



सत्यं शिवं सुन्दरम्

Estd. 1949

Accredited Grade

'A+' by NAAC



**The Maharaja Sayajirao University of Baroda**

**Faculty of Commerce**

**Department of Commerce & Business Management**

## SHORT TERM SKILL DEVELOPMENT CERTIFICATE PROGRAMMES

- ★ Digital and Social Media Marketing
- ★ Effective Business Communication
- ★ Event Management
- ★ Campus to Corporate-HR Skills
- ★ Effective Selling Skills
- ★ Import-Export Procedures and Operations
- ★ Office Administration and Computing Skills
- ★ Service Management
- ★ Entrepreneurship and New Venture Creation
- ★ Retailing-Sales and Operations

**II Eligibility II**  
**XII<sup>th</sup> Passed OR**  
**2 Years of Diploma**

**II Intake II**  
**40 Seats in Each**  
**Programme.**  
**Minimum Enrolment 15**  
**to Start the Programme**  
**[Roll Over Batches**  
**Throughout the Year]**

**II Admission II**  
**First Come First Serve**  
**Basis**

**II Duration II**  
**90 Hours**

**II Programme Fees II**  
**Rs. 2500 /-**

Application Start Date : 20/06/2023

Application End Date : 10/07/2023

Apply Now



**II Contact Details II**

Deep Ashwinbhai Patel Centre for Post Graduate Studies, Shri Pratapsinhrao Gaekwad Parisar,  
Opposite The M. S. University Head Office, Fatehgunj, Vadodara [Gujarat] - 390002

## Salient Features of Each Programme

- ★ Emphasis on Skill Development.
- ★ Holistic Development Approach.
- ★ Continuous and Comprehensive Evaluation.
- ★ Inclusion of Project Work, Internship and Assignment.
- ★ Case Studies, Demonstration, & Activity based learning.
- ★ Cotemporary Teaching Pedagogy and Technology Assisted Learning
- ★ Teaching by experienced university faculties, experts from the corporate and professional trainers.

## Performance Evaluation and Grades

Assessment Component	Marks Per Assessment	Grade Points	Weightage %
Quiz	05	05	05%
Assignment Submission	05	05	05%
Project Work	20	20	20%
Internship Completion and Report	20	20	20%
<u>Final Examination</u> 25 Marks Objective 25 Marks Descriptive	50	50	50%
<b>Total Course Points</b>	<b>100</b>	<b>100</b>	<b>100%</b>

Grades	Points
A+	70 points and above
A	60-69 Points
B	45-59 Points
C	35-44 Points

The Final Course Grade will be determined by Continuous Course Assessments

### Note:

- ★ Maximum 40 seats in each Programme, minimum enrolment of 15 candidates to start the Programme.
- ★ Programme may be conducted in roll over batches throughout the year. Students can enrol for any one programme at a time.
- ★ 70% of the seats will be provided on priority basis to the students of Faculty of Commerce and remaining 30 percent seats can be provided to the students from any other faculty or outsider as per the eligibility criteria.
- ★ At least 70% attendance and completion of all Assessment components is compulsory to be eligible for the "Certificate of Completion".
- ★ Student who is not eligible to obtain Grade 'C' is required to complete the discrepancy in a specific assessment component, during the same batch or in roll over batch, with payment of performance evaluation fees.
- ★ On successful completion of the programme, "Certificate of Completion" will be granted by Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda.

### Programme Fees

Admission Form Fees (non-refundable)	: Rs. 200
Tuition Fees	: Rs. 2000
Performance Evaluation Fees	: Rs. 300
<b>Total</b>	<b>: Rs. 2500</b>

### Duration of Programme

Classroom Teaching (06:30 p.m. to 07:30 p.m.)	: 30 Hours
Online Resources	: 30 Hours
Internship	: 30 Hours
<b>Total</b>	<b>: 90 Hours</b>

For the detailed Syllabus,  
Scan the below QR Code



**The Maharaja Sayajirao University of Baroda**  
**Faculty of Commerce**  
**Department of Commerce & Business Management**

## **SYLLABUS**

### **SHORT TERM SKILL DEVELOPMENT CERTIFICATE PROGRAMMES**

- ★ **Digital and Social Media Marketing**
- ★ **Effective Business Communication**
- ★ **Event Management**
- ★ **Campus to Corporate–HR Skills**
- ★ **Effective Selling Skills**
- ★ **Import-Export Procedures and Operations**
- ★ **Office Administration and Computing Skills**
- ★ **Service Management**
- ★ **Entrepreneurship and New Venture Creation**
- ★ **Retailing–Sales and Operations**

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Commerce</b> <b>Department of Commerce and Business Management</b>			<b>Academic Year</b>						
<b>Certificate Course in Campus to Corporate - HR Skills (Higher Payment Programme)</b>											
<b>Year</b>	<b>1</b>	<b>Campus to Corporate - HR Skills</b> <b>Paper code: CBM</b>			<b>Credits / Hours per week</b>						
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision:			<b>Maximum Marks / Grade</b>						
<b>Mode of Transaction</b>		Lectures and Tutorials									
<b>Course Outcome (CO):</b> <b>CO1:</b> Understanding the corporate culture & self, building self confidence and attitude. <b>CO2:</b> To develop individual skills relating to decision making, risk taking and behavioral. <b>CO3:</b> Developing team building, leadership and conflict management skills. <b>CO4:</b> To develop corporate etiquettes, time management and stress management among the students.											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>
<b>UNIT - I</b>	<b>INTRODUCTION &amp; APPLICATION OF HR SKILLS</b>					2,3	CO1		Emp, SD	L N	HV PE

	<ul style="list-style-type: none"> <li>• Understanding individual differences to create a pathway into the corporate world</li> <li>• Developing sensitivity towards corporate culture</li> <li>• Understanding self (Beliefs, Values and Attitudes)-SWOT ANALYSIS, JOHARI'S WINDOW etc.,</li> <li>• Building self esteem, self image and self confidence.</li> <li>• Attitude building</li> <li>• Evaluation and Feedback*</li> </ul>								
<b>UNIT – II</b>	<b>DEVELOPING INDIVIDUAL SKILLS</b> <ul style="list-style-type: none"> <li>• Goal Analysis-Setting and decision making skills (Visualization, formulation), Risk taking skills, Tolerating failures</li> <li>• Positive thinking skills, Proactive</li> <li>• Effective presentation and critical thinking skills</li> <li>• Behavioural skills for Emotional Intelligence (EI)</li> <li>• <i>Evaluation and feedback*</i></li> </ul>			2, 3, 4	CO2				
<b>UNIT – III</b>	<b>DEVELOPING INTERPERSONAL SKILLS</b> <ul style="list-style-type: none"> <li>• Team building skills to work collaboratively</li> <li>• Conflict management and negotiation skills</li> <li>• Leadership skills</li> <li>• Self learning skills</li> <li>• <i>Evaluation and feedback*</i></li> </ul>			2, 3	CO3				
<b>UNIT - IV</b>	<b>DEVELOPING ORGANIZATIONAL SKILLS</b> <ul style="list-style-type: none"> <li>• Corporate etiquettes</li> <li>• Use of technology in managing and influencing corporate etiquettes (Audio , webinars, virtual meetings, online conferences etc.,)</li> <li>• Time Management, Dealing with stress</li> <li>• Hygiene skills</li> </ul>			2,3,4	CO4				

	<ul style="list-style-type: none"> <li>Confidentiality skills (Ethics, Trustworthiness)</li> <li>Evaluation and Feedback*</li> </ul>								
<b>Reference Books</b>									
1.	From Campus to Corporate- K.K. Ramachandran and K.K. Kartik. <i>Pearson Publications</i>								
2.	Campus to Corporate: Your road of employability- Gangadhar joshi. <i>Sage Publication</i>								
3.	7-habits of highly effective people- Stephen Covey								
4.	Team building-Gibb Dyer, Jeffery Dyer and William Dyer. <i>Jossy Bass publication</i>								



	<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Commerce</b> <b>Department of Commerce and Business Management</b>		<b>Academic Year</b>							
	<b>SHORT TERM SKILL DEVELOPMENT PROGRAM</b> <b>CERTIFICATE COURSE ON DIGITAL AND SOCIAL MEDIA MARKETING</b>									
<b>Year</b>	<b>I</b>	<b>Certificate Course</b> <b>Digital and Social Media Marketing</b>	<b>Credits / Hours</b>			<b>60 Hours</b>				
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision: -	<b>Maximum Marks / Grade</b>			<b>100 Marks</b>				
<b>Mode of Transaction</b>		Lectures and Tutorials								
<b>Course Outcome (CO): Certificate Course on Digital and Social Media Marketing</b> <b>CO1:</b> Students will have theoretical as well as practical understanding of Digital and Social Media Marketing <b>CO2:</b> Students will be able to compare the significance of Digital Marketing with that of Traditional Marketing <b>CO3:</b> Students will gain an understanding of Digital Marketing Mix & Tools of Digital Marketing and demonstrate the use of those tools. <b>CO4:</b> Students will be well-equipped with Digital Marketing Platforms and their usage. <b>CO5:</b> Students will analyze the contents of Digital Marketing Platforms and be able to develop creative digital contents for Facebook Marketing, Email Marketing, Instagram Marketing, LinkedIn Marketing etc. <b>CO6:</b> Students will acquire the understanding of Measurement of Effectiveness of Digital Marketing, Social Media Ethics, Laws and Recent Trends <b>CO7:</b> Students will be able to critically analyze the cases related to Digital Marketing and apply the understanding gained in developing Digital and Social Media Marketing Strategy/Plan and also solving the problems faced in the respective domain.										
<b>Unit No.</b>	<b>Topic/Unit</b>		<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and</b>

									<b>d Professi onal Ethics (PE)</b>
<b>UNIT – I</b>	Introduction to Marketing, Digital Marketing, Social Media Marketing, Traditional Marketing Vs Digital Marketing, Digital Marketing Planning & Strategies Benefits of Digital Marketing	15	25	2,4	CO1, CO2		Emp. Ent. SD	N G	PE
<b>UNIT – II</b>	Understanding Digital Consumer; Digital Marketing Mix, Digital Marketing Tool; Search Engine Optimization, Search Engine Marketing	15	25	2,3	CO3, CO4				
<b>UNIT – III</b>	Facebook Marketing, YouTube Marketing, Twitter marketing, Linked In marketing, Instagram Marketing; E-Mail Marketing, Digital Content Development	15	25	4,6	CO5				
<b>UNIT – IV</b>	Digital Marketing Measurements and Evaluations, Case Studies on Digital and Social Media Marketing, Social Media laws, Ethics & Etiquettes Recent Trends of Digital Marketing	15	25	2,3,4,5,6	CO6 CO7				
<b>Reference Books</b>									
1.	<b>Social Media Marketing:</b> by Michael R. Solomon and Tracy Tuten, Pearson								
2.	<b>Digital Marketing:</b> by Seema Gupta, McGraw Hill Education (India) Pvt Ltd								
3.	<b>Marketing 4.0: Moving from Traditional to Digital:</b> by Philip Kotler, Hermawan Kartajaya, Iwan, Setiawan, (Kindle Edition)								
4.	<b>Digital Marketing: Cases from India:</b> by Rajendra Nargundkar and Romi Saniy, Notion Press Inc.								
5.	<b>Fundamentals of Digital Marketing:</b> by Puneet Singh Bhatia, Pearson								

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Commerce</b> <b>Department of Commerce and Business Management</b>		<b>Academic Year</b>							
<b>SKILL DEVELOPMENT PROGRAM</b> <b>CERTIFICATE COURSE ON EFFECTIVE BUSINESS COMMUNICATION</b>											
<b>Year</b>	<b>I</b>	<b>Certificate Course</b> <b>Effective Business Communication</b>		<b>Credits / Hours</b>			<b>48 Hours</b>				
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision: -		<b>Maximum Marks / Grade</b>			<b>100 Marks</b>				
<b>Mode of Transaction</b>		Lectures and Tutorials									
<b>Course Outcome (CO): Certificate Course on Effective Business Communication</b> <b>CO1:</b> Students will acquire the knowledge of Business Communication, demonstrate the use of the same in the business and be well-equipped with technology based business communication. <b>CO2:</b> Students will learn about business writing, documents, reports, proposal and be able to prepare the same. <b>CO3:</b> Students will have a hands-on experience on developing oral communication skills. <b>CO4:</b> Students will gain the understanding of business communication aids, ethics in business communication, communication across the functional areas, corporate communication, persuasive strategies in business communication.											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional</b>

									<b>Ethics (PE)</b>
<b>UNIT – I</b>	<b>Understanding Business Communication</b> Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication Technology-enabled Business Communication	12	25	2,3	CO1		Emp. Ent. SD.	G	PE
<b>UNIT – II</b>	<b>Writing Business Messages and Documents</b> Business writing, Business Correspondence, Instructions, Business Reports and Proposals Career building and Resume writing	12	25	1,2,3	CO2				
<b>UNIT – III</b>	<b>Developing Oral Communication Skills for Business</b> Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews, Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing	12	25	2,3,4	CO3				
<b>UNIT – IV</b>	<b>Understanding Specific Communication Needs</b> Communication across Functional Areas, Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids	12	25	2,3	CO4				
<b>Reference Books</b>									
1.	<b>Effective Business Communication:</b> by Asha Kaul, PHI Learning								
2.	<b>Business Communication:</b> by V. K. Jain and Omprakash Biyani, Sultan Chand & Sons Pvt Ltd								
3.	<b>Business Communication – Connecting in a Digital World:</b> by Raymond V. Lesikar <i>et al</i> , McGraw Hill								
4.	<b>Business Communication for Managers:</b> by Payal Mehta, Pearson								
5.	<b>Business Communication:</b> by M. K. Sehgal and Vandana Khetarpal, Excel books								
6.	<b>Presentation Skills for Managers:</b> by Kerri Garbis, McGraw Hill								
7.	<b>Business Communication (Second Edition):</b> Edited by Meenakshi Raman and Prakash Singh, Oxford University Press								
8.	<b>Business Communication:</b> by Anjanee Sethi and Bhavana Adhikari, Tata McGraw Hill								
9.	<b>Business Communication:</b> by R. C. Bhatia, Ane Books Pvt Ltd								

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	<b>SKILL DEVELOPMENT PROGRAM</b> <b>CERTIFICATE COURSE ON EFFECTIVE SELLING SKILLS</b>									
<b>Year</b>	<b>I</b>	<b>Certificate Course - Effective Selling Skills</b>	<b>Credits / Hours</b>			<b>90 Hours</b>				
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision: -	<b>Maximum Marks / Grade</b>			<b>100 Marks</b>				
<b>Mode of Transaction</b>		Lectures and Tutorials								
<b>Course Outcome (CO): Certificate Course on Effective Selling Skills</b>  <b>CO1:</b> Students will develop sales mind-set and attitudes that drive commitment to practice highly successful sales habits for better performance, having acquired in-depth knowledge on basics of Effective Selling Skills. <b>CO2:</b> Students will learn, practice, and perfect the art of recognizing and resolving customer concerns, customer pains, strategically and effectively <b>CO3:</b> Students will learn basics of identifying prospects, key conversational skills, enabling sellers to engage customers and thereby effectively uncover/discover buyer needs leading to compelling, business/customer-centric interactions and also make use of the same. <b>CO4:</b> Students will demonstrate their learning of closing sales techniques, post-presentation follow-up, post sales service and follow up. <b>CO5:</b> Students will have an experiential hands-on learning through realistic sales scenarios leading to self-analysis for reflection, review and, critiques on areas of improvements.										
<b>Unit No.</b>	<b>Topic/Unit</b>		<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Develop</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values</b>

							ment (SD)		(HV)an d Professi onal Ethics (PE)
<b>UNIT – I</b>	<p><b>BASICS OF EFFECTIVE SELLING:</b></p> <p>Definition of Selling and Selling is just an extension to Marketing, Sales Process, Understanding Sales Methods and Sales Operations, Customer-oriented Selling, Effective Selling (Knowledge, Skills, and Attitude), Effective Salesperson (Inner &amp; Outer Personality), Communication Skills and Techniques, Various Elements of Communication, Time Management, Digital / Virtual Selling (Strategy, Technology, Operations, and Performance), B2C and B2B Selling , Career in Sales / Selling</p> <p><b>Quiz, Assignments, Reflective Notes to be submitted by students</b></p>	22 ½	25	2,3,6	CO1		Emp.		
<b>UNIT – II</b>	<p><b>CUSTOMER SEGMENTATION AND PROSPECTING:</b></p> <p>Customer Segmentation, Getting Organized (Understanding the Buyer, Psychology of Buyer Engagement, Planning and Strategic Prospecting, Sales Prospecting Techniques), Prospects Qualifying, Studying Competitors' Offers, Selling Techniques (Existing and Potential Customers), Pre-Approach (First Appointment and Fact Finding, Needs Identification and Analysis, Follow-up Appointment to present a Proposal), Call / Visit Preparation (Planning and Preparing the Sales Presentation, Communication Strategy)</p> <p><b>Quiz, Assignments, Reflective Notes to be submitted by students</b></p>	22 ½	25	2,3,6	CO2, CO3		Ent. SD		PE

<b>UNIT – III</b>	<b>CONNECTING WITH SALES PROSPECTS:</b> Concise Communication, Time Management, Rapport Building and Gaining Trust, Making the Presentation, Discovering Your Prospects While Making Presentation (Ask, Listen, and Share to Help), Giving a Demonstration of Your Product, Delivering Price and Negotiation, Objections Preventing and Handling, Helping Prospects Achieve Next Steps <b>Quiz, Assignments, Reflective Notes to be submitted by students</b>	22 ½	25	2,3,6	CO2 CO3				
<b>UNIT – IV</b>	<b>SALES PITCH, CLOSING AND FOLLOW-UP:</b> Gaining Commitment, Closing Techniques, Post-Presentation Follow-up for Decision, Buyer-Seller Agreement, Product Delivery, Installation and Demonstration, Post-Installation Follow-up, Post-Sales Customer Relationship Management, Office Administration (Preparing Reports, Updating Customer Records, ‘Bottoms-up Analysis’ of Sales Pipeline, Planning for New Sales) <b>Quiz, Assignments, Reflective Notes to be submitted by students</b>	22 ½	25	2,3,4	CO4, CO5				
<b>Reference Books</b>									
1.	<b>Selling and Sales Management:</b> by David Jobber and Geoffrey Lancaster, Pearson India								
2.	<b>Personal Selling and Salesmanship:</b> by Neeru Kapoor, Pinnacle Learning								
3.	<b>Personal Selling and Salesmanship:</b> by C. B. Gupta, Scholar Tech Press								
4.	<b>Core Selling:</b> by Les Giblin								
5.	<b>The Driving Instruction Guide to Effective Selling Skills:</b> by Edward Baker, Kogan Page								
6.	<b>Selling Skills for Complete Amateurs:</b> by Bob Etherington, Marshall Cavendish Ltd								
7.	<b>Effective Selling and Sales Management:</b> by Gini Graham Scott, ASJA Press								

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<b>Certificate Course in Entrepreneurship and Startup Management (Higher Payment Programme)</b>											
<b>Year</b>	<b>1</b>	<b>Entrepreneurship and Startup Management</b> <b>Paper code: CBM</b>			<b>Credits / Hours per week</b>						
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision:			<b>Maximum Marks / Grade</b>						
<b>Mode of Transaction</b>		Lectures and Tutorials									
<b>Course Outcome (CO):</b> <b>CO1:</b> To understand the concept of entrepreneurship & intrapreneurship. <b>CO2:</b> To acquire skills to generate ideas and identifying business opportunities. <b>CO3:</b> Provides an overall understanding of preparing business plan, sources of finance, break even analysis. <b>CO4:</b> Understanding market and consumer needs. Developing marketing and social skills for new ventures. <b>CO5:</b> To evaluate new venture performance and growth possibilities.											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>

<b>UNIT - I</b>	<ul style="list-style-type: none"> <li>• Meaning of Entrepreneurship</li> <li>• Characteristics of an entrepreneur</li> <li>• Concept of Intrapreneurship</li> <li>• Creativity and Business Innovation</li> <li>• Essential skills to generate New Ideas</li> <li>• Business Opportunity Identification-Trade/Sector specific</li> </ul>			2,3	CO1,2						
<b>UNIT – II</b>	<ul style="list-style-type: none"> <li>• Preparing Business Plan</li> <li>• Determining Start-up Capital Requirements</li> <li>• Sources of Financing and Working Capital Manangement</li> <li>• Break Even Analysis and Cost Benefit Analysis</li> <li>• Schemes, Subsidies and Loan availability for Entrepreneurs</li> <li>• Making Presentation for Bank loan</li> </ul>			2,3	CO3		Emp, Ent & SD	N L R			
<b>UNIT – III</b>	<ul style="list-style-type: none"> <li>• Understanding Market, Consumer Needs and Segments</li> <li>• Developing Marketing Mix Strategy</li> <li>• Understanding HR Functions and its Implementation</li> <li>• Developing Organising and Social Skills for New Venture</li> <li>• Digital Marketing Skills for New Ventures</li> <li>• Project Report: Contents and Preparation</li> </ul>			2,3	CO4						
<b>UNIT - IV</b>	<ul style="list-style-type: none"> <li>• Workshops for Trade /Sector Specific Skills: <ul style="list-style-type: none"> <li>i. Agro and Green Business</li> <li>ii. BFSI</li> <li>iii. Tourism and Hospitality</li> </ul> </li> </ul>			2,3,4	CO5						

	<ul style="list-style-type: none"> <li>iv. Cloud Kitchens, Food Processing and Packaged Foods</li> <li>v. Tailoring and Embroidery</li> <li>vi. Fashion, Beauty and Wellness</li> <li>vii. Luxury Brand Management,</li> <li>viii. Handloom and Handicrafts</li> <li>ix. Retail and Merchandising</li> <li>x. Networking and Customer Relationship Mgt</li> <li>xi. Artificial Intelligence and Analytics</li> <li>xii. IT based Startups</li> </ul> <ul style="list-style-type: none"> <li>• Field Visit and Interaction with Entrepreneurs/Industry leaders</li> <li>• Conferences and Seminars and Webinars on Current Market trends</li> <li>• Case Studies for Business Expansion and Growth Strategies</li> <li>• Motivational Documentaries and Film Shows for Entrepreneurs</li> </ul>								
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<b>Reference Books</b>	
1.	Entrepreneurship: New Venture Creation, 1992, Prentice Hall, by David. H. Holt
2.	Entrepreneurship: Successfully Launching New Ventures, 2008, Prentice Hall by Bruce. R. Barringer
3.	Essentials of Entrepreneurship and Small Business Management, 2002, Prentice Hall, by Thomas. W. Zimmerer and Norman. M. Scarborough
4.	Entrepreneurship, 2017 McGraw Hill, by Robert Hisrich, Michael Peters and Dean Shepherd



										(PE)
<b>UNIT - I</b>	<b>Introduction to Event Management:</b> Concept, Major Functions and Types of Events, Understanding Customer and Preparing Event Objectives, Event Feasibility and Proposal Preparation, Identifying Business Opportunities for Event Management, Managerial skills for Event Management			2	CO1					
<b>UNIT – II</b>	<b>Managing Resources and Logistics:</b> Human Resource Planning for Events, Preparing structure for Event Execution, Safety and Security Measures for Events, Financial Planning of an Event, Funding Agencies, Designing Event Process and Control, Organizing and Social Skills for Events			2	CO2					
<b>UNIT – III</b>	<b>Methods and Tools for Event Marketing:</b> Branding and CRM Techniques, Event Sponsorship design, Digital Marketing skills and Public Relations Skills for Events, Effective Presentation and Communication, Workshops for Hospitality and Catering Services			2,3	CO3					
<b>UNIT - IV</b>	<b>Application Oriented Learning:</b> <ul style="list-style-type: none"> <li>• Methods of Evaluating Events and Feedback</li> <li>• Strategies to Event Control</li> <li>• Workshops for Skill Development:</li> <li>• Creative Ideas for Events, Negotiation, Multitasking, Services in Events</li> <li>• Skills for Business Events, Social Events, Entertainment Events and Academic Events,</li> <li>• Conferences and Seminars on Current trends in Event Mgt</li> <li>• Case Studies on Event Management firms</li> <li>• Organising Events for University and Learning lessons</li> </ul>			2,3,4	CO4					
<b>Reference Books</b>										
1.	Anton Shone & Bryn Parry, Event Successful Management, Cengage learning 2002									
2.	Armstrong.M. & Barons. A. 2005 : Hand book of Strategic HRM: The key to improved Business Performance Kogan Page									

3.	Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
4.	Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
5.	Leonard H. Hoyle, Jr, Event Marketing, John Willy and Sons, New York 1997
6.	Lynn van Der Wagen, Human Resource Management for events: managing the event workforce (Events Management), Butterworth – Heinemann publication, 2006
7.	Kotler, P. (2015). Marketing Management. New Delhi :Pearson Publishers

 <p>THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यं शिवं सुन्दरम्</p>	<p><b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Commerce</b> <b>Department of Commerce and Business Management</b></p>	<p style="text-align: center;"><b>Academic Year</b></p>								
<p><b>SKILL DEVELOPMENT PROGRAM</b> <b>CERTIFICATE COURSE ON IMPORT EXPORT: PROCEDURES AND OPERATIONS</b></p>										
<p style="text-align: center;"><b>Year</b></p>	<p style="color: red;"><b>I</b></p>	<p><b>Certificate Course - Import Export: Procedures and Operations</b></p>	<p><b>Credits / Hours</b></p>				<p style="color: red;"><b>90 Hours</b></p>			
<p style="text-align: center;"><b>Semester</b></p>	<p>Year of Introduction: Year of Syllabus Revision: -</p>		<p><b>Maximum Marks / Grade</b></p>				<p><b>100 Marks</b></p>			
<p><b>Mode of Transaction</b></p>	<p>Lectures and Tutorials</p>									
<p><b>Course Outcome (CO): Certificate Course on Import Export: Procedures and Operations</b>  <b>CO1:</b> Students will acquire both theoretical and practical exposures of International Trade, International Trade Agreement, Government Schemes &amp; Benefits, Emerging Technologies and other fundamnet concepts concerning to International Trade.  <b>CO2:</b> Students will be well versed with Import Export Management.  <b>CO3:</b> Students will gain the thorough and systematic understanding of major documentation, procedures, legal provisions, forex basics, and risk management related to foreign trade.  <b>CO4:</b> Students will take initiatives for exploring opportunities in global markets and/or expanding the existing business worldwide.</p>										
<p style="text-align: center;"><b>Unit No.</b></p>	<p><b>Topic/Unit</b></p>		<p><b>Contact Hours</b></p>	<p><b>Weightage (%)</b></p>	<p><b>BT Level</b></p>	<p><b>CO</b></p>	<p><b>PSO</b></p>	<p><b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b></p>	<p><b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b></p>	<p><b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)an</b></p>

									<b>d Professi onal Ethics (PE)</b>
<b>UNIT – I</b>	<p><b>FUNDAMENTALS OF INTERNATIONAL TRADE:</b>  Basics of International Marketing, Objectives and Scope of International Trade, International Trade Agreements (Brief on WTO, GATT, GATS, EU, NAFTA, ASEAN, SAARC), Institutional Framework for Export Promotion in India, Advisory Boards, Commodity Organizations, and Service Institutions, Government Schemes and Benefits, Special Economic Zones (SEZs), Export Processing Zones (EPZs), and Export Oriented Units (EOUs), Internet Marketing and E- Commerce, Use of Internet Search Tools, Product Identification through Web, E-Commerce Business Models and Emerging Technologies, Website Design, Opportunities in Export and Import, Export-Import Merchandising and Destinations, Organizing an Import-Export Firm</p> <p><b>Sharing of Updated Statistics related to Exports and Imports Quiz, Assignments, Reflective Notes to be submitted by students</b></p>	22 ½	25	2,3	CO1			Emp Ent SD	N G PE
<b>UNIT – II</b>	<p><b>EXPORT IMPORT MANAGEMENT:</b>  Identifying Foreign Markets, Market Segmentation, Targeting and Positioning, Product Planning and Channels of Distribution, Export Marketing and Export Costing, Export and Import Finance, Export Firm Registration, EPC and Other Registrations, Labelling and Packaging, Foreign Trade Logistics, Cargo Insurance</p>	22 ½	25	2,3	CO2				

	<b>Quiz, Assignments, Reflective Notes to be submitted by students</b>								
<b>UNIT – III</b>	<b>EXPORT DOCUMENTATION AND PROCEDURES:</b> Understanding Export Transactions, Exchange Rate Mechanisms, Export Procedure and Licensing, Payment Terms, Export Documentation List and Processing (Principal, Auxiliary, Regulatory), Processing of Export Order, Custom Clearance of Cargo for Exports  <b>Quiz, Assignments, Reflective Notes to be submitted by students</b>	22 ½	25	2,3,6	CO3, CO4				
<b>UNIT – IV</b>	<b>IMPORT DOCUMENTATION AND PROCEDURES:</b> Understanding Import Transactions, Import Procedure and Licensing, Payment Terms, Import Documentation List and Processing, Commercial Borrowing and Trade Credit, Letter of Credit, FEMA Provisions, Role of Customs and Regulations regarding Imports, GST, IGST, and SGST  <b>Quiz, Assignments, Reflective Notes to be submitted by students</b>	22 ½	25	2,3,6	CO3, CO4				
<b>Reference Books</b>									
1.	<b>Export Import Management:</b> by Justin Paul and Rajiv Aserkar, Oxford University Press (OUP)								
2.	<b>Export Import Procedures, Documentation and Logistics:</b> by C. Rama Gopal, New Age International Publisher								
3.	<b>Export Import and Logistic Management:</b> by Usha Kiran, Prentice Hall India (PHI) Learning Pvt Ltd								
4.	<b>Export Import Procedure and Documentation:</b> by Thomas E. Johnson and Donna L. Bade								
5.	<b>Practical Guide – How to Start Export Import Business:</b> By CA Shiva Chaudhari, Educreation Publisher								



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<p><b>SHORT TERM SKILL DEVELOPMENT PROGRAM</b> <b>CERTIFICATE COURSE ON OFFICE ADMINISTRATION &amp; COMPUTING SKILLS</b></p>										
<p style="text-align: center;"><b>Year</b></p>	<p style="color: red;"><b>I</b></p>	<p><b>Certificate Course - Office Administration &amp; Computing Skills</b></p>	<p><b>Credits / Hours</b></p>				<p style="color: red;"><b>40 Hours</b></p>			
<p style="text-align: center;"><b>Semester</b></p>	<p style="color: red;">-</p>	<p>Year of Introduction: Year of Syllabus Revision: -</p>	<p><b>Maximum Marks / Grade</b></p>				<p><b>100 Marks</b></p>			
<p><b>Mode of Transaction</b></p>		<p>Lectures &amp; Tutorials</p>								
<p><b>Course Outcome (CO): Certificate Course on Office Administration &amp; Computing Skills</b>  <b>CO1:</b> Students will develop an understanding of office administration work and be well-equipped with the usage of different office administration equipment.  <b>CO2:</b> Students will be able to demonstrate their learning about Record Management.  <b>CO3:</b> Students will acquire the computing skills (office automation) and apply the same in performing various activities of office administration.  <b>CO4:</b> Students will be well-versed with the use internet for Office Administration Work  <b>CO5:</b> Students will able to use and create e-resources necessary for Office Administration Work</p>										
<p style="text-align: center;"><b>Unit No.</b></p>	<p><b>Topic/Unit</b></p>		<p><b>Contact Hours</b></p>	<p><b>Weightage (%)</b></p>	<p><b>BT Level</b></p>	<p><b>CO</b></p>	<p><b>PSO</b></p>	<p><b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b></p>	<p><b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b></p>	<p><b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and</b></p>

									<b>Professional Ethics (PE)</b>
<b>UNIT – I</b>	<b>Office Administration (Overview and usage of office equipment)</b> Overview of office administration; qualities required for an office assistant, Daily routine, office supplies, Telephone usage, printer usage, photocopying machine usage, FAX usage, Time Recording Machine usage.	05	25	1,2,3	CO1		Emp., Ent. SD		
<b>UNIT – II</b>	<b>Office Administration (Record Management)</b> Routine Banking forms filing, Filing, Indexing, Procedure of classification	05	25	2,3	CO2				
<b>UNIT – III</b>	<b>Computing Skills (Office Automation)</b> MS Word, MS Excel, Power Point Presentations, installation of various hardware in system.	05	25	2,3	CO3				
<b>UNIT – IV</b>	<b>Computing Skills (Internet &amp; related functions)</b> Usage of internet in daily office work, Usage of open excess resources like google sites & google forms, Email Services, E-Banking.	05	25	2,3,4,6	CO4, CO5				
<b>Reference Books</b>									
1.	<b>Office Management: Developing Skills for Smooth Functioning:</b> by N. B. Dubey, Global India Publications								
2.	<b>Office Management:</b> by V. Balachandran and V. Chandrashekar, Tata McGraw Hill								
3.	<b>Basics of Computer:</b> by Muhammad Umar, Create Space Independent Publishing Platform								
4.	<b>The Internet Book:</b> by Douglas E. Comer, CRC Press								
5.	<b>Computer Basics with Office Automation:</b> by Archana Kumar, I.K. International Publishing House Pvt. Ltd								



**Certificate Course in Retailing- Sales and Operation (Higher Payment Programme)**

<b>Year</b>	<b>1</b>	<b>Retailing- Sales and Operation</b> <b>Paper code: CBM</b>	<b>Credits / Hours per week</b>
<b>Semester</b>		Year of Introduction: Year of Syllabus Revision:	<b>Maximum Marks / Grade</b>
<b>Mode of Transaction</b>	Lectures and Tutorials		

**Course Outcome (CO):**

**CO1:** To understand the concept of Retail and Retailing, store layout and visual merchandizing.

**CO2:** Understanding management for retail and sales.

**CO3:** To learn about store management and Franchising.

**CO4:** To learn about store operating and role of IT in retailing.

<b>Unit No.</b>	<b>Topic/Unit</b>	<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional II/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>
<b>UNIT – I</b>	<b>INTRODUCTION TO RETAIL MANAGEMENT</b> Meaning of Retail and Retailing- Types of Retailers- Changes Impacting Retailing in India- Retailing in India -Managing the Store- Store Layout, Design-Store			2	CO1				

	Location and Visual Merchandizing- 4ps of Retailing- Retail Marketing								
<b>UNIT – II</b>	<b>MANAGEMENT FOR RETAIL AND SALES</b> Sales management-Sales techniques , skills, modern sales methods and approaches, Multi-channel approach of selling and its implication, Develop sales strategies and campaign, Customer relation- Understand benefits of effective After Sales Service, Understand elements of Customer feedback Management, Future scope in Retail & Future of Retail Market Strategy			2,4	CO2		SD	L R	
<b>UNIT – III</b>	<b>STORE MANAGEMENT</b> Store Management-Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments, Franchising.			2.3	CO3				
<b>UNIT – IV</b>	<b>STORE OPERATION &amp; IT</b> Store Layout- Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.- Role of IT in Retailing- Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail,			2,3	CO4				

	Advantage of IT Application to Retail, Capturing And Transmitting Data At The Point Of Sale, Data Base Marketing.								
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<b>Reference Books</b>	
1.	Suja Nair; Retail Management; Himalaya Publishing House.
2.	Michael Levy, Barton A. Weitz and Ajay Pandit; Retailing Management; Tata McGraw Hill Publishing Company Ltd.
3.	A. J. Lamba; The Art of Retailing; Tata McGraw Hill Publishing Company Ltd.
4.	David Gilbert ; Retail Marketing Management;
5.	Swapana Pradhan; Retailing Management;

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<b>Certificate Course in Services Management (Tourism/ Hospital/ Hospitality/ Aviation/ Banks) (Higher Payment Programme)</b>										
<b>Year</b>	<b>1</b>	<b>Services Management (Tourism/ Hospital/ Hospitality/ Aviation/ Banks)</b> <b>Paper code: CBM</b>		<b>Credits / Hours per week</b>						
<b>Semester</b>	<b>1</b>	Year of Introduction: Year of Syllabus Revision:		<b>Maximum Marks / Grade</b>						
<b>Mode of Transaction</b>		Lectures and Tutorials								
<b>Course Outcome (CO):</b> <b>CO1:</b> To provide insights about growth and challenges in service sector. <b>CO2:</b> To make the students know about the buyers characteristics and buying decision making process. <b>CO3:</b> To provide insights on marketing mix of services <b>CO4:</b> To know about various service sector such as hospitality, tourism, aviation and bank.										
<b>Unit No.</b>	<b>Topic/Unit</b>		<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional</b>

									<b>Ethics (PE)</b>
<b>UNIT - I</b>	<b><u>Introduction to Service Management</u></b> Meaning of Services; Role / Importance of Services in the Economy; Reasons/ Factors responsible for growth in Service Sector, Indian Scenario of Services; Challenges confronted by Service sector; Types of services, Nature of services, Characteristics of Services, Difference between goods and services, Need for services marketing, Obstacles in Service marketing, classification of services, in brief, Strategies to manage Services.			2	CO1				
<b>UNIT – II</b>	<b><u>Consumers in the service Industry:</u></b> Buyers characteristics: cultural, social, personal and psychological factors, Buyers decision-making process, Comparison between Individual consumer and Organizational buyer behaviour for services.			2,4	CO2		EMP SD	N L R	PE
<b>UNIT – III</b>	<b><u>Marketing Mix of Services:</u></b> Elements of the service marketing mix: Service product, price, place, promotion, people, process, physical evidence. Take examples of various service sector like Banks, Insurance, Hotels, Aviation (Take Entire tourism sector and explain its marketing mix)  OR			2	CO3				

	<p>Product: Core and supplementary Elements, Branding service Products; Price: Role of Non-monetary costs, Pricing strategy, Yield Management; Place: Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies; Promotion: Marketing Communication Mix, Integrated Services Marketing Communication; People: Employee's Role in Service Delivery, Service Leadership and culture; Process: Service Blueprinting, Service Process Redesign Physical Evidence: Servicescape, Service Environments</p>								
<b>UNIT - IV</b>	<p><b><u>Case Study – Discussion:</u></b></p> <p>1. Hospitality – Meaning of hospitality, The Scope and Functioning of a Hotel, The Guest in a Hotel, Front Office Operations, Understanding guest service, type of lodgings, type of foodservice facilities, Housekeeping, Tour operators, travel agents, Web marketing and Future trends in hospitality</p> <p>2. Hospital – Healthcare, Fundamental of Healthcare Administration, Hospital Planning, Hospital Administration, Medical Tourism</p>			2,3,4	CO4				

	<p>3. Aviation - Fundamental of airlines operation, airport planning &amp; management, Travel trends: space travel, sea travel, Air travel with a specific focus on Aviation - Fundamental of airlines, how it operates, pricing policy their planning &amp; management</p> <p>4. Banks and its functioning: various activities such as deposits, to provide credit, global financial markets, savings, etc.</p>								
<b>Reference Books</b>									
1.	Lovelock, C. H., & Wirtz, J. (2004). <i>Services marketing: people, technology, strategy</i> . Upper Saddle River, N.J., Pearson/Prentice Hall.								
2.	Rajendra Nargundkar, <i>Services Marketing- Text and Cases</i> . Tata McGraw Hill: New Delhi, 2010, 3RD Edition								
3.	Vasant Venugopal, Raghu V. N. <i>Services Marketing</i> . Himalaya Publishing House.								
4.	Dr S. L Gupta, V. V. Ratna. <i>Marketing of Services: An Indian Perspective text and cases</i> . Wisdom publication.								
5.	Sudhir Andrews. <i>Introduction to Tourism and Hospitality</i> . Tata McGraw Hill Education Private Limited.								
6.	Prasanna Kumar. <i>Marketing of Hospitality and Tourism Services</i> . Tata McGraw Hill Education Private Limited.								
7.	S. M. Jha (2011). <i>Services Marketing</i> . Seventh Edition, Himalaya Publishing House.								
8.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit (2012). <i>Services Marketing</i> . Fifth Edition, Tata McGraw Hill Education Private Limited.								