanding Existing Environment - Industry Environment analysis should provide necessary data for strategic decision making - Industry Environment analysis should facilitate and foster strategic linking in organizations.-industries.
Justification of Course	<ul style="list-style-type: none"> • The learning objective of industry analysis is to determine the opportunities and threats that exist for firms within a competitive environment. • To summarize and build confidence about the recent developments on industry and its key players. • Helps to detect threats at an early stage, and assist the organization in developing strategies for its survival. • Helps to understand the various aspects and predict trends of the industry better, and helps in many other ways.
Outcome for Students after completion of Course	<p>Syllabus describes the key characteristics of the players in an industry. And helps to understand and summarize the management ethos and philosophy of the players in the industry.</p> <p>It Demonstrate an understanding of the regulatory forces acting on the industry. Compare and Contrast, using tables and charts, the market and financial performance of the players in an industry. Assess the impact of recent developments on the industry and its key players. And Evaluate and Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Industry Analysis: Nature of the Industry, Players in the industry, Nature of competition, Market shares of top 5 & bottom 5 players, Branding strategies, Pricing Policies, Cartelization if any and comments thereon, Capacity analysis – total capacity of the industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities (Domestics as well as Global), Demand Supply balance in the industry – at global, national and regional level, Key factors affecting demand, Key supply side constraints, Professional Trade bodies of the Industry, Business Functions carried out Online by the key players. Online presence of the players, Incremental Innovations in the industry ➤ Promoters & Management Ethos: Management ethos and philosophy, Brief profiles of CMDs, CEOs, and key top management personnel with their career highlights, Detailed profile of one distinguished top management personnel each from any two players in the Industry, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation ➤ External Environment: Controlling ministry and / or regulator if any for the Industry, Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact on top 5 players and bottom 5 players, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc ➤ Financials: Profitability, Revenues, Margins of top players ,trends/changes therein, Sick players if any and their turnaround strategies, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry. ➤ Recent Developments: Impact of key relevant provisions of the latest Fiscal policy on the industry ,Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Mergers & Acquisitions, Technological development.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CPP Code	LBS2020-2234
Title of Course	Certificate Course in Export-Import Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	30
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	
	<ul style="list-style-type: none"> - Introduction to Imports and Exports for various Industries - Management of Import and Exports for various Industries - Import Export Documentation for various Industries - Import Export Procedures for various Industries
Justification of Course	
	This course is not covered in the syllabus of General MBA Course. This Course is all about Export and Import Business Management. SPPU has given International Business as Minor specialisation in which one paper is about Import and Export but which is not applicable for all students. This Course will only for students those are interested to learn how to go for Import and Export Business.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To gain knowledge of Management of Import and Export Business. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Industry : Meaning and Definition of Imports and Export – Classification in Industry – Strategy and Preparation for Export Marketing of product – Export Marketing Organizations – Registration Formalities for product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for product. ➤ Management of Import and Exports for Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents – Marine insurance for product. ➤ Import Export Documentation for Industry: Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents. ➤ Import Export Procedures for Industry: Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export



Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.



CPP Code	LBS2020-2235
Title of Course	Certificate Course in Intellectual Property Rights
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> • Principles of IPR • Patent Law and Practices • Copyright Law and Practices • Trademark Law and Practices • Emerging Issues and Challenges • Future Aspects of Intellectual Property Rights
Justification of Course	<ul style="list-style-type: none"> • To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries. • To disseminate knowledge on patents, patent regime in India and abroad and registration aspects • To disseminate knowledge on copyrights and its related rights and registration aspects • To disseminate knowledge on trademarks and registration aspects • To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects • To aware about current trends in IPR and Govt. steps in fostering IPR
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR	
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTs) ➤ Research exemption Introduction to Patents Overview Historical development Concepts, Novelty, Utility Inventiveness/Non-obviousness, Patent Act 1970 – amendments of 1999, 2000, 2002 and 2005 Patentable subject matter, Patentability criteria, non-patentable inventions Pharmaceutical products and process and patent protection Software Patents Patenting of Micro-organism, Rights of patentee Procedure for granting a patent and obtaining patents Grounds for opposition Working of Patents, Compulsory License Acquisition, Surrender, Revocation, restoration Transfer of patent rights ➤ Copyright and Neighbouring Rights Concept and Principles Historical background and Development of Copyright Law Leading International Instruments, Berne Convention, Universal Copyright Convention, International Copyright under Copyright Act WIPO Phonograms and Performances treaty, Copyright Act, 1957 Terms of Copyright conditions for grant of copyright, extent of rights exception to copyright protection, fair use provision, assignment and licensing, Copyright in Literary, Dramatic and Musical Works, Sound Recording, Cinematograph Films, Copyright in Computer Programme, Author Special Rights, Right of Broadcasting and performers, Copyright Registrar and Copyright Board-Power and Procedure Copyright Societies, Ownership, Assignment, Licence, Translation of Copyright, Compulsory Licences. ➤ Introduction to Trademarks Need for Protection. Kinds of trademarks Concept of Well known trademark. Registration of trademark Grounds of refusal of registration Absolute ground Relative ground Procedure of registration of trademark opposition and its grounds ➤ TRIPS Flexibilities and access to medicine IPR and Climate change Patents and Biotechnology, Traditional knowledge and IPR Bio piracy Domain Name Disputes and Cyber squatting.
Evaluation Method	



➤ **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBS2020-2236
Title of Course	Certificate Course in Financial Analytics
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	
	<ul style="list-style-type: none"> - Latest finance technologies - Risk Analysis & management - Equity Analysis - Derivatives market - Latest trends in Finance
Justification of Course	
	<p>The interesting career in the field of finances is the job of a financial analyst. The main responsibility of such professionals is to analyse internal company relations and potential investments to obtain organizational efficiency.</p> <p>The skills required for the career of a financial analyst include accounting knowledge or finance expertise and strong academic background. Several regulatory licenses must be obtained by financial analysts. They are also required to have communication skills and analytical abilities. The analytic reports prepared by financial analysts should be based on clear arguments. An analyst is also required to demonstrate the skills of persuasion to influence the committee or manager decision upon some recommendation.</p>
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To Understand latest trends in Financial Market. • To develop analytical ability among finance students. • To gain knowledge of Technical Analysis. • To develop Understanding of Derivative product in practical way.
Syllabus	
	<p>(1) Introduction of Financial Analytics: Describe the roles of standard setters, regulators, and auditors in financial reporting; • Describe information provided by the balance sheet; • Compare types of assets, liabilities, and equity; • Describe information provided by the income statement; • Distinguish between profit and net cash flow; • Describe information provided by the cash flow statement; • Identify and compare cash flow classifications of operating, investing, and financing activities; • Explain links between the income statement, balance sheet, and cash flow statement; • Explain the usefulness of ratio analysis for financial statements; • Identify and interpret ratios used to analyses company's liquidity, profitability, financing, shareholder return, and shareholder value</p> <p>(2) Financial Technologies: Introduction, Scope, Benefits, Users of Fintech, latest Fintech.</p> <p>(3) Demystifying the Technical Analysis: Types of charts & when to use what, Practical working of Trend line, Trading the Breakouts, Important Tools - Moving Average, Fibonacci, Introduction to Derivatives, Why Options is the next big wave? Reading Option Chain like experts, Practical Trading Strategies, Algo Trading - Next Big wave, Get ready for the Financial Markets</p>



(4) Future & Option:Types of futures,Jargons in Future Trading,Types of Option Trade
Introduction to Option Greeks

Note: Numerical problems need to solve related to syllabus.



CPP Code	LBS2020-2237
Title of Course	Certificate Course in Investment Adviser
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Understanding Securities Markets and Performance - Knowing Operational Aspects of financial transactions - Personal Financial Planning - Comprehensive Financial Planning - Product analysis and selection - Regulatory and Compliance Aspects - Case studies in Comprehensive Financial Advice
Justification of Course	<p>Indian is one of the largest demography having 74% literacy rate. It is also said out of 2 literate person 1 person is financially literate & Financial inclusion also less in the country. This fact creates good opportunity in the field of Investment Advisor. A Investment advisor is specialists & professionals in the field who offer services on financial advice to various clients. To meet the goals stated by their clients, they offer investment strategies and financial products. A financial adviser has an opportunity either to work independently and start ones' firm or work for a recognizable brand or a company.</p> <p>People need financial advice in several situations such as marital concerns, buying accommodation, and for tax, college payment, and retirement planning. It is a general opinion that many individuals feel more secured when a licensed professional takes care of financial matters. It is also important to get professional advice when investing money.</p> <p>It also allows initiating own business to provide financial services to diverse types of population. Another reason for choosing this career is the ability to select from a variety of offers to work for individuals or big corporations.</p>
Outcome for Students after completion of Course	<p>Its helps for understanding the basic concepts related to Investment Advisor taught in the Course. Develop understanding of various financial avenues available for Investment? To develop financial plan for individual. Helps to analyse the risk associated to each investment class? Helps to evaluate performance of various asset class?</p>
Syllabus	<ul style="list-style-type: none"> - Personal Financial Planning: Role & Importance of Investment Advisor, Scope, Understand CAMP model, Understanding Securities Markets and Performance, Knowing Operational Aspects of financial transactions, Comprehensive Financial Planning, Product analysis and selection, Regulatory and Compliance Aspects - Types of investments: Equity, Investment characteristics and role, Listed versus unlisted, Fixed Income, Investment characteristics and role, Government versus Corporate High yield versus investment grade, Commodities, Investment



characteristics and role, Real Estates, Investment characteristics and role, Structured products, Investment characteristics and role, Distressed Securities, Investment characteristics and role, Other investment opportunities, Art/Paintings etc., Know the channels for making investments, Direct investments, Understanding the Role of RIAs, Investments through managed portfolios o Mutual Funds (MFs) o Alternative Investment Funds (AIFs) o Portfolio Management Services (PMS), Compare and Contrast between MFs, AIFs and PMS

- Understanding Risk & return of Investment Products
- **Fundamental Analysis:** Top Down approach versus Bottom up Approach, Buy side research versus Sell Side Research, Sector classification, Stock Analysis process, Economy Analysis, Industry/Sector Analysis o Company Analysis, Fundamentals Driven model, Discounted Cash Flow Model o Asset Based Valuation, Market driven Model - Relative Valuation, P/E Ratio, P/B Ratio, P/S Ratio, PEG Ratio, EVA and MVA, EBIT/EV and EV/EBITDA Ratio, EV/S Ratio, Dividend Yield, Earning Yield, Industry/sector specific valuation metrics.
- **Technical Analysis:** Assumptions of technical analysis, Technical versus Fundamental Analysis, Advantages of technical Analysis, Technical Rules and Indicators, Fixed income securities and Technical analysis
- **Case studies in Comprehensive Financial Planning**



CPP Code	LBS2020-2238
Title of Course	Certificate Course in Marketing of Financial Products
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Financial Market Fundamentals - Knowledge of Various Financial Product & services for Selling & marketing - Assess the customer touch-points and customer-buying journey for financial Product & services - Career opportunities in Marketing of Financial Services.
Justification of Course	<p>This course is not covered in the syllabus of Finance MBA Course. This Course is all about Marketing of Financial Products. Financial Services has flourished ranging from banking, Insurance, Mutual Fund etc. Which need to make marketing by managers also various financial products increase complicity to investors. This Course will only for students those are interested to learn how to make marketing of Financial products & services.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of the key terminology of Financial Services. • To make familiar with the various types of financial products and services. • To Compare and contrast the various types of financial products and services and illustrate their benefits and limitations.
Syllabus	<ul style="list-style-type: none"> ➤ Financial Market Fundamentals: Capital Markets, Role in the Economy, Brief History of BSE and NSE, Trade lifecycle of a financial instrument, Market Participants in the Equity markets with perspectives on 'Buy' side and 'Sell' side, Key terminologies related to the Equity markets. Bond Markets: Introduction to bond markets, how bond markets operate? Key terminologies related to the bond markets. Regulatory aspects of the Bond Markets, Key players in the Bond Markets (such as FII's, Hedge Funds etc.) Debt Instruments: Debt instruments and their classification based on type of issuer, and basis characteristics. Money Market Instruments (such as Certificate of Deposit, Re-purchase "Agreements etc.) ➤ Various Financial Product & services for Selling. Identification of investment needs for retail investors, studying investment behaviour - Household Vs. Institutional Investors. Alternate Investment Products: Introduction to Alternate Investments and their various products and services, Portfolio Management Services and their features, Investors Behaviours towards Financial Product & Services, skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers ➤ Assess the customer touch-points and customer-buying journey for financial Product & services. Investment Advisors: Guidelines for Investment Advisors



while selling Mutual Funds to the clients., Tax regulations from an Investment Advisor point of view. , Ethics need to follow in Marketing of Financial Products ,Create the marketing strategy for financial products., Tools & strategies for Marketing/Digital Marketing Financial Products

Clients Data acquisition, targeting & leads conversion, Career opportunities in Marketing of Financial Services, Basic Concepts of Mutual Fund, Insurance, NPS, Physical/Digital gold etc.

- **Marketing of Financial Services: Importance of Financial Planning: identification of investment needs for retail investors, studying investment behaviour - Household Vs. Institutional Investors. Alternate Investment Products: Introduction to Alternate Investments and their various products and services, Portfolio Management Services and their features, Tax regulations from an Investment Advisor point of view. Career opportunities in Marketing of Financial Services.**



CPP Code	LBS2020-2239
Title of Course	Certificate Course in Securities Analysis & Portfolio Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction & Concepts: Investment - Risk & Return Analysis: Risk & Return - Valuation of bonds and shares: Bond Valuation - Portfolio Analysis & Selection: Concept of portfolio and portfolio - Portfolio Revision & Evaluation
Justification of Course	<p>Security Analysis & Portfolio Management course covers & integrates the many topics of modern investment analysis. It provides a balanced presentation of theories, institutions, markets, academic research, and practical applications, and presents both basic concepts and advanced principles. It enables the investor to establish the expected return and risk for a stock and to evaluate its desirability in a logical, rational manner. It also helps to calculate the value of various assets and also find out the effect of various market fluctuations on the value of tradable financial instruments</p>
Outcome for Students after completion of Course	<p>To understand various concepts of Securities Analysis & Portfolio Management?</p> <p>To understand various theories of Investment Analysis and Portfolio Management like CAPM & EMF etc.</p> <p>To learn how to calculate risk and return on investment using various concepts covered in the certification.</p> <p>To analyse investors need & objective of Investors?</p> <p>To learn how to create optimal portfolio for Investors.</p>
Syllabus	<ul style="list-style-type: none"> ➤ Introduction & Concepts: Investment: Meaning, nature & objectives, Investments Vs. Speculation & Gambling, Investment Process, Investment Environment, Investment avenues: Marketable & Non marketable financial assets. Portfolio Management: Meaning, attributes, significance and process of Portfolio Management, Portfolio manager and his role ➤ Risk & Return Analysis: Risk & Return: Meaning and Elements of Risk & Return, Measurements of Risk & Return, Relationship between risk and return. Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis. Technical Analysis: Meaning, Tools of technical analysis. Technical Analysis vs. Fundamental Analysis. Efficient Market Theory: Meaning, Forms of Market Efficiency, Efficient Market Hypothesis vs. Fundamental & Technical Analysis ➤ Valuation of bonds and shares: Bond Valuation: Meaning, Types, Bond Prices, Bond Return, Risks in Bonds. Equity Valuation: Meaning, Concept of Present Value, Share Valuation Models, Multiplier Approach to Share Valuation



- **Portfolio Analysis & Selection:** Concept of portfolio and portfolio management: Meaning, Types of Portfolio Risks, Diversification of Risks, Selection of Optimal Portfolio. M
- **Portfolio Revision & Evaluation :** Portfolio Revision: Meaning and need of Portfolio Revision, Constraints in Portfolio Revision, Revision Strategies, Portfolio Evaluation: Meaning and need of Portfolio Evaluation, Evaluation Perspectives, Measuring Portfolio Returns & Risk Adjusted Returns





**Key Indicator- 1.2 Academic
Flexibility**

**1.2.1 Number of Add
on/ Certificate/ Value
added programs
offered during the last
five years**

**Syllabus of Certificates
for Year 2019-20**



CPP Code	LBSPHM2019-21/01
Title of Course	Environmental analysis for the Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> To Discuss the threats and strengths of the industry To impart fundamental knowledge on pharmaceutical product development To know different Laws and Acts that regulates pharmaceutical industry. To understand the approval process and regulatory requirements for drug products.
Justification of Course	<ul style="list-style-type: none"> This course is not covered in the syllabus of Pharmaceutical and Healthcare Management. This Course Use real-life scenario. The environmental impact of the pharmaceutical and Healthcare industry in general and its products To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus helps to Remember and describe the key characteristics of the players in an Pharmaceutical and Health Industry. Helps to Understand and summarize the management ethos and philosophy of the players in Pharmaceutical and Health Industry. It demonstrates an understanding of the regulatory forces acting on the Industry. Syllabus compare and contrast, using tables and charts, the market and financial Performance of the players in an industry. Its creates the impact of recent developments on the industry and its key players. And Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Pharmaceutical and Healthcare Industry Analysis –Nature of the Pharmaceutical and Healthcare Industry , Players in the Pharmaceutical and Healthcare , Pricing Policies, Capacity analysis – total capacity of the Pharmaceutical and Healthcare and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Pharmaceutical and Healthcare – at global, national and regional level, Professional Trade bodies of the Pharmaceutical and Healthcare , Business Functions carried out Online by the key players. Online presence of the players, Incremental Innovations in the Pharmaceutical and Healthcare , Disruptive Innovations in the Pharmaceutical and Healthcare . ➤ Promoters & Management Ethos in Pharmaceutical and Healthcare: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives. ➤ Regulatory actions against the players Regulatory affairs: Introduction, Regulatory authorities, Role of Regulatory affairs department, Responsibility of Regulatory Affairs Professionals. Regulatory requirements for drug approval: Drug Development Teams, ➤ Quality management systems: Quality management & Certifications: Concept of Quality, Total Quality Management, Quality by Design (QbD), Six Sigma concept, Out of Specifications (OOS), Change control, Introduction to ISO 9000 series of quality systems standards, ISO 14000, NABL, GLP ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing

to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry.

Evaluation Method

➤ **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBSPHM2019-21/02
Title of Course	Certificate Course in Pharmaceutical Production Management
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Pharmaceuticals and Healthcare Industry - Good Manufacturing Practices in Pharmaceuticals and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different PPC functions in Pharmaceuticals and Healthcare Industry
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of pharma Management. Production Planning and Operations management in pharma are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of PPC in the Pharmaceuticals and Healthcare industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Pharma and Healthcare • To train the students to be competent working professionals in the PPC in Pharma and Healthcare industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharma and Healthcare within the country
Syllabus	<ul style="list-style-type: none"> ➤ Production Management: Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities. ➤ Production planning and control, production processes Considerations for design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections. ➤ Design and development of packaging units including recent advances in packaging techniques for various types of sterile and non-sterile dosage forms. Warehousing design, construction, maintenance and sanitation; good warehousing practice, materials management. ➤ Pharmaceutical Marketing: production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); mix Role of 7 P's in Pharmaceutical Marketing Management, Product management. E-Pharma Marketing. ➤ Product Planning: Selection of product, new product development and product differentiation, pricing, promotion – personal selling; salesmanship, qualities of salesman, management of sales force, advertising, publicity and window display, channels of distribution. Marketing Research: pharmaceutical marketing research area. Market Demands and Sales Forecasting



CPP Code	LBSPHM2019-21/03
Title of Course	Business Research and data management for the Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	30
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Foundations of Research - Data Management - Pharmaceutical and Healthcare Industry Analysis - Marketing Research - Advanced Analytical Tools: - Sampling: Basic Concepts:
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Pharma and Healthcare Management. This Course Use techniques to guide Pharma students to look at Business Research. • To introduce students about research opportunities in Pharma sector
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • DEFINE various concepts & terms associated with scientific business research. • MAKE USE OF scientific principles of research to SOLVE contemporary business research problems. • JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
Syllabus	<ul style="list-style-type: none"> ➤ Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management. Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question. ➤ The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection - Data analysis - Writing up- The iterative nature of business research process, Elements of a Research Proposal. ➤ Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information ➤ System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, ➤ Multi- dimensional Scaling & Perceptual Mapping: Conceptual basis, type of data required, key decisionattribute based versus non-attribute based approaches, procedure, how to interpret output, applications related to target market selection & positioning (interpretation of output is expected) ➤ Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, targeting best customers, identifying most efficient and effective advertisingand promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential, Forecasting, Forecasting methods, Choosing a forecast model, forecast errors.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation ofRemembering and Understanding



CPP Code	LBSPHM2019-21/04
Title of Course	Certificate Course in SMART (Selling, Marketing And Recruitment, Training) for Pharmaceutical & Healthcare Industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Pharma & Healthcare Industry - STP for Pharma & Healthcare products & services - B2B & B2C concepts for Pharma & Healthcare Industry - Recruitment & Training of Pharma & Healthcare Industry sales people
Justification of Course	<ul style="list-style-type: none"> ▪ This course is not covered in the syllabus of Pharma & Healthcare Management. The Marketing & Sales function in Pharma Industry is different from that in consumer goods or industrial products segment. Learn techniques to guide Pharma & Healthcare students to look at issues from different points of view. • Customer base (Medical practitioners, stockiest & retailers) is relatively small but spread over a large geographical area. • Drugs & Cosmetics Act prohibits advertising of pharmaceutical products in mass media.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Pharma & Healthcare Sales and Marketing. • The Pharma & Healthcare Sales, marketing, recruitment & training will develop and expand the student's knowledge of Pharma & Healthcare Industry. • Deconstruct the pros and cons of sample real world sales calls for products of Pharma & Healthcare industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning- STP for Pharma products & services, Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing&Sales –Introduction to Pharma & Healthcare marketing, Business to Business marketing in Pharma & Healthcare industry, Business to consumer marketing in Pharma & Healthcare industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in Pharma & Healthcare industry, Retail Chemist Prescription Audit (RCPA), Must/Master see list (MSL) ➤ Sales Process (7 steps):Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up. <p>Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management, Over the counter (OTC) brand, Prescription brand.</p> <ul style="list-style-type: none"> ➤ Recruitment & Training -- Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted at actual marketplace (RCPA/on field call) 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.

CPP Code	LBSPHM2019-21/05
Title of Course	Certificate Course In Digital tools for reporting and data analysis
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Sonali Indalkar
Content of Proposed Course	
	<ul style="list-style-type: none"> - Overview of Digital Practices in Pharma & Healthcare Industry. - In detail Study of MS-Office for Pharma & Healthcare Industry - Overview of ERP& CRM
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Pharma & Healthcare Management. Digitization in Pharmaceutical and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To Strengthen Pharmaceutical and Healthcare Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to Google Suite- overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBSPHM2019-21/06
Title of Course	Certificate Course in Drug Regulatory affairs, patents and regulatory management for the Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof. Ganesh Pathak
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction to DRA • Documentation and government guidelines involved in DRA • Principles of IPR in Pharmaceutical and Health Care Industry
Justification of Course	<ul style="list-style-type: none"> • To aware about terminologies in DRA. • To aware about how drug development process works. • To make understand drug regulatory affairs activities and various documentation involved in the process. • To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Pharmaceutical and Health Care Industry.
Outcome for Students after completion of Course	
The course is designed to provide comprehensive knowledge to the students regarding the general principles of DRA. Concept and terminologies, International Regime Relating to DRA in concern with Pharmaceutical and Health Care Industry.	
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Drug regulatory affairs(DRA),Basic terminologies related to DRA. ➤ ICh Guidelines ➤ Drug Approval Process, USFDA, New Drug Application(NDA), Abbreviated New Drug Application(ANDA) ➤ Orange book, Purple Book ➤ Drug Master File, ➤ Common Technical Document (CTD), eCTD,Good manufacturing Practices(GMP) and eGMP ➤ Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. International Regime Relating to IPR TRIPS and other Treaties (WIPO,WTO, GATTIS) in Pharmaceutical and Health Care Industry
Evaluation Method	
➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding	



CPP Code	LBSPHM2019-21/07
Title of Course	Certificate Course in Pharmaceutical Packaging Management
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Packaging in Pharmaceutical Industry - Good Practices in Pharmaceutical packaging management. - Role of Different agencies in Pharmaceutical Packaging . - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Pharmaceutical Management. Pharmaceutical product packaging management standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of packaging in the Pharma packaging and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in Packaging in Pharma industry. • To train the students to be competent working professionals in packaging of Pharmaceutica products. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Pharmaceutical within the country
Syllabus	<p>Introduction to Pharmaceutical Packaging: Definition of packaging, Historical background, Importance and Functions of Pharmaceutical packaging, types of packaging, Packaging Hazards – Storage, Transportation, Chemical, Climatic, Biological.</p> <p>Pharmaceutical products Packaging Scenario: Packaging related Costs in Pharmaceutical Packaging – Environmental considerations & waste management; Introduction to Packaging Laws & Regulations; Packaging Scenario in India & world – Comparison, Scope. Growth of packaging industries in India.</p> <p>Package Development stages: Planning, concept design, system design, prototype & machines, specifications, refinement and production.</p> <p>Pharmaceutical Packaging design: Plastic Packaging Materials, Liquid Formulation Packaging, Semi-Solid Packaging, Sterile Product Packaging.</p> <p>Pharmaceutical products Packaging : Packaging of: Tablets, Syrup, Nutraceutical / Health Supplements, PhytoPharma / Siddha Products, Personal Care Products, Wellness Products, Medical device packaging, Enteral Packaging, Aseptic packaging systems, Container closure systems.</p>



PP Code	LBSPHM2019-21/08
Title of Course	Certificate Course in Financial Reporting Analysis, Cost control and contribution management for the Pharmaceutical and healthcare industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - The conceptual framework for the preparation and presentation of financial statements - The preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - The preparation and presentation of financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - Analysis and interpretation of accounts
Justification of Course	
This is unique course designed for students to improve analytical skills and brief knowledge to make financial reporting and analysis. This course help to students to understand financial statement and based on this can take decisions.	
Outcome for Students after completion of Course	
<ul style="list-style-type: none"> • Able to explain the language, concepts and use of financial accounts and reports • Apply the skills necessary for the preparation and presentation of financial statements for single and group companies in compliance with legal and regulatory requirements. • Prepare reports and presentations relating to financial matters for the board and senior officers of organizations. 	
Syllabus	
<ul style="list-style-type: none"> ➤ Introduction of Financial Analysis: Analysis of various key Financial Statement (more focus on B/S, Cash flow, Income & Expenses), Revenue & cost Forecasting, Evaluation of a company using ratio analysis, idle ratio & how to improve ratios ➤ Meaning of Financial Reporting, format & its analysis: Financial Reporting of Current Asset & Non-Current Assets, Inventory, Budgeting of Business/Dept., Overview of Costing & cost control in business ➤ financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards ➤ Accounting Standards: Disclosure of Accounting Policies, Valuation of 	



Inventories: Cash Flow Statements

- **Preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards**
 - **Account/Finance basic calculation/mathematics: Percentage, Profitability, Growth rate, Margin, Interest,CVF, CVAF ,PVF, PVAF,BEP etc**
- Note: Numerical problems need to solve related to syllabus.**





CPP Code	LBSPHM2019-21/09
Title of Course	Certificate Course in Import Export business management (Lead generation, documentation and process) for the Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Prof. Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Pharmaceutical Industry - Management of Import and Exports for Pharmaceutical Industry - Import Export Documentation for Pharmaceutical Industry - Import Export Procedures for Pharmaceutical Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Pharmaceutical Management. This Course is all about Export and Import Business Management for Pharmaceutical. SPPU has given Pharmaceutical Management as Minor specialisation in which one paper is about Import and Export but which is not applicable for Pharmaceutical Industry for Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Pharmaceutical Industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Pharmaceutical Import and Export Management. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Pharmaceutical and Healthcare Industry : Meaning and Definition of Imports and Export – Classification in Pharmaceutical and Healthcare Industry – Strategy and Preparation for Export Marketing of Pharmaceutical and Healthcare product – Export Marketing Organizations – Registration Formalities for Pharmaceutical and Healthcare product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Pharmaceutical and Healthcare product. → ➤ Management of Import and Exports for Pharmaceutical and Healthcare Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform

Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents - Marine insurance for Pharmaceutical and Healthcare product. -

- Import Export Documentation for Pharmaceutical and Healthcare Industry: Documentation System - Commercial Invoice - Shipping Bill - Certificate of Origin - Consular Invoice - Mate's Receipt - Bill of Lading - GR Form - ISO 9000 - Procedure for obtaining ISO 9000 - BIS 14000 Certification - Types of Marine Insurance Policies - Import Documents - Transport Documents - Bill to Entry - Certificate of Inspection - Certificate of Measurements - Freight Declaration - Principal, Auxiliary & Regulatory set of documents. -
- Import Export Procedures for Pharmaceutical and Healthcare Industry: Steps in Export Procedure - Export Contract - Forward Cover - Export Finance - Institutional framework for Export Finance - Excise Clearance - Pre-shipment Inspection - Methods of Preshipment Inspection - Marine Insurance - Role of Clearing and Forwarding Agents - Shipping and Customs Formalities - Customs EDI System - Negotiation of Documents - Realisation of Exports Proceeds - Pre-Import Procedure - Steps in Import Procedure - Legal Dimensions of Import Procedure - Customs Formalities for Imports - Warehousing of Imported goods - Exchange Control Provisions for Imports - Retirement of Export Documents



CPR Code	LBSPHM2019-21/10
Title of Course	Certificate Course in Quality assurance and control management for the Pharmaceutical and Healthcare Industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	-
Evaluation hours	1
No. Of Proposed Students	60
Course Coordinator	Prof.Chandrakant Thorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Pharma and Healthcare Industry - Good Manufacturing Practices in Pharma and Healthcare Industry - Role of Different agencies in Quality Assurance and Control Management in Pharma and Healthcare Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Pharma Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the Pharma and health industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the pharma and healthcare , in the production of quality drugs by imparting better concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to pharma and healthcare within the country
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Concept, scopes of quality control and quality assurance, Good laboratory practice: Introduction, scope and overview of ICH guidelines QSEM, with special emphasis on Q-series guidelines, quality assurance unit. ➤ Organization and personnel responsibilities, training, hygiene and personal records, drug industry location, design, construction and plant lay out, maintenance, sanitation, environmental control, utilities and maintenance of sterile areas, control of contamination and good warehousing practice. ➤ Analysis of raw materials, finished products, packaging materials, in process quality control (IPQC In process quality control and finished products quality control for following dosage forms in pharma industry according to Indian and US Pharmacopoeia: Tablets, capsules, ointments, suppositories, creams, parenterals, ophthalmic and surgical products. ➤ Documentation in pharmaceutical industry: Three tier documentation, policy, procedures and work instructions, and records (Formats),. Standard operating procedures. Specification and test procedures, protocols and reports. Distribution records and electronic data handling. Concepts of controlled and uncontrolled documents. Submission documents for regulators DMFs, as common technical document and electronic common technical documentation. ➤ Manufacturing operations and controls: Sanitation of manufacturing premises, mix- ups and cross contamination, processing of intermediates and bulk products, packaging operations, release of finished product, process deviations, drug product inspection, expiry date calculation, calculation of yields, production record review, change control, aseptic process control, packaging, reprocessing, salvaging, handling of waste and scrap disposal.



CPP Code	LBSABM2019-21/01
Title of Course	Certificate Course in Agriculture & Food Industry Environmental Analysis
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr. Manisha Purohit
Content of Proposed Course	<ul style="list-style-type: none"> - Role of agriculture and Food Industry in Indian economy - Agro processing, agricultural marketing, agricultural finance etc. in the country. Impact of globalization on agribusiness sector, Structure of agriculture - Agribusiness policies-concept and formulation, new dimensions in Agri business environment and policy. - Policy controls and regulations relating to the industrial sector with specific reference to agro-industries.
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide Agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • To summarize and build confidence about the recent developments on industry and its key players.
Outcome for Students after completion of Course	<p>Syllabus describe the key characteristics of the players in an Agri and Food Industry. It helps to understand and summarize the management ethos and philosophy of the players in Agri and Food Industry. It demonstrate an understanding of the regulatory forces acting on the Industry It compare and Contrast, using tables and charts, the market and financial Performance of the players in an industry. Creates and Assess the impact of recent developments on the industry and its key players. Predict the future trajectory of the evolution of the industry in the immediate future</p>
Syllabus	<ul style="list-style-type: none"> ➤ Agriculture Industry Analysis –Nature of the Agriculture Industry, Players in the Agriculture Industry, Pricing Policies, Capacity analysis – total capacity of the Agriculture Industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities, Demand Supply balance in the Agriculture Industry – at global, national and regional level, Professional Trade bodies of the Agriculture Industry, Business Functions carried out Online by the key players, Online presence of the players, Incremental Innovations in the Agriculture Industry, Disruptive Innovations in the Agriculture Industry. ➤ Promoters & Management Ethos in Agriculture Industry: Management ethos and philosophy, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation. ➤ External Environment: Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc. against irregularities, legal violations if any. ➤ Financials: Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry. ➤ Recent Developments: Impact of key relevant provisions of the latest Fiscal policy on the industry and various players therein, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Key Alliances in the past 5 years and their performance & impact on other players in the industry, Mergers & Acquisitions.

Evaluation Method

➤ **Test- 30 MCQ based test for the evaluation of Remembering and Understanding**



CPP Code	LBSABM2019-21/02
Title of Course	Certificate Course in Sales readiness for the agriculture and food industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Basics of Selling: - Pre-Selling Work - Selling in Action: - Sales Conversation, Negotiation & Closure
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • Build confidence to convey how the agriculture sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • DESCRIBE the various selling situations and selling types. The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and • understanding of sales career. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Agri Sales and Marketing. • The Agriculture Sales, marketing, recruitment & training will develop and expand the student's knowledge of Agriculture Business.
Syllabus	<ul style="list-style-type: none"> ➤ Basics of Selling: Importance of Selling. Role in the context of organization – survival and growth. Types of Selling ➤ Different in selling situations, New business versus service selling ➤ Attributes of a Good Salesperson - Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge- product, Competition, organization, market, customer, territory; ➤ PeopleBuy From People, Communication skills, Persuasive skills, Personal Diary, Time management, Managing Sales Documents Starting a Quality Prospecting Conversation, ➤ Listeners Control Conversations, Trial Closing, ➤ Creating an Opportunity: Situation vs Problem Questions, Difficulty Questions, Negative and Positive Answer Questions, Directive Questions, Rhetorical Questions. Problems with Positional Bargaining, Opening Up the Negotiation, Approaches to Better Negotiation, You Have Alternatives, Reverse Psychology in Negotiation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding



CPP Code	LBSABM2019-21/03
Title of Course	Certificate Course in Sales process Planning and execution for Agriculture and Food industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to sales & marketing for Agriculture and Food Industry - STP for agricultural products & services - B2B & B2C concepts for Agriculture and Food Industry - Recruitment & Training of Agriculture and Food Industry sales people
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus of Agribusiness Management. This Course Use stories and real-life scenarios that resonate with farmers. Learn techniques to guide agri students to look at issues from different points of view. • Develop methods to capitalize on an agribusiness' unique strategic advantage. • Build confidence to convey how the agriculture sales rep's solution will be perfectly suited to meet the customer's needs — and obtain commitment to close the deal.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to sales, marketing, recruitment and training. • The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. • This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation. • The student will develop knowledge and skills sufficient to gain and hold entry-level Jobs in Agri Sales and Marketing. • The Agriculture Sales, marketing, recruitment & training will develop and expand the student's knowledge of Agriculture Business. • Deconstruct the pros and cons of sample real world sales calls for products of agriculture & food industry in B2B & B2C domain.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction- Introduction to SMART module, Importance of SMART module at entry level in Industry. ➤ Segmentation, Targeting & Positioning: STP for Agricultural and Food products & services, Segmentation, Targeting & Positioning for strategic Business Unit (SBU), Sales Action Plan (SAP), Components of sales action plan, Different Templates for effective SAP. ➤ Marketing&Sales –Introduction to Rural marketing, Business to Business marketing in agriculture and Food industry, Business to consumer marketing in agriculture and food industry. Business to Business Sales (activity based), Business to consumer Sales (activity based) in agriculture and Food industry. ➤ Sales Process (7 steps):Prospecting, Preparation, Approach, Presentation, Handling objections, Closing, Follow-up,Rural Consumer Behavior, Rural Product Categories, Challenges for Rural Communication: Message & Media for Rural Communication. ➤ Recruitment & Training – Job analysis, screening the candidates, Hiring process & hiring decisions, testing, reference checking, Training need assessment, Training methods, training evaluation.
Evaluation Method	<ul style="list-style-type: none"> ➤ Test- 30 MCQ based test for the evaluation of Remembering and Understanding ➤ Field Work- Field activity will be conducted in both B2B & B2C method at actual marketplace. 50 Marks activity based on Analyzing, Applying, Creating, Evaluating.



CPP Code	LBSABM2019-21/04
Title of Course	Certificate Course in Production planning and Operation management for the Agriculture and food industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Production Planning and Control Management in Agriculture Industry - Good Manufacturing Practices in Agriculture Industry - Role of Different agencies in Production Planning and Operations Management in Agriculture and Food Industry - Different PPC functions in Agriculture and Food Industry
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agriculture Management. Production Planning and Operations management in Agriculture are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of PPC in the Agriculture and food industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced planning and Forecasting in Agriculture and Food Industry • To train the students to be competent working professionals in the PPC in Agriculture and food industry. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to Agriculture and food industry within the country
Syllabus	<ul style="list-style-type: none"> ➤ Agricultural Production Planning and Control: functions of production planning and control, its objective, different system of manufacture production cycle, scheduling and control of production and its control procedures and devices. ➤ Total quality management, considerations, stage of quality control, standard and specifications, quality assurance and quality circles. Scheduling psychology, methodology and control techniques. Legal aspects of quality control. ➤ Capacity planning—models; process planning—aggregate planning—scheduling—maintenance management concept—work study, method study, work measurement, work sampling, work environment, industrial safety. ➤ Resource Planning and Budgeting: Importance and techniques, methods to study work measurement. Production control for contentment's, intermittent and project system. Production forecasting and production inventories. ➤ Resource Management: Management of resources: source of supply of material, selection and evaluation, purchase management—Cost reduction. Store Management location, storage methods and documentation of Government policies.



CPP Code	LBSABM2019-21/05
Title of Course	Certificate Course In Digital tool for reporting and data analysis
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	Dr.Ganesh Pathak
Content of Proposed Course	
	<ul style="list-style-type: none"> - Overview of Digital Practices in Agriculture and Healthcare Industry. - In detail Study of MS-Office for Agriculture and Healthcare Industry. - Overview of ERP& CRM
Justification of Course (How this course is separate from existing Syllabus)	
	This course is not covered in the syllabus of Agriculture and Healthcare Industry. Digitization in Agriculture and Healthcare Industry imposes on Application base Learning and gives students broad view about latest digital practices in agriculture industry.
Outcome for Students after completion of Course	
	<ul style="list-style-type: none"> • To Strengthen Agriculture and Healthcare Industry Market Access with ICT and Digital Tools. • To train the students to be competent working professionals in the Pharma & Healthcare Industry. • To encourage students to be entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country.
Syllabus	
	<ul style="list-style-type: none"> ➤ Introduction to Google Suite- overview of google applications like Google Analytics, Google forms, Google slides, Maps etc. ➤ Introduction to Ms-Office - In details study of various applications provided by Microsoft Such as Windows Operating System, PowerPoint Presentation, Ms-Excel, Advance Excel, Microsoft Word. ➤ A Bird Eye View of ERP – The scope of ERP includes Supply Chain, Finance, Customer Relationship Management, Human Resources, Manufacturing, Project Management, Workflow, Business Intelligence, Collaboration, Integration and Data Services. ➤ Overview of CRM – A strategic docket for optimizing profitability and ensuring business continuity by aligning organisational focus, processes and products to customer values.



CPP Code	LBSABM2019-21/06
Title of Course	Certificate Course in Quality Assurance and Quality Control Management for the Agriculture and food Industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Quality Assurance and Control Management in Agriculture and Food Industry - Good Manufacturing Practices in Agriculture and Food Industry - Role of Different agencies in Quality Assurance and Control Management in Agriculture and Food Industry - Different quality standards
Justification of Course (How this course is separate from existing Syllabus)	This course is not covered in the syllabus of Agribusiness Management. Quality assurance (QA) standards are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of QA in the food and Agriculture industry and its relevance to a cross-section of the industry.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in advanced Instrumentation for quality assurance • To train the students to be competent working professionals in the food and Agri-culture , in the production of quality food by imparting better nutritional, sanitation & hygiene concepts. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to food within the country
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to concepts of food quality, food safety, food quality assurance and food quality management; objectives, importance and functions of quality control, Current challenges to food safety. Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. ➤ Food adulteration, nature of adulterants, methods of evaluation of food adulterants and toxic constituents. Principles of food quality assurance, total quality management (TQM) – good manufacturing/management practices, good hygienic practices, good lab practices, general awareness and role of management practices in quality control Food safety management, applications of HACCP in food safety, concept of food traceability for food safety. ➤ Statistical quality control in food industry Food safety and Standards Act : salient provision and prospects. Role of national and international regulatory agencies, Bureau of Indian Standards (BIS), AGMARK, Food Safety and Standards Authority of India (FSSAI), Introduction to WTO agreements: SPS and TBT agreements, Codex alimentarius commission, USFDA, International organization for standards (ISO) and its standards for food quality and safety (ISO 9000 series, ISO 22000, ISO 15161, ISO 14000) ➤ TQM and business strategy. Quality control process and its relevance in Agribusiness Industry. Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. ➤ Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade. HACCP, ISO9000, auditing and certification



CPP Code	LBSABM2019-21/07
Title of Course	Certificate Course in Supply chain and logistics management for the agriculture and food industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof.ChandrakantThorat
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to concepts of Supply Chain and Logistics Agriculture and Food Industry - Good Practices in Agriculture and Food Industry in SCM and Logistics. - Role of Different agencies in SCM and Logistics in Agriculture and Food Industry - Different quality standards .
Justification of Course (How this course is separate from existing Syllabus)	<p>This course is not covered in the syllabus of Agribusiness Management. Supply Chain and Logistics in Agriculture and Food Industry are considered to be a proven mechanism for delivering quality of product and service in this sector. This course analyses the current status of SCM and Logistics in the food and Agriculture industry and its relevance to a cross-section of the industry.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge in SCM and Logistics in agriculture and food industry. • To train the students to be competent working professionals in SCM and Logistics in the food and Agri-culture. • To encourage students to the entrepreneurs and develop the capacity for setting up small scale enterprises with respect to agriculture and food within the country
Syllabus	<p>Supply chain management practices and strategies for Agriculture and food Industry.</p> <p>Integrated model of Customer Life Cycle, Demand Management and Supply Chain Management for Agriculture and food Industry.</p> <p>Supply chain forecasting - techniques and tools for Agriculture and food Industry.</p> <p>Supply chain processes and Integration of supply chain processes for Agriculture and food Industry.</p> <p>Leveraging cost and risk through supply chain management systems for Agriculture and food Industry .</p> <p>Lean and agile supply chain Models for Agriculture and food Industry.</p> <p>Green supply chain initiatives and practices for Agriculture and food Industry.</p> <p>Supply chain management systems and its integration with enterprise resource planning and Customer Relationship Management for Agriculture and food Industry.</p> <p>Coordination in supply chain, measuring supply chain performance.</p> <p>ebusiness and supply chain</p>



CPP Code	LBSABM2019-21/08
Title of Course	Certificate Course in Import Export business management (Lead generation, documentation and process) for the Agriculture and food industry
Course Credit	2
Course Teaching Hours	30
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	120
Course Coordinator	<i>Prof.Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - Introduction to Imports and Exports for Agriculture and Food Industry - Management of Import and Exports for Agriculture and Food Industry - Import Export Documentation for Agriculture and Food Industry - Import Export Procedures for Agriculture and Food Industry - Global Trade and Logistics Management - International Banking and Foreign Exchange Management
Justification of Course	<p>This course is not covered in the syllabus of Agribusiness Management. This Course is all about Export and Import Business Management for Agriculture and Food Industry. SPPU has given International Business as Minor specialisation in which one paper is about Import and Export but which is not applicable for Rural and Agri. Business Management specialization students. This Course will only for students those are interested to learn how to go for Import and Export Business related to Agriculture.</p>
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • To gain knowledge of Management of Agri. based Import and Export Business. • Students will get knowledge regarding Import Export Documentation in details. • To encourage students to gain knowledge of Import Export and think to become entrepreneur and start import export business in future.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction to Imports and Exports for Agriculture and Food Industry : Meaning and Definition of Imports and Export – Classification in Agriculture and Food Industry – Strategy and Preparation for Export Marketing of Agriculture and Food product – Export Marketing Organizations – Registration Formalities for Agriculture and Food product – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers for Agriculture and Food product. ➤ Management of Import and Exports for Agriculture and Food Industry: Basic Concept of Import and Exports - Understanding an Export Transaction - Direct Quotation Method - Spot & Forward rates and booking of Forward contract for exports - Payment terms - contents and types of Letter of credit – Uniform Customs Procedures for Documentary Credits (UCPDC) - Excise clearance - Customs house agents – Marine insurance for Agriculture and Food product.



- **Import Export Documentation for Agriculture and Food Industry:** Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Principal, Auxiliary & Regulatory set of documents.
- **Import Export Procedures for Agriculture and Food Industry:** Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Preshipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds - Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.



PP Code	LBSABM2019-21/09
Title of Course	Certificate Course in Financial reporting analysis, cost control and contribution management for the Agriculture and food industry
Course Credit	2
Course Teaching Hours	20
Practical/Project/Training Hours	10
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	<i>Prof.Rajesh Gade</i>
Content of Proposed Course	<ul style="list-style-type: none"> - The conceptual framework for the preparation and presentation of financial statements - The preparation and presentation of financial statements for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - The preparation and presentation of financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards - Analysis and interpretation of accounts
Justification of Course	
<p>This is unique course designed for students to improve analytical skills and brief knowledge to make financial reporting and analysis. This course help to students to understand financial statement and based on this can take decisions.</p>	
Outcome for Students after completion of Course	
<ul style="list-style-type: none"> • Able to explain the language, concepts and use of financial accounts and reports • Apply the skills necessary for the preparation and presentation of financial statements for single and group companies in compliance with legal and regulatory requirements. • Prepare reports and presentations relating to financial matters for the board and senior officers of organizations. 	
Syllabus	
<ul style="list-style-type: none"> ➤ Introduction of Financial Analysis: Analysis of various key Financial Statement (more focus on B/S, Cash flow, Income & Expenses), Revenue& cost Forecasting, Evaluation of a company using ratio analysis, idle ratio & how to improve ratios ➤ Meaning of Financial Reporting, format & Its analysis: Financial Reporting of Current Asset & Non-Current Assets, Inventory, Budgeting of Business/Dept., Overview of Costing & cost control in business ➤ financial statements for groups in compliance with legal and regulatory requirements, including the relevant International Accounting Standards ➤ Accounting Standards: Disclosure of Accounting Policies, Valuation of Inventories: Cash Flow Statements 	



- **Preparation and presentation of financial statements** for single companies in compliance with legal and regulatory requirements, including the relevant International Accounting Standards
 - **Account/finance basic calculation/mathematics:** Percentage, Profitability, Growth rate, Margin, Interest, CVP, CVPF, PVP, PVPF, BEP etc
- Note: Numerical problems need to solve related to syllabus.**



CPP Code	LBSABM2019-21/10
Title of Course	Certificate Course in Data analysis for decision making for the Agriculture and Food industry
Course Credit	2
Course Teaching Hours	10
Practical/Project/Training Hours	20
Evaluation hours	1
No. Of Proposed Students	90
Course Coordinator	Prof. Pranita Arbat
Content of Proposed Course	<ul style="list-style-type: none"> • Introduction • Data Exploration and Reduction in Agriculture & Food Industry • Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry • Decision Analytics in Agriculture & Food Industry
Justification of Course	<ul style="list-style-type: none"> • This course is not covered in the syllabus. • This course is important to students as on various positions they need to take important decisions and they should understand how to analyze the business. • Develop methods to capitalize on an agribusiness' unique strategic advantage.
Outcome for Students after completion of Course	<ul style="list-style-type: none"> • Describe the various concepts related to Business Analysis. • The student will learn how to define and identify a specific problem for a business analysis • This program will help students make decisions related to business effectively. • The student will be able to solve models for business problems that require yes/no decisions and logical constraints.
Syllabus	<ul style="list-style-type: none"> ➤ Introduction: Introduction to business analysis and how they are associated with different perspectives on strategy in Agriculture & Food Industry. How to define and identify a specific problem for a business analysis in Agriculture & Food Industry. ➤ Data Exploration and Reduction in Agriculture & Food Industry What is Cluster Analysis, Data Reduction Preparing Data and Measuring Dissimilarities, Hierarchical and k-Means Clustering, Cluster Analysis with Excel ➤ Dealing with Uncertainty and Analyzing Risk in Agriculture & Food Industry Defining Output Variables and Analyzing the Results Using Historical Data to Model Uncertainty Models with Correlated Uncertain Variables Creating and Interpreting Charts, Using Average Values versus Simulation ➤ Decision Analytics in Agriculture & Food Industry Formulate and solve models for business problems that requires yes/no decisions and logical constraints, Create models that mix techniques and tools such as simulation and optimization Analyze and interpret results to make informed decisions





**Key Indicator- 1.2 Academic
Flexibility**

**1.2.1 Number of Add
on/ Certificate/ Value
added programs
offered during the last
five years**

**Syllabus of Certificates
for Year 2018-19**



Career Progression Certification



Certificate No.	Name of Certificate	Contents	Hours
LBS 301	Social Media and Personal Branding	<ul style="list-style-type: none">❖ Social Media Revolution❖ Overview of social media❖ Social Media Classification❖ SMM and benefits, Assignments❖ Exercise on setting up campaigns❖ Social Media Analytics❖ Personal Branding Concept❖ Personal Branding Exercise❖ Get started on your Brand print	30 Hours
LBS 302	Corporate Etiquettes and Grooming	<ul style="list-style-type: none">❖ Personal Appearance❖ Personal Hygiene❖ Self-Assessment❖ Conversational Techniques❖ Small talk and networking, developing Business Relation	30 hours
LBS 303	Working in Excel	<ul style="list-style-type: none">❖ Overview of MS Excel❖ Table and Formatting❖ Simple Calculation❖ Report Preparation❖ Advance Charting❖ Pivot Table and Pivot reporting macros❖ V-Lookup	60 hours
LBS 304	Ethics in Business	<ul style="list-style-type: none">❖ Introduction to Business Ethics❖ Roles of Business ethics in Various Types of business Structure❖ Structure of Business Ethics❖ Duration ethics in workplace❖ Code of conducts, Code of ethics❖ CSR❖ Ethic's positive impact on Business❖ Corporate integrity❖ Consumer rights❖ Study of Indian Business Houses	30 hours
LBS 305	Entrepreneurship Unleashed	<ul style="list-style-type: none">❖ 5 steps entrepreneurship❖ Entrepreneur ecosystem in India❖ Financial Institution and Legal Environment❖ Study of Indian Business Houses❖ Entrepreneurship and legal forms of Business using relevant case studies	30 hours



Certificate No.	Name of Certificate	Contents	Hours
LBS 306	SMART	<ul style="list-style-type: none"> ❖ Theory steps of selling ❖ Demo and Class exercises Practical exposure and projects and performance analysis ❖ Introduction exchange of business cards ❖ Work station etiquettes ❖ Email etiquettes ❖ Business etiquettes ❖ Managing meetings ❖ Telephone etiquettes ❖ Presentation etiquettes ❖ Dining etiquettes ❖ Bathroom etiquettes ❖ Dressing and Grooming 	30 hours




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 Lotus Business School
 Pune - 411 033



**Key Indicator- 1.2 Academic
Flexibility**

**1.2.1 Number of Add
on/ Certificate/ Value
added programs
offered during the last
five years**

**Syllabus of Certificates
for Year 2017-18**



Career Progression Certification



Certificate No.	Name of Certificate	Contents	Hours
LBS 201	Life Skills	<ul style="list-style-type: none">❖ Understanding self concept of Social Environment❖ Concept of self and public image. Workshop on how to bridge the gap between Self and Public image leading to Happiness.	30 hours
LBS 202	Social Media and Personal Branding	<ul style="list-style-type: none">❖ Social Media Revolution❖ Overview of social media❖ Social Media Classification❖ SMM and benefits, Assignments❖ Exercise on setting up campaigns❖ Social Media Analytics❖ Personal Branding Concept❖ Personal Branding Exercise❖ Get started on your Brand print	30 Hours
LBS 203	Corporate Etiquettes and Grooming	<ul style="list-style-type: none">❖ Personal Appearance❖ Personal Hygiene❖ Self-Assessment❖ Conversational Techniques❖ Small talk and networking, developing Business Relation	30 hours
LBS 204	Working in Excel	<ul style="list-style-type: none">❖ Overview of MS Excel❖ Table and Formatting❖ Simple Calculation❖ Report Preparation❖ Advance Charting❖ Pivot Table and Pivot reporting macros❖ V-Lookup	60 hours
LBS 205	Ethics in Business	<ul style="list-style-type: none">❖ Introduction to Business Ethics❖ Roles of Business ethics in Various Types of business Structure❖ Structure of Business Ethics❖ Duration ethics in workplace❖ Code of conducts, Code of ethics❖ CSR❖ Ethic's positive impact on Business❖ Corporate integrity❖ Consumer rights❖ Study of Indian Business Houses	30 hours
LBS 206	Entrepreneurship Unleashed	<ul style="list-style-type: none">❖ 5 steps entrepreneurship❖ Entrepreneur ecosystem in India❖ Financial Institution and Legal Environment❖ Study of Indian Business Houses❖ Entrepreneurship and legal forms of Business using relevant case studies	30 hours

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