



**Details of Add on Courses Certificate
Course (Online mode) offered by
NPTEL, SWAYAM
Under Academy Flexibility**


Sr. No.	Description
1	Flyers / Brochures



Academic Year 2020 -2021



Sr. No.	Name of the Topic	Course	Academic Year
1	AI in Marketing	FY, SY & TY B.COM	1 st August 2020 To 31 st October, 2020 1 st Term
2	Economic foundations of Pricing	FY, SY & TY B.COM	3 rd January 2021 To 31 st March 2021 2 nd Term
3	Effective Business Communication	FY, SY & TY BAF	1 st August 2020 To 31 st October, 2020 1 st Term
4	Financial Accounting and Analysis	FY, SY & TY BAF	3 rd January 2021 To 31 st March 2021 2 nd Term
5	Brand Management	FY, SY & TY BMS	1 st August 2020 To 31 st October, 2020 1 st Term
6	Customer Relationship Management	FY, SY & TY BMS	3 rd January 2021 To 31 st March 2021 2 nd Term
7	Banking and Financial Markets: A Risk Management Perspective	FY, SY & TY BFM	1 st August 2020 To 31 st October, 2020 1 st Term
8	Equity Stock Market: Concepts, Instruments, Risks and Derivatives	FY, SY & TY BFM	3 rd January 2021 To 31 st March 2021 2 nd Term
9	Concepts and Applications in Engineering	FY, SY & TY BSCIT	1 st August 2020 To 31 st October, 2020 1 st Term
10	Artificial Intelligence (AI) for Investments	FY, SY & TY BSCIT	3 rd January 2021 To 31 st March 2021 2 nd Term


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 15th July, 2020

NOTICE

1st Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - AI in Marketing
3. **Course by** - Prof. Zillur Rahman | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Sonia Pereira
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI-42

AI IN Marketing
Prof. Zillur Rahman
IIR ROORKEE

CONDUCTED BY
MR. SONIA PEREIRA

03rd
August, 2020

06:00pm

DURATION
30 HOURS

MODE
ONLINE

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG; EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - AI in Marketing
3. **Course by** - By Prof. Zillur Rahman | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Ms. Sonia Pereira
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

Course layout

- 1:** Understanding the basics of AI in Marketing, Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix.
- 2:** Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI.
- 3:** Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components.
- 4:** What is Marketing Research (Continued), Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey.
- 5:** Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation, Avatar marketing.
- 6:** Standardization, Personalization & Relationalization of Brands using AI, Understanding Networks and Brand Network Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities.
- 7:** AI for Value Creation and Product Development, Personalization and hyper-personalization Using AI.
- 8:** Implementation of AI by Product Managers, AI in Service, Pricing Strategies Using AI.
- 9:** Role of AI in Advertising.
- 10:** AI in Sales promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing, Personal Selling using AI, Sales management using AI.
- 11:** AI and Marketing Channel Management, Omnichannel Marketing and Retailing, Changing face of Retailing in the age of AI, AI in Logistics Management.
- 12:** Navigating Ethical Challenges in AI and Sustainability.


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 14th Dec, 2020

NOTICE

2nd Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Economic foundations of Pricing
3. **Course by** - Sreelata Jonnalagedda | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Aparna Surve
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

The poster features the St. Rock's College logo at the top left. The text reads: 'SHRI HARI EDUCATIONAL TRUST'S ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE (AFFILIATED TO MUMBAI UNIVERSITY) BORIVALI (WEST), MUMBAI - 92'. The main title is 'ECONOMIC FOUNDATIONS OF PRICING'. Below this, it says 'CONDUCTED BY MS. APARNA SURVE'. A circular portrait of Ms. Aparna Surve is shown. The start date is '03rd January 2021' at '06.30 PM'. The duration is '30 HOURS' and the mode is 'ONLINE'. At the bottom, it credits 'BY SREELATA JONNALAGEDDA INDIAN INSTITUTE OF MANAGEMENT BANGALORE (IIMB)'.

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Economic foundations of Pricing |
| 3. Course by | - Sreelata Jonnalagedda Indian Institute of Management Bangalore (IIMB) |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing – 6 pm to 7 pm |
| 6. Course Coordinator in Host college | - Prof. Aparna Surve |
| 7. Course Schedule | - 4 th Jan, 2021 to 31 st Mar, 2021 |

Course layout

- 1 : Economic foundations of Pricing.
- 2: Fundamentals of Demand or Customer point of view.
- 3: Cost based pricing decisions.
- 4: Competition and Objectives.
- 5: Economics of Multi product Pricing.


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 15th July, 2020

NOTICE

1st Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Effective Business Communication
3. **Course by** - Prof. N Bringi Dev, Rakesh Godhwani |
Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Reena Kumar
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE &
SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

Effective Business Communication

Conducted By
MS. REENA

Date
August: 3rd
2020
Time 06.00 PM

DURATION
30 HOURS

Mode
Online

By N Bringi Dev, Rakesh Godhwani
Indian Institute of Management
Bangalore (IIMB)

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Effective Business Communication
3. **Course by** - Prof. N Bringi Dev, Rakesh Godhwani |
Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Reena Kumar
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

Course layout

- How communication works and why it is important.
- The barriers, challenges, and frameworks of business communication.
- Methods for speaking and presenting with confidence.
- How to share views in a professional setting.
- Techniques for writing crisp and professional business documents.
- How to interact in one-on-one or group meetings.


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 14th Dec, 2020

NOTICE

2nd Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Accounting and Analysis
3. **Course by** - Prof. Padmini Srinivasan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Saurabh Panchamia
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

- It is Compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based Online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

Financial Accounting & Analysis

Conducted by
Saurabh Panchamia

03rd January 2021

06:00 pm

Online Mode

DURATION
30 HOURS

By PAdmini Srinivasan |
Indian Institute of
Management
Bangalore (IIMB)

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Accounting and Analysis
3. **Course by** - Prof. Padmini Srinivasan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Saurabh Panchamia
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

Course layout

- Basic financial concepts.
- Financial statements and their elements.
- Various accounting standards with respect to the elements in the financial statements.
- Techniques to analyse the financial statements.
- Interpretation of financial statements for better decision-making.


I/C PRINCIPAL
St. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 15th July, 2020

NOTICE

1st Term – BMS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Brand Management
3. **Course by** - Prof. Preeti Krishnan Lyndem | Indian Institute Of Management Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Dr. Venkatesh Bugdi
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 42

BRAND MANAGEMENT

DURATION
30 HOURS

CONDUCTED BY
DR. VENKATESH BUGDI

MODE
ONLINE

BY PREETI KRISHNAN LYNDEM
INDIAN INSTITUTE OF
MANAGEMENT BANGALORE

AUGUST | 3RD | 2020

Convener Sign

I/C PRINCIPAL
SL. ROCK'S DEGREE COLLEGE
OF COMMERCE & SCIENCE
M.M.C. SCHOOL BLDG, EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Brand Management
3. **Course by** - Prof. Preeti Krishnan Lyndem | Indian Institute Of Management Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Dr. Venkatesh Bugdi
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

Course layout

- 1: Strategic Brand Management process, Brand Architecture
- 2: Brand Identity, Brand Personality
- 3: Brand Positioning and Re-positioning
- 4: Brand Communication, Brand Knowledge: Awareness & Image
- 5: CBBE


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 14th Dec, 2020

NOTICE

2nd Term – BMS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Customer Relationship Management
3. **Course by** - Prof. Shainesh G | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Mohit Sharma
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students



Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Customer Relationship Management
3. **Course by** - Prof. Shainesh G | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Mohit Sharma
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

Course layout

- 1: Introduction to CRM
- 2: Building Customer Relationships
- 3: Economics of CRM
- 4: CRM Applications
- 5: CRM in Business Markets
- 6: CRM implementation


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 15th July, 2020

NOTICE
1st Term – BFM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Banking and Financial Markets: A Risk Management Perspective
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

BANKING AND FINANCIAL MARKETS: A RISK MANAGEMENT PERSPECTIVE

Conducted By
Mr. Naresh Purohit

03 August, 2020

06:00pm

By P C Narayan
Indian Institute of Management
Bangalore (IIMB)

DURATION
30 HOURS

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Banking and Financial Markets: A Risk Management Perspective
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

Course layout

- Overview of Risk Management
- Credit Risk
- Interest Rate Risk, Foreign Exchange Risk
- Asset Securitization, CDO & CDS
- BASEL II, BASEL III and Regulation & Monetary Policy


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 14th Dec, 2020

NOTICE

2nd Term – BFM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Equity Stock Market: Concepts, Instruments, Risks and Derivatives
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

**EQUITY STOCK MARKET:
CONCEPTS
INSTRUMENTS, RISK AND
DERIVATIVES**

CONDUCTED
BY NARESH PUROHIT

03 JANUARY, 2021

06:00pm
DURATION
30 HOURS

Mode
Online

BY P C NARAYAN
INDIAN INSTITUTE OF
MANAGEMENT BANGLORE
(IIMB)

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Equity Stock Market: Concepts, Instruments, Risks and Derivatives
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

Course layout

- Welcome to the Course.
- Overview of Equity Stock Markets.
- Underlying Theories Governing Equity Stock Markets.
- Equity Risk and Portfolio Theories.
- Hedging Using Derivatives in Equity Stock Markets.
- VaR, Margins, Private Equity Market and Venture Capital.


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 15th July, 2020

NOTICE

1st Term – BSC - IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Concepts and Applications in Engineering
3. **Course by** - Prof. B. Mahadevan, Dr. Vinayak Rajat Bhat, Dr. R Venkata Raghavan | Indian Institute of Management Bangalore (IIMB), Chanakya University, Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Kajal Mehta
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.



Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Concepts and Applications in Engineering
3. **Course by** - Prof. B. Mahadevan, Dr. Vinayak Rajat Bhat, Dr. R Venkata Raghavan | Indian Institute of Management Bangalore (IIMB), Chanakya University, Bangalore
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Kajal Mehta
7. **Course Schedule** - 1st Aug, 2020 to 30th Oct, 2020

Course layout

- Indian Knowledge System – An Introduction
- The Vedic Corpus
- Number System and Units of Measurements
- Mathematics
- Astronomy
- Engineering and Technology: Metals and Metalworking
- Engineering and Technology: Other Applications
- Town Planning and Architecture
- Knowledge Framework and Classification
- Linguistics


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2020-21

Date: 14th Dec, 2020

NOTICE

2nd Term – BSC - IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Artificial Intelligence (AI) for Investments
3. **Course by** - Prof. Abhinava Tripathi | IIT Kanpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Nitu Sahu
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

ARTIFICIAL INTELLIGENCE (AI) FOR INVESTMENTS

CONDUCTED BY
MS. NITU SAHU

03 Jan, 2021

6.30 PM - 07:30 PM

Mode Online

DURATION 30 HOURS

BY PROF. ABHINAVA TRIPATHI
IIT KANPUR

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Artificial Intelligence (AI) for Investments
3. **Course by** - Prof. Abhinava Tripathi | IIT Kanpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Ms. Nitu Sahu
7. **Course Schedule** - 4th Jan, 2021 to 31st Mar, 2021

Course layout

- 1:** Introduction to financial markets: Risk-Return Analysis in Investment Decisions – Measures of Risk and Return, understanding value of a firm, goals of a firm, cash flow discounting, making investment decisions, valuation of fixed income securities and common stocks, introduction to portfolio theory and asset pricing models, cost of capital.
- 2:** Overview of AI and machine learning models: Probability modelling, inferential statistics, Supervised and Unsupervised learning algorithms, regression and classification algorithms.
- 3:** Introduction to R Programming, R Fundamentals, Exploratory data analysis and data visualization with R. Statistical Analysis with R, Inferential statistics and hypothesis testing with R.
- 4:** Market Microstructure and Liquidity: Order-driven vs. Quote-driven markets, Market efficiency, Risk preferences, Limit order books, market microstructure types, economic theory of choice, interest rate compounding
- 5:** Portfolio construction: Portfolio risk and expected returns for two securities and multiple securities, risk diversification with portfolios, correlation structure, mean-variance framework, portfolio construction with R
- 6:** Portfolio Optimization: Portfolio Possibility curve, Efficient frontier, Minimum Variance portfolios, Introduction to risk-free lending and borrowing, market risk and beta, portfolio optimization with R
- 7:** Asset Pricing Models: Capital Asset Pricing Model (CAPM), Capital Market Line, Security Market Line, Fallings of CAPM, Single-Index and Multi-Index models, Expected Risk and Return with Index models, 3-Factor Fama-French Model
- 8:** Portfolio Management and Performance Evaluation: Portfolio Management strategies, Active vs Passive Portfolio Management, Value vs Growth investing, One-parameter performance measures Timing & Selection performance measures, application of asset pricing models in performance management
- 9:** Introduction to Algorithmic Trading: Technical analysis and trend determination, Dow Theory, Moving averages, Momentum indicators, Classical price patterns.
- 10:** AI and machine learning in Trading execution and portfolio management: Regression and Classification algorithm applications in security analysis, forecasting, and prediction, Case Study examples
- 11:** Advanced time-series regression algorithms: Panel regression quantile regression, ARMA/ARIMA models, Mean reverting trading strategies with vector error correction models and cointegration, model risk management, back testing, model validation, and stress testing with R
- 12:** Advanced time-series algorithms for financial risk-management: Value-at-risk, Expected Shortfall, ARCH/GARCH models, implementation with R






Academic Year

2021 -22



Sr. No.	Name of the Topic	Course	Academic Year
1	International Business	FY, SY & TY B.COM	1 st August 2021 To 31 st October, 2021 1 st Term
2	Leadership and Team Effectiveness	FY, SY & TY B.COM	3 rd January 2022 to 31 st March 2022 2 nd Term
3	Advanced Financial Instruments for Sustainable Business and Decentralized Markets	FY, SY & TY BAF	1 st August 2021 To 31 st October, 2021 1 st Term
4	Behavioral And Personal Finance	FY, SY & TY BAF	3 rd January 2022 to 31 st March 2022 2 nd Term
5	Integrated Marketing Communication	FY, SY & TY BMS	1 st August 2021 To 31 st October, 2021 1 st Term
6	Digital Marketing	FY, SY & TY BMS	3 rd January 2022 to 31 st March 2022 2 nd Term
7	Financial Derivatives & Risk Management	FY, SY & TY BFM	1 st August 2021 To 31 st October, 2021 1 st Term
8	Financial Institutions And Markets	FY, SY & TY BFM	3 rd January 2022 to 31 st March 2022 2 nd Term
9	IP Management & Technology Transfer	FY, SY & TY BSCIT	1 st August 2021 To 31 st October, 2021 1 st Term
10	Modelling And Analytics For Supply Chain Management	FY, SY & TY BSCIT	3 rd January 2022 to 31 st March 2022 2 nd Term


I/C PRINCIPAL
 ST. ROCK'S DEGREE COLLEGE
 OF COMM & SCIENCE
 M.M.C. SCHOOL BLDG., EKSAR
 BORIVALI (W), MUMBAI-92





2021-22

Date: 12th July, 2021

NOTICE

1st Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - International Business
3. **Course by** - Prof. J. K. Nayak | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Aparna Surve
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE &
SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

INTERNATIONAL BUSINESS

DURATION
30 HOURS

03rd August 2021

TIME
06:00 - 07:00 pm

Conducted by
APARNA SURVE

Mode
Online

By Prof. J. K. Nayak
IIT Roorkee

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



2021-22

Date: 15th Dec, 2021

NOTICE

2nd Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Leadership and Team Effectiveness
3. **Course by** - Prof. Santosh Rangnekar | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Manjeet Mishra
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

LEADERSHIP & TEAM EFFECTIVENESS

CONDUCTED BY
MANJEET MISHRA

DATE
03 RD JAN, 2022

TIME 10.00 - 12.00
DURATION 30 HOURS

MODE
Online

BY PROF. SANTOSH
RANGNEKAR | IIT ROORKEE

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Leadership and Team Effectiveness
3. **Course by** - Prof. Santosh Rangnekar | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Manjeet Mishra
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

Course layout

- 1:** Introduction to Leadership & Team Management; Leadership Myths; Interactional Framework for analyzing leadership; Leadership Development: The First 90 Days as a Leader; Leader Development- The Action-Observation-Reflection Model
- 2:** LMX Theory and Normative Decision Model; Situational Leadership Model; Contingency Model and Path Goal Theory; Emotional Approach Charismatic and Transformational Leadership; Leadership for Tomorrow
- 3:** Leadership Attributes; Personality Traits and Leadership; Personality Types and Leadership; Intelligence and Leadership; Emotional Intelligence and Leadership
- 4:** Power and Leadership; The art of influence in leadership; Leadership and “Doing the Right Things; Character-Based Approach to Leadership; Role of Ethics and Values in Organisational Leadership
- 5:** Leadership Behaviour; Leadership Pipeline; Assessing Leadership Behaviors: Multi-rater Feedback Instruments; The Dark Side of; Leadership- Destructive Leadership; Managerial Incompetence and Derailment Conflict Management
- 6:** Negotiation and Leadership; Leadership under a crisis situation; The Situation and the Environment; Culture and Leadership; Global Leadership
- 7:** Motivation and Leadership; Introduction to Groups and Teams; Characteristics of Leader, Follower and Situation; Group Dynamics; Team Formation
- 8:** Delegation and Empowerment; Leading teams: Enhancing teamwork within a group; The leader’s role in team-based organizations; Leader actions that foster Teamwork Effectiveness; Offsite training and team development
- 9:** Understanding Team processes and Team Coaching; Team decision making and conflict management; Virtual teams; Managing Multicultural teams; Building great teams
- 10:** Experiential Learning; Action Learning; Development Planning: GAP Analysis; Coaching and Mentoring; Women in Leadership Roles
- 11:** Building Effective Relationship with subordinates and peers; Fostering Followers satisfaction; The Art of Communication; Setting Goals and Providing Constructive Feedback; Enhancing Creativity problem solving skills
- 12:** Building High-Performance Teams: The Rocket Model; Building Credibility and Trust; Skills for Developing. Others Team Building at the Top; Community Leadership



2021-22

Date: 12th July, 2021

NOTICE

1st Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Advanced Financial Instruments for Sustainable Business and Decentralized Markets
3. **Course by** - Prof. Abhinava Tripathi | IIT Kanpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Veera Jain
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021
 - It is compulsory for each student to enroll in the course.
 - It is free of cost for each and every student of the college.
 - Course will be conducted online.
 - Examination will be Viva Voce based online.
 - E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

**ADVANCED FINANCIAL
INSTRUMENTS FOR
SUSTAINABLE
BUSINESS AND
DECENTRALIZED
MARKETS**

Conducted by
MS. VEERA JAIN

03rd Aug. 2021

Time
06:00 pm

Mode
Online

**DURATION
30 HOURS**

By Prof. Abhinava Tripathi |
IIT Kanpur

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Advanced Financial Instruments for Sustainable Business and Decentralized Markets
3. **Course by** - Prof. Abhinava Tripathi | IIT Kanpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Veera Jain
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

Course layout

1: Advanced R programming for Financial Market Applications: Introduction and Background

Fundamentals of R: Installation and set-up, set working directory, packages, and libraries; R operators: Arithmetic, assignment, comparison, and logical operators; Working with different data types; Vector creation and manipulation; Miscellaneous functions: Sequence, repetition, sorting, generate random numbers, user-defined functions; Factor variables, Indexing, Data coercion, conditional statements.

2: Modern Financial Market Microstructure and Liquidity: Risk-Return Analysis in Investment Decisions – Measures of Risk and Return, Order-driven vs. Quote-driven markets, Market efficiency, Risk preferences, Limit order books, market microstructure types, economic theory of choice, interest rate compounding

3: Portfolio construction and Optimization with Modern Financial Market Instruments: Portfolio risk and expected returns for two securities and multiple securities, risk diversification with portfolios, correlation structure, mean-variance framework, portfolio construction with R. Portfolio Possibility curve, Efficient frontier, Minimum Variance portfolios, Introduction to risk-free lending and borrowing, market risk and beta, portfolio optimization with R

4: Pricing of New Age Assets: Capital Asset Pricing Model (CAPM), Capital Market Line, Security Market Line, Fallings of CAPM, Single-Index and Multi-Index models, Expected Risk and Return with Index models, 3-Factor Fama-French Model

5: European Union Emission Trading Scheme (EU-ETS): Introduction to EU-ETS, Principles, and objectives of EU-ETS, structure, phases, and reform in EU-ETS, allowance allocation mechanism, Market stability reserve, financial instruments in carbon markets and



major organized exchanges

6: Global emission trading schemes and their connectedness with other financial markets: Emission trading schemes in other countries: China, UK, South Korea, New Zealand, etc., Price drivers in carbon emission trading schemes, carbon market connectedness with stock, energy, and other financial markets.

7: Blockchain, Cryptocurrency, and CBDCs: Background, History, and Characteristics of block chain technology, Categorization, Technological underpinnings, Consensus models, Cryptocurrency: A use case of blockchain, Features of cryptocurrency, Major cryptocurrencies, Emergence of CBDCs across the countries, Motivation for issuing CBDCs, Different models and designs of CBDCs, Implications for banks, financial stability, and monetary policy


8: ESG and Sustainable Investing: Climate finance, UNFCCC, and Kyoto protocol, ESG and Socially Responsible Investment (SRI) Funds, Types of screening, Relationship between financial performance and screening intensity, Economic and Financial Effects of Environmental Regulation, Major ESG markets: US, EU, Japan, China, Canada, Australia, India, etc. Portfolio Performance Evaluation: One parameter measures, selection, timing, downside risk measurement.

9: Time-series modelling with Advanced Financial Market Instruments : ARMA/ARIMA models, Mean reverting trading strategies with vector error correction models and cointegration, model risk management, back testing, model validation, and stress testing with R

10: Risk Management with Modern Financial Market Instruments: Value-at-risk, Expected Shortfall, ARCH/GARCH models, implementation with R

11: Introduction to Panel Data Modelling: Properties of Panel Data, First Difference (FD) estimation, Fixed Effects (FE) estimation, Fixed Effects (FE) estimation, Residual diagnostics and robust standard errors

12: Advanced Non-Linear Modelling with Quantile Regression: Reading & Writing Quantile Data, Quantile Data Manipulation, Outlier Treatment, Quantile Data Visualization, Diagnostic Tests, Residual Analysis, Robust Estimation


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2021-22

Date: 15th Dec, 2021

NOTICE

2nd Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Behavioural and Personal Finance
3. **Course by** - Prof. Abhijeet Chandra | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Mr. Saurabh Panchamia
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

BEHAVIORAL AND PERSONAL FINANCE

CONDUCTED BY
SAURABH PANCHAMIA

03rd January, 2022
06:00 – 7:00pm

Mode
Online

DURATION
30 HOURS

Prof. Abhijeet Chandra
IIT Kharagpur

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Behavioural and Personal Finance
3. **Course by** - Prof. Abhijeet Chandra | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Saurabh Panchamia
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

Course layout

- 1: Introduction to behavioural economics and finance: the concept of expected utility, the von Neumann Morgenstern framework.
- 2: Non-expected utility preferences and its applications in finance.
- 3: Beliefs, biases and heuristics in financial markets.
- 4: Basics of personal finance, financial planning, and budgeting.
- 5: Investment decision making and behavioural finance
- 6: Investment strategies for individual investors.
- 7: Purchasing decisions, consumer credit and related issues.
- 8: Alternative investment and structured finance.


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG; EKSAR
BORIVALI (W), MUMBAI-92





2021-22

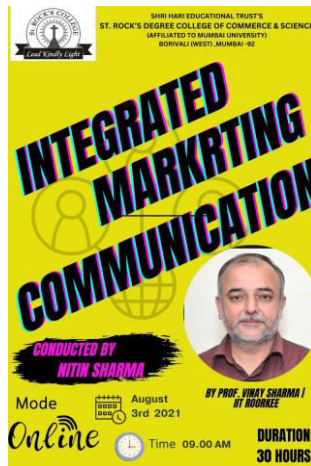
Date: 12th July, 2021

NOTICE

1st Term – BMS Students

- 1. **Course Platform** - SWAYAM – Add on Course
- 2. **Course Name** - Integrated Marketing Communication
- 3. **Course by** - Prof. Vinay Sharma | IIT Roorkee
- 4. **Course Nature** - Online
- 5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
- 6. **Course Coordinator in Host college** - Prof. Nitin Sharma
- 7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.



Convener Sign

I/C PRINCIPAL
 St. ROCK'S DEGREE COLLEGE
 OF COMM & SCIENCE
 M.M.C. SCHOOL BLDG., EKSAR
 BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Integrated Marketing Communication
3. **Course by** - Prof. Vinay Sharma | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Nitin Sharma
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

Course layout

- 1: What is IMC?
- 2: Current Trends and Design Thinking Outlook in IMC
- 3: Consumer Behaviour
- 4: Objectives, Budgeting, and IMC as a Strategic Tool
- 5: Historical Perspective of IMC
- 6: Research Methods and IMC Planning
- 7: Advertising
- 8: Creativity: Planning and Execution
- 9: Sales Promotion & Personal Selling
- 10: Direct Marketing & Public Relations
- 11: The Internet: Digital Marketing and Social Media Advertising
- 12: Measurement & Ethical and Social Perspective of IMC


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2021-22

Date: 15th Dec, 2021

NOTICE

2nd Term – BMS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Digital Marketing
3. **Course by** - Prof. Shainesh G | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Sonia Pereira
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students

The poster is for a Digital Marketing course. At the top left is the St. Rock's College logo with the motto 'Lead Kindly Light'. The main text reads 'SHRI HARI EDUCATIONAL TRUST'S ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE (AFFILIATED TO MUMBAI UNIVERSITY) BORIVALI (WEST), MUMBAI - 92'. The course title 'DIGITAL MARKETING' is prominently displayed in the center. Below the title, it says 'Conducted by MS. SONIA PEREIRA'. The instructor is identified as 'By Shainesh G Indian Institute of Management Bangalore (IIMB)'. The duration is '30 HOURS' and the mode is 'ONLINE'. The date is 'January 03, 2022' and the time is '06.00 PM - 7.00 PM'. There are icons for a computer, a calendar, and a clock.

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Digital Marketing
3. **Course by** - Prof. Shainesh G | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Sonia Pereira
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

Course layout

- 1: Fundamentals of Digital Marketing
- 2: Customer Experience in Digital Marketing
- 3: Outbound Digital marketing
- 4: Inbound Digital Marketing
- 5: Leveraging Social Media
- 6: Customer Insights and Engagement


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2021-22

Date: 12th July, 2021

NOTICE

1st Term – BFM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Derivatives & Risk Management
3. **Course by** - Prof. J. P. Singh | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Gunakshi Khandeka
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

- It is compulsory for each student to enroll in the course..
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

FINANCIAL DERIVATIVES & RISK MANAGEMENT

CONDUCTED BY
GUNA KSHI KHANDEKA

03 August 2021
06:00 pm

MODE
ONLINE

DURATION
30 HOURS

PROF. J. P. SINGH
IIT ROORKEE

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Derivatives & Risk Management
3. **Course by** - Prof. J. P. Singh | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Gunakshi Khandeka
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

Course layout

- 1: Overview of Derivatives; Forwards: Introduction & Pricing, Arbitrage, Forwards Pricing on Consumption Assets; Futures: Introduction & Salient Features.
- 2: Futures: Margining & MTM, Forwards & Futures Prices, Exposure & Risk, Basics of Futures Hedging, Nuances in Futures Hedging.
- 3: Further Aspects of Futures Hedging; Basics of Mean-Variance Portfolio Theory & CAPM; Systematic & Unsystematic Risk.
- 4: Index Futures: Features, Hedging & Arbitrage; Basics of Interest Rates, YTM & Other Yield Measures.
- 5: Interest Rate Risk & Its Measurement; Interest Rate Futures: Features of IRFs, Hedging of Interest Rate Risk.
- 6: T-Bill & Eurodollar Futures, T-Bond Futures; Tailing the Hedge; Basic Theory of Options.
- 7: Options: Price Bounds, Put-Call Parity; American Options; Trading Strategies.
- 8: Option Spread Strategies; Stochastic Processes: Basic Theory, Brownian Motion, Diffusion Equation, Central Limit Theorem.
- 9: Ito's Equation; Stock Price Distribution, Fokker Planck Equation; Option Pricing: Binomial Model.
- 10: Girsanov Theorem; Black Scholes Model; Option Greeks.
- 11: Option Greeks: Further Properties, Role in Trading; FRAs & Swaps.
- 12: Valuation of Swaps; Value at Risk.



2021-22

Date: 15th Dec, 2021

NOTICE

2nd Term – BFM Students

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Institutions and Markets |
| 3. Course by | - Prof. Jitendra Mahakud IIT Kharagpur |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing – 6 pm to 7 pm |
| 6. Course Coordinator in Host college | - Prof. Naresh D. Purohit |
| 7. Course Schedule | - 3 rd Jan, 2022 to 31 st Mar, 2022 |

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

FINANCIAL INSTITUTIONS AND MARKETS

BY **PROF. JITENDRA MAHAKUD!**
(IIT Kharagpur)

CONDUCTED BY **NARESH PUROHIT**

03 Jan 2022 06:00 pm

DURATION **30 HOURS** Mode **Online**

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Institutions and Markets
3. **Course by** - Prof. Jitendra Mahakud | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

Course layout

- 1 : Introduction to Financial System and Economic Development
Indicators of Financial Development
- 2 : Concepts Related to Financial Markets and Institutions
Concept of Risk, Concept and types of return and yield, Asset Pricing Models, Valuation of Assets
- 3 : Theories of Level and Structure of Interest Rates
- 4 : Financial Regulations and Regulatory Institutions in India (RBI, SEBI, IRDA, PFRDA)
Operating Procedures of Monetary Policy, Corporate Governance and SEBI
- 5 : Commercial Banking
Role of Banks, Banks' Financial Statement, Banks' Computation, International Banking, NPA, Risk Management in Banking
- 6 : Other Important Financial Institutions – I
(Provident Fund, Pension Fund, Insurance Companies)
- 7 : Other Important Financial Institutions – II
(Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds)
- 8 : Money Markets in India
(Call Money Market, Treasury Bill, Commercial Paper, Certificate of Deposit)
- 9 : Bond Market
Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds
- 10 : Classification of Stock Market and Securities
IPO, Stock Exchanges, Stock Market Indices, Market Micro-Structure in Stock Market
- 11 : Derivatives Market · Types of Derivatives, Important Concepts used in Derivatives Market, Pricing of Futures, Options and Swaps
- 12 : Foreign Exchange Market
Foreign Exchange Market Structure, Risk Management in Foreign Exchange Market Exchange Rate Determination, Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2021-22

Date: 12th July, 2021

NOTICE

1st Term – BSC - IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - IP Management & Technology Transfer
3. **Course by** - Prof. Gouri Gargate | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Nitu Sahu
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO HUNTER UNIVERSITY)
BORIVALI (WEST), MUMBAI - 42

**IP MANAGEMENT
&
TECHNOLOGY
TRANSFER**

DURATION
30 HOURS

CONDUCTED BY
PROF. NITU SAHU

01 AUGUST, 2021
6:30 PM

Mode
Online

PROF. GOURI GARGATE
IIT KHARAGPUR,

Convener Sign

I/C PRINCIPAL
SL. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - IP Management & Technology Transfer
3. **Course by** - Prof. Gouri Gargate | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Nitu Sahu
7. **Course Schedule** - 2nd Aug, 2021 to 30th Oct, 2021

Course layout

- 1: Introduction to IP & IP Management (IPM) - Definition and concepts
- 2: Types of IP and various jurisdictions-A brief review
- 3: IP management – Emerging areas & IPM System (IPMS)
- 4: How to Develop IPMS of an organization (start-up/academic/research/ industrial organization)
- 5: IP lifecycle management – use of IP policy
- 6: Use of IP analytics for your IPM
- 7: Technology transfer– Definition and concepts, different ways
- 8: Interconnection between IP management and technology transfer, technology transfer-contracts and other legal procedures


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2021-22

Date: 15th Dec, 2021

NOTICE

2nd Term – BSC - IT Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Modelling And Analytics For Supply Chain Management
3. **Course by** - Prof. Kunal Kanti Ghosh, Prof. Anupam Ghosh | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Karishma Tiwari
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE &
SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI-92

MODELLING AND
ANALYTICS FOR
SUPPLY CHAIN
MANAGEMENT

03 JAN,
2021
8:30AM

CONDUCTED BY
**KARISHMA
TIWARI**

BY PROF. KUNAL
KANTI GHOSH, PROF.
ANUPAM GHOSH | IIT
KHARAGPUR

DURATION
30 HOURS

MODE
Online

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Modelling And Analytics For Supply Chain Management
3. **Course by** - Prof. Kunal Kanti Ghosh, Prof. Anupam Ghosh | IIT Kharagpur
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Karishma Tiwari
7. **Course Schedule** - 3rd Jan, 2022 to 31st Mar, 2022

Course layout

1 : Introduction to Modeling and Analytics in Supply Networks: Introduction to Supply Network, Performance Measures for Efficiency and Effectiveness, SCOR model, Strategic Fit and Scope, Types of Distribution Networks, Analytics in Management, Design of Distribution Networks

2 : Supplier Selection Analytics: Linear Programming, Rating method, Ranking method, Borda Count, Clustering, Goal Programming and related multi-criterion decision making (MCDM) techniques

3 : Transportation Modeling and Analytics: Transportation models, Route planning, Transshipment, Shipment schedule, Flow path optimization.

4 : Warehousing Modeling and Analytics: Warehouse location problem, MILP formulation, Location with foreign exchange risks, space calculation for warehouse, Non-linear optimization for warehouse space allocation

5 : Strategic Performance Improvement: Data Envelopment Analysis for competitive comparisons among multiple warehouses and service units and formulation of strategic action plans for improving the efficiencies of non-performing DMUs, Stochastic Frontier Analysis.

6 : Inventory Analytics - I: Elementary Concepts related to Inventory Management, Economic Order Quantity (Instantaneous Replenishment), Economic Production Lot Size, Inventory Model with Planned Shortages (Back-Orders), Inventory Management under Uncertainty – Concept of Safety Stock, Continuous Review System, Periodic Review System

7 : Inventory Analytics - II: Newsvendor Model, Performance Measures: Expected Lost Sales, Expected Sales, Expected Leftover Inventory, Expected Profit, Fill Rate, In-Stock Probability, and Stock-Out Probability

8 : Inventory Analytics - III: Choosing an Order-up-to Level to Meet a Target Service Level, In-Stock Probability, and Desired Fill-Rate

9 : Inventory Analytics - IV: Assemble-to-Order, Make-to-Order and Quick Response with Reactive Capacity, Reducing Mismatch Costs with Make-To-Order

10 : Modeling Coordination in Supply Chains: Information Distortion in Supply Network and Bull-Whip Effect, Coordination and collaboration modeling in supply networks.

11 : Risk Analytics in Supply Network Design: Mapping the riskiness profile of a country, taxation, Mapping the riskiness profile of possible international routes and Designing the route plan based on riskiness profile

12 : Design and Modeling the global supply chain: Design and optimization of global supply chain networks, Multi-period supply chain network design




Academic Year

2022 - 2023



Sr. No	Programme Name	Course	Duration
1	Financial accounting – IIT Mandi	FY, SY & TY B.COM	1 st August 2022 To 31 st October, 2022 1 st Term
2	Evolution of Business and Market Bangalore (IIMB)	FY, SY & TY B.COM	3 rd January 2023 To 31 st March 2023 2 nd Term
3	Financial Management For Managers	FY, SY & TY BAF	1 st August 2022 To 31 st October, 2022 1 st Term
4	Financial Statement Analysis and Reporting	FY, SY & TY BAF	3 rd January 2023 To 31 st March 2023 2 nd Term
5	Principles of Management	FY, SY & TY BMS	1 st August 2022 To 31 st October, 2022 1 st Term
6	Business Fundamentals for Entrepreneurs (Part 2: External Operation)	FY, SY & TY BMS	3 rd January 2023 To 31 st March 2023 2 nd Term
7	Foreign Exchange market	FY, SY & TY BFM	1 st August 2022 To 31 st October, 2022 1 st Term
8	Introduction to Banking and Financial Markets	FY, SY & TY BFM	3 rd January 2023 To 31 st March 2023 2 nd Term
9	Business analytics and data mining Modeling using R	FY, SY & TY BSCIT	1 st August 2022 To 31 st October, 2022 1 st Term
10	Introduction to System Dynamics Modeling	FY, SY & TY BSCIT	3 rd January 2023 To 31 st March 2023 2 nd Term


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 13th July, 2022

NOTICE

1st Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial accounting
3. **Course by** - Prof. Puran Singh | IIT Mandi
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Amrut Rumde
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

Mode
Online

FINANCIAL

ACCOUNTING - IIT MANDI

Prof. Puran Singh
IIT Mandi

03rd August, 2022 | 6 PM

Conducted By
AMRUT RUMDE

Duration
30 hours

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial accounting
3. **Course by** - Prof. Puran Singh | IIT Mandi
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Amrut Rumde
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

Course layout

- 1: A primer on business organizations and need for accounting
- 2: Accounting equation, GAAP Principle and Fundamentals of double entry system
- 3: Fundamentals of double entry system and Accounting Cycle: Journal Entries I
- 4: Accounting Cycle: Journal entries II
- 5: Accounting cycle: Ledger Posting
- 6: Accounting cycle: Trial Balance and Final Accounts
- 7: Output of Accounting cycle: Final Accounts II
- 8: Analysis of Financial Statements
- 9: Analysis of Financial Statements II
- 10: Cash Flow Statement
- 11: Cash Flow Statement II
- 12: CVP Analysis & Inventory Control


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 14th Dec, 2022

NOTICE

2nd Term – BCOM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Evolution of Business and Market
3. **Course by** - Prateek Raj | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Manali Jani
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college..
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.



Convener Sign

Principal

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92






Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Evolution of Business and Market
3. **Course by** - Prateek Raj | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Manali Jani
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

Course layout

- 1: Onset of Business
- 2: Transformation of Business
- 3: Evolution of Markets
- 4: Democratized Market
- 5: Forces of Evolution
- 6: India as a Case


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 13th July, 2022

NOTICE

1st Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Management for Managers
3. **Course by** - Prof. Anil K. Sharma | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Amrut Rumde
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

FINANCIAL MANAGEMENT FOR MANAGERS

CONDUCTED BY
AMRUT RUMDE

AUGUST, 03 2022

Prof. Anil Sharma
IIT Roorkee

Mode
Online

Duration
30 hours

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG.; EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Management for Managers
3. **Course by** - Prof. Anil K. Sharma | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Amrut Rumde
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

Course layout

1: Financial management-an overview, Financial decisions in the firms, the fundamental principles of finance, goals of financial management, building blocks of modern finance.

2: Risk-return trade off, Organization of finance functions, Emerging role of financial managers' in India, Over view of financial statements – Income statement, Balance Sheet, Cash flow statement, Analysis of financial statements

3: Financial Planning & forecasting, Tools & techniques of Financial Planning & Forecasting, Sources of finance.

4: Time Value of Money, Future value of a single amount, Present value of a single amount, Future value of Annuity, Present value of Annuity & Perpetuity

5: Capital Budgeting –Concept and overview, Capital budgeting process, Project classification, Techniques of capital budgeting, Investment criteria

6: Net present value, internal rate of return, Modified Internal rate of return, Benefit cost ratio, Pay-back period method

7: Accounting rate of return, Investment appraisal in practice, Estimation of project cash flows – overview, Estimation of project cash flows-tools & techniques, Estimation of project cash flows-tools & techniques

8: Accounting rate of return, Investment appraisal in practice, Estimation of project cash flows – overview, Estimation of project cash flows-tools & techniques, Estimation of project cash flows-tools & techniques

9: Break-even analysis, some other models and tools of risk analysis, Project selection under risk, cost of Capital-Overview, Cost of debt & preference capital.

10: Cost of equity, Determining the proportions, WACC, WA Marginal cost of capital, Determining the optimum capital budget

11: Capital structure of firms-An overview, Net income approach, Net operating income approach, Traditional proposition, MM Proposition

12: Dividend decisions-An overview, Relevance of dividend, Dividend policy formulation, Dimensions of divined policy, Legal & procedural aspects of dividend decisions



2022-23

Date: 14th Dec, 2022

NOTICE

2nd Term – BAF Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Financial Statement Analysis and Reporting
3. **Course by** - Prof. Anil K. Sharma | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Payal Mane
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(Affiliated to Mumbai University)
Borivali (West), Mumbai - 92

FINANCIAL STATEMENT ANALYSIS AND REPORTING

Date: 03 JAN, 2023
6.00 – 7.30 pm

Conducted By:
PAYAL MANE

Mode
online

Duration
30 Hours

Prof. Anil K. Sharma
IIT Roorkee

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

- | | |
|--|--|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Financial Statement Analysis and Reporting |
| 3. Course by | - Prof. Anil K. Sharma IIT Roorkee |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing – 6 pm to 7 pm |
| 6. Course Coordinator in Host college | - Prof. Payal Mane |
| 7. Course Schedule | - 3 rd Jan, 2023 to 31 st Mar, 2023 |

Course layout

1: Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.

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

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

4: Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.

5: Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis.

6: Tools and techniques of financial statement analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis.

7: Ratio Analysis, Ratio Analysis, Cash flow statement, Cash flow statement, Cash flow statement.

8: Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.

9: Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statements, Consolidated financial statements, Consolidated financial statements.

10: Inter-company transactions and profit confirmations, Inter-company transactions and profit confirmations, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings.

11: Balance Sheet Under Income Tax Act, Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act.

12: Window dressing, Window dressing, Recent scandals in financial reporting, Recent scandals in financial reporting, Recent scandals in financial reporting.



2022-23

Date: 13th July, 2022

NOTICE

1st Term – BMS Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Principles of Management
3. **Course by** - Prof. Usha Lenka | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Mohit Sharma
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE &
SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

PRINCIPLES OF MANAGEMENT

CONDUCTED BY
MOHIT SHARMA

MODE
▶

Online

03rd August, 2022 DURATION
07:00 - 09:00 pm 30 HOURS

BY PROF. USHA
LENKA | IIT
ROORKEE

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM. & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Principles of Management
3. **Course by** - Prof. Usha Lenka | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Mohit Sharma
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

Course layout

1: Introduction to Management: Management – An Emerging Profession, Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager

2: Evolution of Management Thought : Classical Theory, Scientific Management , Management Process or Administrative Management, Bureaucracy, Behavioural Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Operational Approach

3: Planning: Types of Plans, Planning Process, Introduction to Strategic Management, Types of Strategies, Understanding environment of business: Environmental appraisal – Industry Analysis - Porter’s Model of competitive advantage, analysis of organisational resources and capabilities

4: Forecasting and Premising : Introduction to Forecasting, Essential Components in Business Forecasting, Determinants of Business Forecasts, Benefits of Forecasting, Techniques of Forecasting, Limitations of Forecasting

5: Decision-making : Introduction, Components of Decision-making, Decision-making Process, Group Decision-making, Creativity Problem-solving

6: Management by Objectives and Styles of Management : Core Concepts of MBO, Characteristics of Management by Objectives, Process of MBO, Defining the Goal, Action Plan, Final Review, Benefits of Management by Objectives, Limitations of Management by Objectives, Styles of Management, American Style of Management, Japanese Style of Management, Indian Style of Management

7: Organizing and Directing: Introduction, Organizational Design, Hierarchical Systems , Organization Structure, Types of Organization Structure, Formal and Informal Organization, Factors Determining Span of Management, Centralization and Decentralization, Span of control, Understanding authority and responsibility, Principles of Delegation, Authority, Developing a culture of Innovation and performance

8: Staffing and Coordination: Introduction, Human Resource Management, Recent Trends in HRM, Technology in HRM, Economic Challenges, Workforce Diversity, Concept of Coordination, Need for Coordination, Importance of Coordination, Principles of Coordination, Coordination Process, Types of Coordination, Issues and Systems Approach to Coordination, Techniques of Coordination




9: Career Development Strategy: Introduction, Concept and Elements of Career, Overview of Career Development, Significance and Advantages of Career Development, Objectives of Career Development, Types of Career Development Programmes, Different Stages or Cycles of Career Development Process, Career Anchors, Steps in the Career Planning Process

10: Leadership styles of Managers: Leadership Concept, Nature, Importance, Attributes of a leader, Role of a leader in demonstrating awareness of legal, personnel, and strategic issues relating to globalization, culture and gender diversity in an organization, Role of leader in conflict resolution and negotiations

11: Organizational Communication: Communication in Organizations: Introduction, Importance of Communication in the Workplace; Understanding Communication Process, Barriers to Communication, Use of tone, language and styles in Communication, Role of Perception in influencing communication, Role of culture in communication

12: Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational, Developing a climate for learning, Concept of learning organizations


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 14th Dec, 2022

NOTICE

2nd Term – BMS Students

- | | |
|--|---|
| 1. Course Platform | - SWAYAM – Add on Course |
| 2. Course Name | - Business Fundamentals for Entrepreneurs
(Part 2: External Operation) |
| 3. Course by | - Prof. Devdip Purkayastha IIT Bombay |
| 4. Course Nature | - Online |
| 5. Course Duration | - 30 hours
One hour each session
Timing – 6 pm to 7 pm |
| 6. Course Coordinator in
Host college | - Prof. Reena Kumar |
| 7. Course Schedule | - 3 rd Jan, 2023 to 31 st Mar, 2023 |

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

**BUSINESS
FUNDAMENTALS
FOR
ENTREPRENEURS**

CONDUCTED BY
MS REENA KUMAR

03RD JANUARY, 2023

6:30 PM

MODE
ONLINE

DURATION
30 WEEKS

PROF. DEVDIP
PURKAYASTHA
| IIT BOMBAY

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Business Fundamentals for Entrepreneurs (Part 2: External Operation)\
3. **Course by** - Prof. Devdip Purkayastha | IIT Bombay
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Reena Kumar
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

Course layout

1: Introductory Module: Course Structure & Overview

Learning Objective: Understand Markets and Customers

Module 1: Market Research

Module 2: Customers & Segments

2: Learning Objective: Understand Basics of Marketing

Module 3: Value Based Marketing

Module 4: Branding & Advertising

3: Learning Objective: Understand Basics of Sales


Module 5: Sales & Distribution Channels

Module 6: B2B and B2C Selling

4: Learning Objective: Understand Basics of Customer Service & Supply Chain

Module 7: Customer Service Management

Module 8: Supply Chain Management


I/C PRINCIPAL
St. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 13th July, 2022

NOTICE

1st Term – BFM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Foreign Exchange market
3. **Course by** - P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI -92

Introduction To Banking and Financial Markets

DURATION
30 HOURS

Conducted By
Mr. Naresh Purohit

By P C Narayan
Indian Institute of Management
Bangalore (IIMB)

03rd Jan, 2023

06:00pm

MODE
Online

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Foreign Exchange market
3. **Course by** - P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

Course layout

- 1: Foreign Exchange Markets: Structure and Trading
- 2: Theories Underlying Foreign Exchange Markets
- 3: Currency Derivatives
- 4: Foreign Exchange Risk


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 14th Dec, 2022

NOTICE

2nd Term – BFM Students

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to Banking and Financial Markets
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

- It is Compulsory for each student to enroll in the course
- It is free of cost for each and every student of the college
- Course will be conducted online.
- Examination will be Viva Voce based Online
- E-Certificate will be issued to the successful students

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

Foreign Exchange Market

CONDUCTED BY NARESH PUROHIT

03 AUGUST, 2022
DURATION 30 HOURS
06:00pm

Mode Online

BY P C NARAYAN
INDIAN INSTITUTE OF MANAGEMENT BANGLORE (IIMB)

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to Banking and Financial Markets
3. **Course by** - Prof. P C Narayan | Indian Institute of Management Bangalore (IIMB)
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Naresh D. Purohit
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

Course layout

- 1: Overview of the Financial System
- 2: Theory and Structure of Interest Rates
- 3: Short Term Financial Markets
- 4: Long Term Financial Market
- 5: Other Important Financial Markets


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

Date: 13th July, 2022

NOTICE

1st Term – BSC - IT Students

- Course Platform** - SWAYAM – Add on Course
- Course Name** - Business analytics and data mining Modeling using R
- Course by** - Prof. Gaurav Dixit | IIT Roorkee
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
- Course Coordinator in Host college** - Prof. Darshan Patil
- Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.

SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE &
SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI-92

**BUSINESS ANALYTICS
AND DATA
MINING
MODELING USING R**

CONDUCTED BY
DARSHAN PATIL

DURATION
30 HOURS

03RD AUGUST 2022 | 06.00 - 07.00 PM

PROF. GAURAV DIXIT
| IIT ROORKEE

MODE
Online

Convener Sign

I/C PRINCIPAL
St. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal



Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Business analytics and data mining Modeling using R
3. **Course by** - Prof. Gaurav Dixit | IIT Roorkee
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Darshan Patil
7. **Course Schedule** - 3rd Aug, 2022 to 30th Oct, 2022

Course layout

1:General Overview of Data Mining and its Components Introduction and Data Mining

Process Introduction to R Basic Statistical Techniques

2:Data Preparation and Exploration Visualization Techniques

3:Data Preparation and Exploration Visualization Techniques Dimension Reduction

Techniques Principal Component Analysis

4:Performance Metrics and Assessment Performance Metrics for Prediction and

Classification

5:Supervised Learning Methods Multiple Linear Regression

6:Supervised Learning Methods Multiple Linear Regression

7:Supervised Learning Methods Naïve Bayes

8:Supervised Learning Methods Classification & Regression Trees


9:Supervised Learning Methods Classification & Regression Trees

10:Supervised Learning Methods Logistic Regression

11:Supervised Learning Methods Logistic Regression Artificial Neural Networks

12:Supervised Learning Methods and Wrap Up Artificial Neural Networks Discriminant

Analysis Conclusion


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92





2022-23

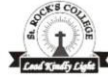
Date: 14th Dec, 2022

NOTICE

2nd Term – BSC - IT Students

- Course Platform** - SWAYAM – Add on Course
- Course Name** - Introduction to System Dynamics Modeling
- Course by** - Prof. Jayendran Venkateswaran | IIT Bombay
- Course Nature** - Online
- Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
- Course Coordinator in Host college** - Prof. Palak Agrawat
- Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

- It is compulsory for each student to enroll in the course.
- It is free of cost for each and every student of the college.
- Course will be conducted online.
- Examination will be Viva Voce based online.
- E-Certificate will be issued to the successful students.



SHRI HARI EDUCATIONAL TRUST'S
ST. ROCK'S DEGREE COLLEGE OF COMMERCE & SCIENCE
(AFFILIATED TO MUMBAI UNIVERSITY)
BORIVALI (WEST), MUMBAI - 92

Introduction to SYSTEM DYNAMICS MODELING

Conducted By
Palak Agrawat

03rd JANUARY, 2023
6 PM - 7.30 PM

Mode

Online

Duration
30 hours



**Prof. Jayendran
Venkateswaran
IIT BOMBAY**

Convener Sign

I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92



Principal




Content of Course

1. **Course Platform** - SWAYAM – Add on Course
2. **Course Name** - Introduction to System Dynamics Modeling
3. **Course by** - Prof. Jayendran Venkateswaran | IIT Bombay
4. **Course Nature** - Online
5. **Course Duration** - 30 hours
One hour each session
Timing – 6 pm to 7 pm
6. **Course Coordinator in Host college** - Prof. Palak Agrawat
7. **Course Schedule** - 3rd Jan, 2023 to 31st Mar, 2023

Course layout

- 1 : Introduction to Systems Dynamics/ Systems Thinking Causal Loop Diagramming
- 2 : Stock-Flow Diagrams and Graphical Integration/ Differentiation
- 3 : Dynamics of Simple Structures: Reinforcing loops and Balancing Loops
- 4 : S-Shaped Growth Dynamics; Innovation Diffusion
- 5 : Modeling Delays, Modeling Oscillations
- 6 : Nonlinearities and Table Functions
- 7 : Model Verification and Validation; Example
- 8 : Modeling Exercises, Case Studies, and course wrap-up


I/C PRINCIPAL
ST. ROCK'S DEGREE COLLEGE
OF COMM & SCIENCE
M.M.C. SCHOOL BLDG., EKSAR
BORIVALI (W), MUMBAI-92

