



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

List of Add on /Certificate/Value added programs offered where the students of the institution have benefitted during the last five years)

2021-2022						
Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Portfolio Diversification & Risk Management	MMAC08	2021-2022	1	30 Hours	123	123
Business Analytics - Advance Research Methods and Quantitative Data Analysis using SPSS	MMAC07	2021-2022	1	30 Hours	123	123
Power Business Intelligence Certification Program	MMAC10	2021-2022	1	30 Hours	57	57
Entrepreneurship	MMAC03	2021-2022	1	30 Hours	112	112
Six Sigma Green Belt Certification Course	MMAC01	2021-2022	1	30 Hours	109	109
NISM Series V-A	NISM5A	2021-2022	1	42 Hours	25	25
Tally ERP 9	MMAC09	2021-2022	1	30 Hours	189	189
NISM Series 8	NISM8	2021-2022	1	30 Hours	12	12
2020-2021						
Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Entrepreneurship	MMAC03	2020-2021	2	30 Hours	247	247
Certification Program "French"	MMAC06	2020-2021	1	30 Hours	131	131
Certification course "Digital Marketing"	MMAC02	2020-2021	1	32 Hours	127	127
2019-2020						
Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Certification Course "Digital Marketing"	MMAC02	2019-2020	1	32 Hours	124	124
Certification Program "French"	MMAC06	2019-2020	1	30 Hours	124	124
SPSS Training Program	MMAC05	2019-2020	1	30 Hours	95	95
Advanced Excel	MMAC04	2019-2020	1	30 Hours	67	67
Certification Program "Six Sigma Green Belt"	MMAC01	2019-2020	1	30 Hours	124	124

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2018-2019						
Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Entrepreneurship	MMAC03	2018-2019	1	30 hours	123	123
Advanced Excel	MMAC04	2018-2019	1	30 Hours	90	90
Six Sigma Green Belt Certification Course	MMAC01	2018-2019	1	30 Hours	123	123
Digital Marketing	MMAC02	2018-2019	1	32 Hours	122	122
SPSS Training Program	MMAC05	2018-2019	1	30 Hours	57	57
2017-2018						
Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Digital Marketing	MMAC02	2017-2018	2	32 Hours	189	189
Entrepreneurship	MMAC03	2017-2018	1	30 Hours	112	112
Advanced Excel	MMAC04	2017-2018	1	30 Hours	112	112
Six Sigma Green Belt Certification Course	MMAC01	2017-2018	2	30 Hours	161	161


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Syllabus "Entrepreneurship"

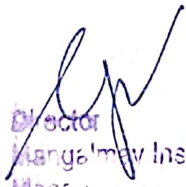
Course Code: MMAC03

Objectives:

The objective of the course is to help students to ideate the start-up idea and through this course, the students will be able to gain knowledge for validating the start-up idea.

Course Content

1. Entrepreneurship
2. Ideas and Opportunities
3. Entrepreneurial Motivation
4. Doing Market Analysis
5. Creating Successful Business Model
6. Creativity and entrepreneurship
7. Building A+ Team
8. Business Strategy
9. Product management
10. Marketing and Entrepreneur
11. Managing Finance
12. Managing Legal
13. Business Communication
14. Organization Assistance
15. Business Ethics


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Syllabus of Six Sigma

AMACOL

Content of Module

Module 1: Six Sigma and Organizational Goals

- Lean principles in six sigma
- Design for six sigma methodology

Module 2: Define Phase

- Project Identification
- Project Management Basics
- Management and Planning Tool
- Business results for project

Module 3: Measure Phase

- Process Analysis and Documentation
- Probability and Statistics
- Collecting and Summarizing Data
- Statistically Distribution
- Measurement System Analysis
- Process and Performance Capability

Module 4: Analyse Phase

- Hypothesis Testing
- Exploratory Data Analysis

Module 5: Improve Phase

- Design of Experiments (DOE)
- Root Cause Analysis
- Lean Tools
- Selecting a solution

Module 6: Control Phase

- Statistical Process Control (SPC)
- Control Plan
- Lean Tools of Process Control

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Syllabus Outline

NISM-Series-VIII: Equity Derivatives Certification Examination

Course Code: NISM8

30 Hrs.

Objective of the Examination:

The examination seeks to create a common minimum knowledge benchmark for associated persons functioning as approved users and sales personnel of the trading member of an equity derivatives exchange or equity derivative segment of a recognized stock exchange.

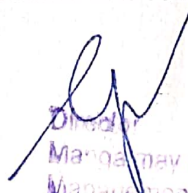
The examination aims to enable a better understanding of various derivatives products available in equity derivatives markets, regulations and risks associated with the products and the exchange mechanisms of clearing and settlement. The examination also covers knowledge competencies related to the understanding of the financial structure in India and the importance of the different rules and regulations governing the Indian securities market, especially those related to the equity derivatives segment.

On successful completion of the examination the candidate should:

- Know the basics of the Indian equity derivatives market.
- Understand the various trading strategies that can be built using futures and options on both stocks and stock indices.
- Understand the clearing, settlement, and risk management as well as the operational mechanism related to equity derivatives markets.
- Know the regulatory environment in which the equity derivatives markets operate in India.

Examination Specifications

- This is a computer-based examination with multiple choice questions.
- The examination is for a total of 100 marks consisting of 100 questions of 1 mark each.
- The examination should be completed in 2 hours.
- There shall be negative marking of 25% of the marks assigned to a question.
- The passing score for the examination is 60 marks.


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Syllabus Outline with Weightages

Unit No.	Unit Name	Weightage
Unit 1:	Basics of Derivatives	8%
Unit 2:	Understanding Index	2%
Unit 3:	Introduction to Forwards and Futures	25%
Unit 4:	Introduction to Options	25%
Unit 5:	Option Trading Strategies	3%
Unit 6:	Introduction to Trading Systems	4%
Unit 7:	Introduction to Clearing and Settlement System	13%
Unit 8:	Legal and Regulatory Environment	15%
Unit 9:	Accounting and Taxation	3%
Unit 10:	Sales Practices and Investor Protection Services	2%

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SYLLABUS

NISM-Series-V-A: Mutual Fund Distributors Certification Examination

Course Code: NISM5A

Objective of the Examination

The examination seeks to create a common minimum knowledge benchmark for all persons involved in selling and distributing mutual funds including:

- Individual Mutual Fund Distributors
- Employees of organizations engaged in sales and distribution of Mutual Funds
- Employees of Asset Management Companies specially persons engaged in sales and distribution of Mutual Funds

The certification aims to enhance the quality of sales, distribution and related support services in the mutual fund industry.

On successful completion of the examination the candidate should:

- Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features
- Understand how mutual funds are distributed in the market-place, how schemes are to be evaluated, and how suitable products and services can be recommended to investors and prospective investors in the market.
- Get oriented to the legalities, accounting, valuation and taxation aspects underlying mutual funds and their distribution.
- Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long term relationships with their clients.

Examination Specifications

- This is a computer-based examination with multiple choice questions.
- The examination consists of 100 questions of 1 mark each adding to 100 marks.
- The examination should be completed in 2 hours.
- There shall be no negative marking.
- The passing score for the examination is 50 marks.

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SYLLABUS

Business Analytics - Advance Research Methods and Quantitative Data

Analysis using SPSS

Course Code: MMAC07

Duration: 30 Hours

- **Inferential Statistics using SPSS**

Build a strong statistical Foundation and learn how to inter insights from a huge population using a small sample

- **Hypothesis Testing**

Understand how to formulate and validate hypotheses for a population to solve real-life business problems

- **Linear Regression**

Basics of Linear Regression, Best Fit Line: OLS, Metrics for Evaluation Python & Spark Case Study Understand the theory behind Linear Regression RFE

- **Logistic Regression**

When and why do you need Logistic, how to set cut off, evaluate a model.

- **Clustering: Segmentation of Business Analysis**

When do you perform clustering and which clustering algorithm for continuous and categorical data?

- **Time Series Forecasting**

In this module, student will learn how to analyze and forecast a series that varies with time.

- **Data Visualization using Tableau**

Learn basic visualization techniques using the most in demand visualization tool in the industry.

- **Business Communication**

Effective communication strategies, formats, and templates presentation

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SYLLABUS

Portfolio Diversification & Risk Management

MMA608

Basic Structure

	Topics
A	Financial Markets, Financial Services
B	Banking, Cooperative Banks, Small banks, Non-Banking Finance Companies (NBFCs) Venture Capital/ Private Equity and Venture Debts Factors and Factoring services, Valuers Credit Rating Agencies Asset Reconstruction Companies (NPAs)
C	Investment Banking (Primary Market) Company Promotion, Promoter, Promoter group Stages of Corporate Ventures – Start-up, Angel investors, VCs + PEs etc. Public Offerings Preparatory Price Discovery Regulatory related to Initial Public Offerings (IPO/ FPOs), Pre issue Activity, Post Issue Activity, Rights Issue, Takeover Code, Preferential Offers

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SYLLABUS

Certification Program "Power Business Intelligence"

Course Code: MMAC10

Duration: 30 Hours

	Content
1.	Introducing Power BI Desktop - Overview, Versions, Download, Why & How, Important FAQs, Power BI Environment - Data, Model, Visualization, Menu, Tools, Loading Data - Data Introduction: Super Store Data, Making Data
2.	Power BI Friendly, Data Modelling, Basic Visuals - Stacked Bar Chart, Ask a Question, Map & Conditional Formatting, Slicer, Row Card & MultiRow Card, Treemap Over Pie Chart, Scatter Chart: Negative Profit Analysis, Line Chart: Forecasting, Table Vs Matrix, Funnel Chart, Ribbon Chart
3.	Custom Visuals- Hierarchy Tree, Advanced Donut Chart, Scroller, Waterfall Chart, Infographic Designer, Arria, Multi-Dimensional Slicer, Word Cloud, Tornado Chart, Bubble Chart
4.	Customized Tooltip, Connected Charts - Edit Interactions, M Query - Append Query, Merge Query
5.	DAX - Create the First Measure: Top 10 Profitable Customers, Month Over Month Change
6.	Designing a Report - Button, Bookmark & Selection Pane, Best Practice, Publish to web - Save & Publish
7.	Designing Dashboard - Pin Tiles, Add Text Box, Designing Dashboard - Dashboard Theme
8.	Cloud Features - Edit Report, Export to PowerPoint & PDF, Embed Code Generation Setting, Manage Permissions & Content Pack, Mail Subscription, Quick Insights
9.	Most Common Business Scenarios & Cases to be solved using Data Analysis Expressions
10.	Power BI Knowledge Test & Certification

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SYLLABUS

Tally ERP 9

Course Code: MMAC09

Module I

- Tally Introduction: Application of Tally, various versions of Tally
- Accounts Information- Ledgers, Groups

Module II

- Inventory Information- Stock Groups, Stock Items
- Units of Measure
- Accounting Vouchers
- Go down

Module III

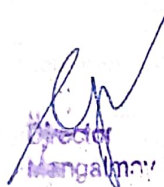
- Data Management More than one year company creation, Change Period
- Payroll System
- Discount Management- Cash Discount, Trade Discount, Voucher Types
- Back up, Restore

Module IV

- Display- Trial Balance, Statement of Accounts,
- Inventory Books, Statements of Inventory
- Cash/Fund flow statement
- Payroll Reports
- Exception Reports
- Print Management
- Types of Company- Traders, Processional, Opening Balance with New Company; Other Options

Module V

- Advanced Accounting in Tally ERP 9
- Bill wise details
- Multiple currencies
- Interest Calculations
- Tax Calculations
- Budget and Control
- Scenario Management


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SYLLABUS

ADVANCED EXCELCERTIFICATION COURSE

Course Code: MMAC04

Learning Objectives:

This Advanced Microsoft Excel training course is designed for students to gain the skills necessary to use pivot tables, audit and analyze worksheet data, utilize data tools, collaborate with others, and create and manage macros.

Duration: 30 hours

Course Outline:

- **Advanced Excel Course - Overview of the Basics of Excel**

- ☐ Customizing common options in Excel
- ☐ Absolute and relative cells
- ☐ Protecting and un-protecting worksheets and cells

- **Advanced Excel Course - Working with Functions**

- ☐ Writing conditional expressions (using IF)
- ☐ Using logical functions (AND, OR, NOT)
- ☐ Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX)
- ☐ VlookUP with Exact Match, Approximate Match
- ☐ Nested VlookUP with Exact Match
- ☐ VlookUP with Tables, Dynamic Ranges
- ☐ Nested VlookUP with Exact Match
- ☐ Using VLookUP to consolidate Data from Multiple Sheets

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell

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- ☐ Specifying custom validations based on formula for a cell

- **Advanced Excel Course - Sorting and Filtering Data**

- ☐ Sorting tables
- ☐ Using multiple-level sorting
- ☐ Using custom sorting
- ☐ Filtering data for selected view (AutoFilter)
- ☐ Using advanced filter options

- **Creating Pivot Tables**

- ☐ Formatting and customizing Pivot tables
- ☐ Using advanced options of Pivot tables
- ☐ Pivot charts
- ☐ Consolidating data from multiple sheets and files using Pivot tables
- ☐ Using external data sources
- ☐ Using data consolidation feature to consolidate data
- ☐ Viewing Subtotal under Pivot

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell
- ☐ Specifying custom validations based on formula for a cell

- **Advanced Excel Course - Charts**

- ☐ Using Charts
- ☐ Formatting Charts
- ☐ Using 3D Graphs
- ☐ Using Bar and Line Chart together
- ☐ Using Secondary Axis in Graphs

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- ☐ Sharing Charts with PowerPoint / MS Word, Dynamically
- ☐ (Data Modified in Excel, Chart would automatically get updated)
- **Advanced Excel Course - Working with Reports**
- ☐ Creating subtotals
- ☐ Multiple-level subtotals

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SYLLABUS

DIGITAL MARKETING

Course Code: MMAC02

Duration: 32 Hours

Module 1

- Introduction to Digital Marketing
- Marketing Platforms- Organic and Paid Digital Marketing

Module 2

- Website & Search Engine introduction
- How to create a website
- Hosting and Domain
- Different platforms for website creation
- Search engine and functionality: Google, Bing, Yahoo

Module 3

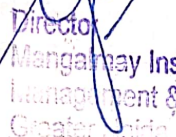
- MISC Tools
- Google Webmaster Tools
- Site Map Creators
- Browser-based analysis tools
- Page Rank tools
- Dead links identification tools
- Open site explorer Domain
- Quick sprout

Module 4

- Lead Management & Digital Marketing
- Web to lead forms
- Web to case forms
- Lead generation techniques
- Inbuilt tools for Digital Marketing
- Group posting on Social Media platforms

Module 5

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Marketing/Optimization- Email Marketing
- Website Designing and Development
- Google AdWords
- Campaign Management
- PPC Advertising


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Syllabus
Foreign Language
FRENCH – Level-1

Duration: 30 Hours

Course Code: MMAC06

Course Objectives

- The Objective of the course is to make MBA students learn the fundamentals of French Language for Level (1) out of 6 levels using selected readings, videos, interactive exercises, and case studies.

Module 1

Personal Subject Pronoun, Tonique Pronouns, Present Tense-State, Description, Common verbs: be, have, do, to be called, ER Verbs: to live, to work, to talk..., Verb: to understand (I and You forms),

Module 2

Conditional for politeness (I would like to), Interrogation (the 3 forms), Interrogative words: Do you, What do you)

Module 3

Interrogative pronouns: Where, When, How much, Interrogative adjectives (what), It is/ This is/ Here is, Definite and Indefinite articles, Zero article for professions, Cardinal numbers

Module 4

Demonstrative adjectives, Masculine/Feminine & Singular/Plural Agreement of Adjectives (for nationalities), Some descriptive adjectives (big, small,...), Position of adjectives, Affirmative and Negative sentences, Negation (not), Possessive 's to show belonging, Possessive

Module 5

Adjectives, Partit if articles (of the Adverbs of quantity (a few, a lot), uncountable, countable, Impersonal 'it' for the weather, Expression of time (now, this morning, tomorrow), Expression of time(days, months, seasons, year), Expression of Place : go to/come from + a city or country: live in + a city or country, There is/ There are, Connectors: and, or, but

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Syllabus of Six Sigma

Content of Module

Course Code: MMAC01

Module 1: Six Sigma and Organizational Goals

- Lean principles in six sigma
- Design for six sigma methodology

Module 2: Define Phase

- Project Identification
- Project Management Basics
- Management and Planning Tool
- Business results for project

Module 3: Measure Phase

- Process Analysis and Documentation
- Probability and Statistics
- Collecting and Summarizing Data
- Statistically Distribution
- Measurement System Analysis
- Process and Performance Capability

Module 4: Analyse Phase

- Hypothesis Testing
- Exploratory Data Analysis

Module 5: Improve Phase

- Design of Experiments (DOE)
- Root Cause Analysis
- Lean Tools

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- Selecting a solution

Module 6: Control Phase

- Statistical Process Control (SPC)
- Control Plan
- Lean Tools of Process Control

SCHEDULE 'SIX SIGMA GREEN BELT'

Session	Content	Session Timings	Date
1.	Module 1: Six Sigma and Organizational Goals <ul style="list-style-type: none">• Lean principles in six sigma• Design for six sigma methodology	2 pm to 5 pm	13 th Jan, 2020
2.	Module 2: Define phase <ul style="list-style-type: none">• Project Identification• Project Management Basics• Management and Planning Tool• Business results for project	2 pm to 5 pm	14 th Jan, 2020
3.	Module 3: Measure Phase <ul style="list-style-type: none">• Process Analysis and Documentation• Probability and Statistics• Collecting and Summarizing Data• Statistically Distribution• Process and Performance Capability	1 pm to 3 pm 3.30 pm to 5.30 pm	15 th Jan, 2020
4.	Module 4: Analyse phase <ul style="list-style-type: none">• Hypothesis Testing	1 pm to 3 pm 3.30 pm to 5.30 pm	16 th Jan, 2020
5.	Module 4: Analyse phase <ul style="list-style-type: none">• Exploratory Data Analysis	2 pm to 4 pm 3.30 to 5.30 pm	17 th Jan, 2020
6.	Module 5: Improve Phase <ul style="list-style-type: none">• Design of Experiments (DOE)• Root Cause Analysis	2 pm to 5 pm	18 st Jan, 2020
7.	Module 5: Improve Phase <ul style="list-style-type: none">• Lean Tools	2 pm to 5 pm	20 th Jan, 2020
8.	Module 5: Improve Phase <ul style="list-style-type: none">• Selecting a solution Export & Import Remote Access	2 pm to 5 pm	21 rd Jan, 2020
9.	Module 6: Control phase <ul style="list-style-type: none">• Statistical Process Control (SPC)• Control Plan• Lean Tools of Process Control	2 pm to 5 pm	22 nd Jan, 2020



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SYLLABUS

SPSS

Course Code: MMAC05

Duration: 30 hours

SPSS and Functions:

- An Overview of SPSS
- Mouse and keyboard processing, frequently - used dialog boxes
- Editing output
- Printing results
- Creating and editing a data file

Managing Data:

1. Listing cases, replacing missing values, computing new variables,
2. Recording variables, exploring data, selecting cases, sorting cases, merging files

Graphs

- Creating and editing graphs and charts

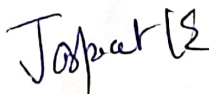
Frequencies:

- Frequencies, Bar charts, Histograms, Percentiles

Descriptive Statistics:

- Measures of central tendency, variability
- Deviation from normality, size, and stability
- Cross Tabulation and chi-square analyses
- The means Procedure
- Bivariate Correlation, Partial Correlations, and the correlation matrix
- The T-test procedure: Independent –samples, paired samples, and one sample Tests
- The one-way ANOVA procedure: One way analysis of variance,
- General Linear model: Two-way analysis of variance
- General Linear model:
 - i) Three-way analysis of variance and the influence of covariates


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- ii) Simple Linear Regression
- iii) Multiple regression analysis
- iv) Multidimensional scaling
- v) Factor analysis
- vi) Cluster analysis

SCHEDULE

Session	Content	Session Timing	Date
1.	SPSS and Functions: <ul style="list-style-type: none">An Overview of SPSSMouse and keyboard processing, frequently - used dialog boxesEditing outputPrinting resultsCreating and editing a data file	3 pm to 5 pm	4 th Nov, 2019
2.	Managing Data: <ul style="list-style-type: none">Listing cases, replacing missing values, computing new variables,Recording variables, exploring data, selecting cases, sorting cases, merging files	3 pm to 5 pm	5 th Nov, 2019
3.	Graphs <ul style="list-style-type: none">Creating and editing graphs and charts	3 pm to 5 pm	6 th Nov, 2019
4.	Frequencies: <ul style="list-style-type: none">FrequenciesBar charts	3 pm to 5 pm	7 th Nov, 2019
5.	Frequencies: <ul style="list-style-type: none">HistogramsPercentiles	3 pm to 5 pm	8 th Nov, 2019
6.	Descriptive Statistics: <ul style="list-style-type: none">Measures of central tendency, variabilityDeviation from normality, size and stability	3 pm to 5 pm	11 th Nov, 2019
7.	<ul style="list-style-type: none">Cross Tabulation and chi-square analysesThe means Procedure	3 pm to 5 pm	12 th Nov, 2019

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Tanveer



SYLLABUS

DIGITAL MARKETING

Course Code: MMAC02

Duration: 32 Hours

Module 1

- Introduction to Digital Marketing
- Marketing Platforms- Organic and Paid Digital Marketing

Module 2

- Website & Search Engine introduction
- How to create a website
- Hosting and Domain
- Different platforms for website creation
- Search engine and functionality: Google, Bing, Yahoo

Module 3

- MISC Tools
- Google Webmaster Tools
- Site Map Creators
- Browser-based analysis tools
- Page Rank tools
- Dead links identification tools
- Open site explorer Domain
- Quick sprout

Module 4

- Lead Management & Digital Marketing
- Web to lead forms
- Web to case forms
- Lead generation techniques
- Inbuilt tools for Digital Marketing
- Group posting on Social Media platforms

Module 5

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Marketing/Optimization- Email Marketing
- Website Designing and Development
- Google AdWords
- Campaign Management
- PPC Advertising

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Syllabus “Entrepreneurship”

Course Code: MMAC03

Objectives: The objective of the course is to help students to ideate the start-up idea and through this course, the students will be able to gain knowledge for validating the start-up idea.

Entrepreneurial Skills Covered:

- Entrepreneurship
- Market Analysis
- Team Building
- Pitching
- Marketing & Digital Marketing
- Product Development

Entrepreneurship Syllabus

Module 1: Introduction to Entrepreneurship

Module 2: Origination of Start-up idea

Module 3: Validating your idea

Module 4: Doing Market Analysis

Module 5: Creating Successful Business Model

Module 6: Taking Entrepreneurial Plunge

Module 7: Building A+ Team

Module 8: Developing the Product

Module 9: Product management

Module 10: Marketing your Offering


Module 11: Managing Finance

Module 12: Managing Legal

Module 13: Business Communication

Module 14: Funding of Project

Module 15: Business Ethics


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SYLLABUS

Foreign Language

FRENCH – Level-1

Duration: 30 Hours

Course Code: MMAC06

Course Objectives

- The Objective of the course is to make MBA students learn the fundamentals of French Language for Level (1) out of 6 levels using selected readings, videos, interactive exercises, and case studies.

Module 1

Personal Subject Pronoun, Tonique Pronouns, Present Tense-State, Description, Common verbs: be, have, do, to be called, ER Verbs: to live, to work, to talk..., Verb: to understand (I and You forms),

Module 2

Conditional for politeness (I would like to), Interrogation (the 3 forms), Interrogative words: Do you, What do you)

Module 3

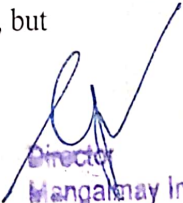
Interrogative pronouns: Where, When, How much, Interrogative adjectives (what), It is/ This is/ Here is, Definite and Indefinite articles, Zero article for professions, Cardinal numbers

Module 4

Demonstrative adjectives, Masculine/Feminine & Singular/Plural Agreement of Adjectives (for nationalities), Some descriptive adjectives (big, small, ...), Position of adjectives, Affirmative and Negative sentences, Negation (not), Possessive 's to show belonging, Possessive

Module 5

Adjectives, Partitif articles (of the Adverbs of quantity (a few, a lot), uncountable, countable, Impersonal 'it' for the weather, Expression of time (now, this morning, tomorrow), Expression of time(days, months, seasons, year), Expression of Place : go to/come from + a city or country: live in + a city or country, There is/ There are, Connectors: and, or, but


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SYLLABUS

ADVANCED EXCEL COURSE

Course Code: MMAC04

Learning Objectives:

This Advanced Microsoft Excel training course is designed for students to gain the skills necessary to use pivot tables, audit and analyze worksheet data, utilize data tools, collaborate with others, and create and manage macros.

Duration: 30 hours

Course Outline:

- **Advanced Excel Course - Overview of the Basics of Excel**

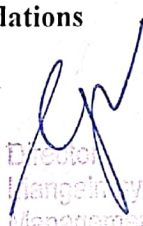
- ☐ Customizing common options in Excel
- ☐ Absolute and relative cells
- ☐ Protecting and un-protecting worksheets and cells

- **Advanced Excel Course - Working with Functions**

- ☐ Writing conditional expressions (using IF)
- ☐ Using logical functions (AND, OR, NOT)
- ☐ Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX)
- ☐ VlookUP with Exact Match, Approximate Match
- ☐ Nested VlookUP with Exact Match
- ☐ VlookUP with Tables, Dynamic Ranges
- ☐ Nested VlookUP with Exact Match
- ☐ Using VLookUP to consolidate Data from Multiple Sheets

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell


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- ☐ Specifying custom validations based on formula for a cell

- **Advanced Excel Course - Sorting and Filtering Data**

- ☐ Sorting tables
- ☐ Using multiple-level sorting
- ☐ Using custom sorting
- ☐ Filtering data for selected view (AutoFilter)
- ☐ Using advanced filter options

- **Creating Pivot Tables**

- ☐ Formatting and customizing Pivot tables
- ☐ Using advanced options of Pivot tables
- ☐ Pivot charts
- ☐ Consolidating data from multiple sheets and files using Pivot tables
- ☐ Using external data sources
- ☐ Using data consolidation feature to consolidate data
- ☐ Viewing Subtotal under Pivot

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell
- ☐ Specifying custom validations based on formula for a cell

- **Advanced Excel Course - Charts**

- ☐ Using Charts
- ☐ Formatting Charts
- ☐ Using 3D Graphs
- ☐ Using Bar and Line Chart together
- ☐ Using Secondary Axis in Graphs

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- ☐ Sharing Charts with PowerPoint / MS Word, Dynamically
- ☐ (Data Modified in Excel, Chart would automatically get updated)

- **Advanced Excel Course - Working with Reports**

- ☐ Creating subtotals
- ☐ Multiple-level subtotal

SCHEDULE

Session	Content	Session Timing	Date
1.	Advanced Excel Course - Overview of the Basics of Excel <ul style="list-style-type: none">• Customizing common options in Excel• Absolute and relative cells• Protecting and un-protecting worksheets and cells	3 pm to 5 pm	12 th Nov. 2018
2.	Logical Functions <ul style="list-style-type: none">• If function• How to fix errors -if errors• Nested if• Complex if and or function	3 pm to 5 pm	13 th Nov, 2018
3.	Logical Functions <ul style="list-style-type: none">• Using logical functions (AND, OR, NOT)• Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX)	3 pm to 5 pm	14 th Nov, 2018
4.	Advanced Excel Course - Working with Functions <ul style="list-style-type: none">• VlookUP with Exact Match, Approximate Match• Nested VlookUP with Exact Match• VlookUP with Tables, Dynamic Ranges	3 pm to 5 pm	15 th Nov, 2018
5.	Advanced Excel Course - Working with Functions <ul style="list-style-type: none">• Nested VlookUP with Exact Match• Using VLookUP to consolidate Data from Multiple Sheets	3 pm to 5 pm	16 th Nov, 2018

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SYLLABUS

DIGITAL MARKETING

Course Code: MMAC01

Duration: 32 Hours

Module 1

- Introduction to Digital Marketing
- Marketing Platforms- Organic and Paid Digital Marketing

Module 2

- Website & Search Engine introduction
- How to create a website
- Hosting and Domain
- Different platforms for website creation
- Search engine and functionality: Google, Bing, Yahoo

Module 3

- MISC Tools
- Google Webmaster Tools
- Site Map Creators
- Browser-based analysis tools
- Page Rank tools
- Dead links identification tools
- Open site explorer Domain
- Quick sprout

Module 4

- Lead Management & Digital Marketing
- Web to lead forms
- Web to case forms
- Lead generation techniques
- Inbuilt tools for Digital Marketing
- Group posting on Social Media platforms

Module 5

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Marketing/Optimization- Email Marketing
- Website Designing and Development
- Google AdWords

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- Campaign Management
- PPC Advertising

SCHEDULE

Session	Content	Time	Date
1.	Module 1 <ul style="list-style-type: none">• Introduction to Digital Marketing• Marketing Platforms- Organic and Paid Digital Marketing	3 pm to 5 pm	4 th Feb, 2019
2.	Module 2 <ul style="list-style-type: none">• Website & Search Engine introduction• How to create a website	3 pm to 5 pm	5 th Feb, 2019
3.	Module 2 <ul style="list-style-type: none">• Hosting and Domain• Different platforms for website creation	3 pm to 5 pm	6 th Feb, 2019
4.	Module 2 <ul style="list-style-type: none">• Search engine and functionality: Google, Bing, Yahoo	3 pm to 5 pm	7 th Feb, 2019
5.	Module 3 <ul style="list-style-type: none">• MISC Tools	3 pm to 5 pm	8 th Feb, 2019
6.	Module 3 <ul style="list-style-type: none">• Google Webmaster Tools	3 pm to 5 pm	11 th Feb, 2019
7.	Module 3 <ul style="list-style-type: none">• Site Map Creators• Browser-based analysis tools	3 pm to 5 pm	12 th Feb, 2019
8.	Module 3 <ul style="list-style-type: none">• Page Rank tools• Dead links identification tools	3 pm to 5 pm	13 th Feb, 2019
9.	Module 3 <ul style="list-style-type: none">• Open site explorer Domain• Quick sprout	3 pm to 5 pm	14 th Feb, 2019
10.	Module 4 <ul style="list-style-type: none">• Lead Management & Digital Marketing• Web to lead forms	3 pm to 5 pm	15 th Feb, 2019
11.	Module 4 <ul style="list-style-type: none">• Web to case forms• Lead generation techniques	3 pm to 5 pm	18 th Feb, 2019
12.	Module 4 <ul style="list-style-type: none">• Inbuilt tools for Digital Marketing• Group posting on Social Media platforms	3 pm to 5 pm	19 th Feb, 2019

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**SYLLABUS
SPSS**

MMA05

Duration: 30 hours

SPSS and Functions:

- An Overview of SPSS
- Mouse and keyboard processing, frequently - used dialog boxes
- Editing output
- Printing results
- Creating and editing a data file

Managing Data:

1. Listing cases, replacing missing values, computing new variables,
2. Recording variables, exploring data, selecting cases, sorting cases, merging files

Graphs

- Creating and editing graphs and charts

Frequencies:

- Frequencies, Bar charts, Histograms, Percentiles

Descriptive Statistics:

- Measures of central tendency, variability
- Deviation from normality, size and stability
- Cross Tabulation and chi-square analyses
- The means Procedure
- Bivariate Correlation, Partial Correlations and the correlation matrix
- The T-test procedure: Independent –samples, paired samples, and one sample Tests
- The one-way ANOVA procedure: One way analysis of variance,
- General Linear model: Two-way analysis of variance
- General Linear model:
 - i) Three-way analysis of variance and the influence of covariates
 - ii) Simple Linear Regression
 - iii) Multiple regression analysis
 - iv) Multidimensional scaling

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- v) Factor analysis
vi) Cluster analysis

SCHEDULE

Session	Content	Session Timing	Date
1.	SPSS and Functions: <ul style="list-style-type: none">• An Overview of SPSS• Mouse and keyboard processing, frequently - used dialog boxes• Editing output• Printing results• Creating and editing a data file	3 pm to 5 pm	1 st March, 2019
2.	Managing Data: <ul style="list-style-type: none">• Listing cases, replacing missing values, computing new variables,• Recording variables, exploring data, selecting cases, sorting cases, merging files	3 pm to 5 pm	4 th March, 2019
3.	Graphs <ul style="list-style-type: none">• Creating and editing graphs and charts	3 pm to 5 pm	5 th March, 2019
4.	Frequencies: <ul style="list-style-type: none">• Frequencies• Bar charts	3 pm to 5 pm	6 th March, 2019
5.	Frequencies: <ul style="list-style-type: none">• Histograms• Percentiles	3 pm to 5 pm	7 th March, 2019
6.	Descriptive Statistics: <ul style="list-style-type: none">• Measures of central tendency, variability• Deviation from normality, size and	3 pm to 5 pm	8 th March, 2019

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Syllabus “Entrepreneurship”

Course Code: MMAC03

Objectives: The objective of the course is to help students to ideate the start-up idea and through this course, the students will be able to gain knowledge for validating the start-up idea.

Entrepreneurial Skills Covered:

- Entrepreneurship
- Market Analysis
- Team Building
- Pitching
- Marketing & Digital Marketing
- Product Development

Entrepreneurship Syllabus

Module 1: Introduction to Entrepreneurship

Module 2: Origination of Start-up idea

Module 3: Validating your idea

Module 4: Doing Market Analysis

Module 5: Creating Successful Business Model

Module 6: Taking Entrepreneurial Plunge

Module 7: Building A+ Team

Module 8: Developing the Product

Module 9: Product management

Module 10: Marketing your Offering

Module 11: Managing Finance

Module 12: Managing Legal

Module 13: Business Communication

Module 14: Funding of Project

Module 15: Business Ethics

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Syllabus of Six Sigma Green Belt

Content of Module

Course Code: MMAC01

Module 1: Six Sigma and Organizational Goals

- Lean principles in six sigma
- Design for six sigma methodology

Module 2: Define Phase

- Project Identification
- Project Management Basics
- Management and Planning Tool
- Business results for project

Module 3: Measure Phase

- Process Analysis and Documentation
- Probability and Statistics
- Collecting and Summarizing Data
- Statistically Distribution
- Measurement System Analysis
- Process and Performance Capability

Module 4: Analyse Phase

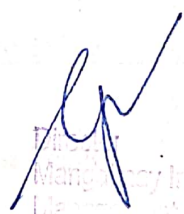
- Hypothesis Testing
- Exploratory Data Analysis

Module 5: Improve Phase

- Design of Experiments (DOE)
- Root Cause Analysis
- Lean Tools
- Selecting a solution

Module 6: Control Phase

- Statistical Process Control (SPC)
- Control Plan
- Lean Tools of Process Control


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Head of Department



Syllabus of Six Sigma Green Belt

Content of Module

Course Code: MMAC01

Module 1: Six Sigma and Organizational Goals

- Lean principles in six sigma
- Design for six sigma methodology

Module 2: Define Phase

- Project Identification
- Project Management Basics
- Management and Planning Tool
- Business results for project

Module 3: Measure Phase

- Process Analysis and Documentation
- Probability and Statistics
- Collecting and Summarizing Data
- Statistically Distribution
- Measurement System Analysis
- Process and Performance Capability

Module 4: Analyse Phase

- Hypothesis Testing
- Exploratory Data Analysis

Module 5: Improve Phase

- Design of Experiments (DOE)
- Root Cause Analysis
- Lean Tools
- Selecting a solution

Module 6: Control Phase

- Statistical Process Control (SPC)
- Control Plan
- Lean Tools of Process Control

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SYLLABUS

DIGITAL MARKETING

Duration: 32 Hours

Course Code: MMAC02

Module 1

- Introduction to Digital Marketing
- Marketing Platforms- Organic and Paid Digital Marketing

Module 2

- Website & Search Engine introduction
- How to create a website
- Hosting and Domain
- Different platforms for website creation
- Search engine and functionality: Google, Bing, Yahoo

Module 3

- MISC Tools
- Google Webmaster Tools
- Site Map Creators
- Browser-based analysis tools
- Page Rank tools
- Dead links identification tools
- Open site explorer Domain
- Quick sprout

Module 4

- Lead Management & Digital Marketing
- Web to lead forms
- Web to case forms
- Lead generation techniques
- Inbuilt tools for Digital Marketing
- Group posting on Social Media platforms

Module 5

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Marketing/Optimization- Email Marketing
- Website Designing and Development
- Google AdWords
- Campaign Management
- PPC Advertising

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- Campaign Management
- PPC Advertising

SCHEDULE

Session	Content	Time	Date
1.	Module 1 <ul style="list-style-type: none">• Introduction to Digital Marketing• Marketing Platforms - Organic and Paid Digital Marketing	3 pm to 5 pm	21 st Aug, 2017
2.	Module 2 <ul style="list-style-type: none">• Website & Search Engine introduction• How to create a website	3 pm to 5 pm	22 nd Aug, 2017
3.	Module 2 <ul style="list-style-type: none">• Hosting and Domain• Different platforms for website creation	3 pm to 5 pm	23 rd Aug, 2017
4.	Module 2 <ul style="list-style-type: none">• Search engine and functionality: Google, Bing, Yahoo	3 pm to 5 pm	24 th Aug, 2017
5.	Module 3 <ul style="list-style-type: none">• MISC Tools	3 pm to 5 pm	28 th Aug, 2017
6.	Module 3 <ul style="list-style-type: none">• Google Webmaster Tools	3 pm to 5 pm	29 th Aug, 2017
7.	Module 3 <ul style="list-style-type: none">• Site Map Creators• Browser-based analysis tools	3 pm to 5 pm	30 th Aug, 2017
8.	Module 3 <ul style="list-style-type: none">• Page Rank tools• Dead links identification tools	3 pm to 5 pm	31 st Aug, 2017
9.	Module 3 <ul style="list-style-type: none">• Open site explorer Domain• Quick sprout	3 pm to 5 pm	1 st Sept, 2017
10.	Module 4 <ul style="list-style-type: none">• Lead Management & Digital Marketing• Web to lead forms	3 pm to 5 pm	4 th Sept, 2017
11.	Module 4 <ul style="list-style-type: none">• Web to case forms• Lead generation techniques	3 pm to 5 pm	5 th Sept, 2017

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Syllabus

Entrepreneurship

Course Code: MMAC03

Module 1: Introduction to Entrepreneurship

Module 2: Origination of Start-up idea

Module 3: Validating your idea

Module 4: Doing Market Analysis

Module 5: Creating Successful Business Model

Module 6: Taking Entrepreneurial Plunge

Module 7: Building A+ Team

Module 8: Developing the Product

Module 9: Product management

Module 10: Marketing your Offering

Module 11: Managing Finance

Module 12: Managing Legal

Module 13: Business Communication

Module 14: Funding of Project

Module 15: Business Ethics

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SYLLABUS

ADVANCED EXCEL COURSE

Course Code: MMAC04

Learning Objectives:

This Advanced Microsoft Excel training course is designed for students to gain the skills necessary to use pivot tables, audit and analyze worksheet data, utilize data tools, collaborate with others, and create and manage macros.

Duration: 30 hours

Course Outline:

- **Advanced Excel Course - Overview of the Basics of Excel**

- ☐ Customizing common options in Excel
- ☐ Absolute and relative cells
- ☐ Protecting and un-protecting worksheets and cells

- **Advanced Excel Course - Working with Functions**

- ☐ Writing conditional expressions (using IF)
- ☐ Using logical functions (AND, OR, NOT)
- ☐ Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX)
- ☐ VlookUP with Exact Match, Approximate Match
- ☐ Nested VlookUP with Exact Match
- ☐ VlookUP with Tables, Dynamic Ranges
- ☐ Nested VlookUP with Exact Match
- ☐ Using VLookUP to consolidate Data from Multiple Sheets

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell
- ☐ Specifying custom validations based on formula for a cell

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- **Advanced Excel Course - Sorting and Filtering Data**

- ☐ Sorting tables
- ☐ Using multiple-level sorting
- ☐ Using custom sorting
- ☐ Filtering data for selected view (AutoFilter)
- ☐ Using advanced filter options

- **Creating Pivot Tables**

- ☐ Formatting and customizing Pivot tables
- ☐ Using advanced options of Pivot tables
- ☐ Pivot charts
- ☐ Consolidating data from multiple sheets and files using Pivot tables
- ☐ Using external data sources
- ☐ Using data consolidation feature to consolidate data
- ☐ Viewing Subtotal under Pivot

- **Advanced Excel Course - Data Validations**

- ☐ Specifying a valid range of values for a cell
- ☐ Specifying a list of valid values for a cell
- ☐ Specifying custom validations based on formula for a cell

- **Advanced Excel Course - Charts**

- ☐ Using Charts
- ☐ Formatting Charts
- ☐ Using 3D Graphs
- ☐ Using Bar and Line Chart together
- ☐ Using Secondary Axis in Graphs
- ☐ Sharing Charts with PowerPoint / MS Word, Dynamically

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☐ (Data Modified in Excel, Chart would automatically get updated)

- **Advanced Excel Course - Working with Reports**

☐ Creating subtotals

☐ Multiple-level subtotal

SCHEDULE

Session	Content	Session Timing	Date
1.	Advanced Excel Course - Overview of the Basics of Excel <ul style="list-style-type: none">• Customizing common options in Excel• Absolute and relative cells• Protecting and un-protecting worksheets and cells	3 pm to 5 pm	26 th March'2018
2.	Logical Functions <ul style="list-style-type: none">• If function• How to fix errors -if errors• Nested if• Complex if and or function	3 pm to 5 pm	27 th March'2018
3.	Logical Functions <ul style="list-style-type: none">• Using logical functions (AND, OR, NOT)• Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX)	3 pm to 5 pm	28 th March'2018
4.	Advanced Excel Course - Working with Functions <ul style="list-style-type: none">• VlookUP with Exact Match, Approximate Match• Nested VlookUP with Exact Match• VlookUP with Tables, Dynamic Ranges	3 pm to 5 pm	29 th March'2018
5.	Advanced Excel Course - Working with Functions <ul style="list-style-type: none">• Nested VlookUP with Exact Match• Using VLookUP to consolidate Data from Multiple Sheets	3 pm to 5 pm	30 th March'2018
6.	Advanced Excel Course - Data Validations <ul style="list-style-type: none">• Specifying a valid range of values	3 pm to 5 pm	31 st March'2018

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