

VALUE ADD (CREDIT BASED) CERTIFICATION PROGRAMS FOR STUDENTS
OF KAVAYITRI BAHINABAI CHAUDHARI NORTH MAHARASHTRA
UNIVERSITY, JALGAON

CASI Global New York

Originated from New York; Present across 50 Countries
2019

Online

Industry Recognized

Designed by IIT / IIM Alumni

For Graduate / Post graduate students

Certificate in Finance
Certificate in Marketing
Certificate in Corporate Social Responsibility
Certificate in Financial Derivatives & Treasury Management
Certificate in CSR & Sustainability
Certificate in Management
Retail Banking Professional
Leadership Program
Confidence Booster Program (Personality Development, Communications Skills,
Interview techniques, Group Discussions & Soft Skills (Class room based)**)

For students

currently pursuing

BBA | BCOM | BBI |
BMS | BFM | BA |
BMM | BSC | MBA |
MCOM | MA | etc..

CASI Global New York is pleased to announce value add program for college / university students. These programs are created by a panel of industry experts and are designed by IIT / IIM graduates.

We invite your institution for an alliance where in your students will be eligible to enroll for these value add programs. We offer multiple programs for graduate and post graduate level students who are currently enrolled for commerce, banking, accounting, mass media, arts, science, HRM and engineering students.

Programs include

1. Certificate in Finance
2. Certificate in Marketing
3. Certificate in Corporate Social Responsibility
4. Certificate in Financial Derivatives & Treasury Management
5. Certificate in CSR & Sustainability
6. Certificate in Management (for Engineers & Science Students)
7. Certified Professional Banker
8. Confidence Booster Program
9. Young Scientist
10. Leadership Program
11. HR Manager
 - a. (Includes; Personality Development, Communications Skills, Interview Techniques, Group Discussions & Soft Skills (Class room based)**)
12. Workshops / Seminars
13. Etc...

About Us

CASI Global New York

CASI is the world's largest peer to peer group or corporate social responsibility and sustainability. CASI NY offers world class certifications for various age groups across multiple streams. The flagship program at CASI NY is the Global Fellow program aimed at Chief Executive officers and other senior management professionals.

CASI India

CASI Global is originally from New York and now present across 50 countries. CASI offers world class certifications across various disciplines. The mission at CASI is to promote the cause and knowledge of CSR & Sustainability across every discipline of education and profession. CASI India was set up in 2015.

CASI India has tie-up's with over 50 educational institutes.

CASI India also offers cobranded certifications with Government Polytechnic.

Why Value Add Programs?

- ✓ Act as a supplement to the primary education.
- ✓ Get a first hand understanding of what the industry requires
- ✓ Helps employability
- ✓ Reduce the gap between industry and education

Why Online?

- ✓ There is a huge gap between what the industry expects a fresh graduate to know versus what one has learned at the college. The industry is unwilling to spend money to develop the student skills on the job as it expects this to be done by the colleges.
- ✓ Online is a Low cost option well accepted by industry globally
- ✓ Lack of infrastructure
- ✓ Shortage of quality trainers
- ✓ Lack of standardization across geographies
- ✓ Lack of alignment between University Curriculum v/s Industry requirement - this needs to be enacted upon while completing your formal education.
- ✓ Students unwilling to pay high fees for class room training

- ✓ Easy of access on laptop and mobile
- ✓ Ease of timing; lectures & reading material can be accessed anytime 24* 7
- ✓ Low cost to student; No additional text books to be bought

Foreign Universities & Mumbai University

- ✓ Foreign universities like Stanford, Harvard, MIT, etc. have their MOOCs (Massive Open Online Course wares) to promote skill development
- ✓ In order to get the desired best quality of content, the online skill development project should be undertaken by the University on PPP - Public Private Partnership basis.
- ✓ Refer circular by Mumbai University –
 - Circular number UG/125-A of 2015-16 released on 3rd December 2015 specifically states and encourages colleges to partner with high quality online education providers and offer online programs in accounts, finance etc at a cost to their students.

Why Us?

- ✓ CASI New York certificate – American Program
- ✓ Programs designed by Industry experts
- ✓ Program content designed by IIT / IIM alumni
- ✓ Low cost high value program
- ✓ Can be completed along with your graduation / post graduation
- ✓ High industry recognition
- ✓ Follows international pattern of case studies along with Indian course work

- ✓ In order to get the desired best quality of content, the online skill development project should be undertaken by the University on PPP - Public Private Partnership basis.
- ✓ Apart from the designated subject of their respected degree, UG and PG students will learn additional skill development programs which will make them Job Ready
- ✓ Interview preparation through industry relevant content (optional modules)
- ✓ Trained thousands of students already, including students from prestigious institutes like IIT, IIM, Bajaj,
- ✓ Trained senior management professionals working for large corporates including Biocon, KPMG, HDFC bank, Reliance

- ✓ Cost effectiveness with unmatched quality through user friendly online platform

Synopsis

Sr. No	Certification Program	Duration Months	Recommended for	Streams
1	Certificate in Finance	6 Months	Second/ Third Year Students	Bcom/ BAF / BBI / BMS / BBA/ MBA/ Mcom/ MA/ BA/ BSc/ MSc/
2	Global Student Associate (CSR & Sustainability)	6 Months	First Year Students	ALL STREAMS UG/ PG
3	Certificate in Marketing	6 Months	Second/ Third Year Students	ALL STREAMS UG/ PG
4	Certificate in Financial Derivatives & Treasury Management	6 Months	Second / Third Year Students	Commerce & Management Faculty UG/ PG
5	Retail Banking Professional	6 Months	First Year students	ALL STREAMS UG/ PG
6	Digital Marketing Manager	6 Months	Second/ Third Year Students	ALL STREAMS UG/ PG
7	Certified HR Manager		Second / Third Year Students	ALL STREAMS UG/ PG
8	Certificate in Management	6 months	First Year Students	ALL STREAMS UG/ PG
9	Leadership Certificate	6 months	First Year Students	ALL STREAMS UG/ PG
10	Advance Science Certification Level 1		First Year students	Science / Engineering
11	Advance Science Certification Level 2		First Year students	Science / Engineering
12	Certificate in Entrepreneurship		Second / Third Year Students	ALL STREAMS UG/ PG
13	Confidence Booster Program (Personality Development, Interview Techniques, Group Discussions, , Communications Skills & Soft	6 months	First Year Students	ALL STREAMS UG/ PG
15	Certified Marketing Manager	6 months	Second Sem/ Third Sem	Science/ Engineering
16	Certificate in IOT		Third Sem/ Fourth Sem	ALL STREAMS
17	Certificate in Financial Services		Second Year	ALL STREAMS
18	Financial Analyst Certificate			Bcom, BMS, BBI, BAF, BFM, MBA, MMS, MA Economics
19	Certificate in Investment Banking			Bcom, BMS, BBI, BAF, BFM, MBA, MMS, MA Economics, MCom
20	Financial Planning Certificate			Bcom, BMS, BBI, BAF, BFM, MBA, MMS, MA Economics, MCom
21	Certificate in Product Management			ALL STREAMS
22	Certificate in Wealth Management			Bcom, BMS, BBI, BAF, BFM, MBA, MMS, MA, MCom

CASI Global, Skill Development | Value Add | Credit Based Certification Programs

23	Certificate in Family Office Management			ALL STREAMS
24	Certificate in Rural Marketing			ALL STREAMS
25	Certificate in Managerial Effectiveness			ALL STREAMS
26	Certificate in Journalism			ALL STREAMS
27	Certificate in Event Management			ALL STREAMS
28	Certificate in Green Finance			Science, Environment, Management, Commerce
29	Certificate in Sustainability			ALL STREAMS
30	Certificate in Cyber Security			ALL STREAMS
31	Certified Marketing Manager			ALL STREAMS
32	Certificate in Business Communication			ALL STREAMS

Recommended, but students are free to select any of the programs

Details on Certification Programs

1. Certificate in Finance

Suitable for; This program is for you if you plan a career in

- a. Accounting, banking, finance, private equity, venture capital, Capital markets, brokerage & wealth management industry
- b. Students keen to pursue professional programs like MBA, CA, CS, CPF and CPA will also find this program very useful. It will help them build a base for their further studies.

Modules

i. Corporate Finance

- a. Free Cash Flow
 - i. Free Cash Flow analysis part 1
 - ii. Free Cash Flow analysis part 2
 - iii. Free Cash Flow analysis part 3
 - iv. Free Cash Flow analysis part 4
 - v. Free Cash Flow analysis part 5
 - vi. Free Cash Flow analysis part 6
 - vii. Free Cash Flow analysis part 7
- b. Discounted Cash Flow
 - i. Cash Flow basics
 - ii. Investment analysis
 - iii. Cash flow quality analysis
 - iv. IRR analysis
- c. Balance sheet analysis
 - i. Trend analysis basics
 - ii. Trend analysis profitability statement
 - iii. Trend analysis operating profit to depreciation
 - iv. Trend analysis; depreciation and interest
 - v. Trend analysis; PBIT
 - vi. Trend analysis; other items
 - vii. Trend analysis; final P&L
 - viii. Trend analysis; operating profits
 - ix. Introduction to common size
 - x. Common sized balance sheet

- xi. Stock turnover & debt schedule
 - xii. Valuation part 1
 - xiii. Valuation part 2
 - d. Balance sheet analysis case study
 - i. Hindalco 1
 - ii. Hindalco 2
 - iii. Hindalco 3
 - iv. Hindalco 4
 - ii. **Venture Capital**
 - a. Theory
 - b. Understanding this business 1
 - c. Understanding this business 2
 - d. Understanding this business 3
 - e. Understanding this business 4
 - f. Understanding this business 5
 - g. Trends
 - iii. **Private Equity**
 - a. Theory
 - b. History of PE
 - c. Trends
 - iv. **Impact Investments**
 - a. Theory
 - b. List of funds
 - c. Socially responsible investing
 - d. Why impact investments?
 - e. Employment options
 - f. Asset classes under sustainable investing
 - g. Measuring impact
 - h. Process to raise such funds
 - i. Trends
 - v. **Capital markets**
 - a. Financial markets
 - b. Securities
 - c. Money markets
 - d. Indian securities market
 - e. Primary markets
 - f. Underwriting

- g. Depository
- h. Types of issues
 - i. Public
 - ii. Rights
 - iii. Private
- i. Secondary markets
- j. Important reform measures
- k. Establishment of National Stock Exchange
- l. Mutual Fund Industry
- m. EFT's
- n. HDFC Mutual fund
- o. Regulators of securities markets
 - i. SEBI
 - ii. RBI
 - iii. Ministry of Corporate Affairs
 - iv. Ministry of Finance
 - v. Department of Expenditure
 - vi. Department of Revenue
 - vii. Department of Divestment
- p. Government Securities market
- vi. Treasury Management**
 - a. Evolution & objectives
 - b. Departments
 - i. Front
 - ii. Mid
 - iii. Back office
 - c. Primary functions
 - i. Cash forecasting; liquidity management
 - ii. Working capital management
 - iii. Investments Etc
 - d. Risk management
 - i. Classification of risks
 - ii. Operational risks
 - iii. Liquidity risks
 - iv. Counter party risk
 - e. Key concepts
 - i. 46 concepts

- f. Payment & settlement systems
- g. Basic control points in treasury
- h. Moral & ethical codes
- i. Summary
- j. Presentation by a senior management professional from Treasury department of ICICI
- vii. Financial Derivatives**
 - a. Introduction & Meaning
 - b. Derivative Markets
 - i. Regulatory Framework
 - ii. Derivative Products
 - 1. FRA's
 - 2. Forwards
 - 3. Futures
 - a. Pricing of futures
 - 4. Forwards VS futures
 - 5. Options
 - 6. Case studies
 - 7. Options exchanges
 - 8. American option VS European option
 - iii. Formation of Options markets / Exchanges
 - iv. Over the counter options markets
 - v. Swaps
 - 1. SWAP case study
 - vi. Basic strategies – equity markets
 - vii. Currency Markets
 - viii. OTC vs Exchange traded
 - ix. Important concepts
- viii. Wealth Management**
 - a. Key concepts and explanations

Additional modules include personal ratings, corporate ratings, back office, IPO, FPO, world bank bodies, functioning of international finance corporation, preparing deal sheets, case studies etc..

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material

- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

2. Global Student Associate (CSR & Sustainability)

Suitable for; This program is for you if you are planning a career in

- a. Human resource management,
- b. Corporate Social Responsibility
- c. Corporate communication
- d. Advertising & Public Relation
- e. Private equity, venture capital and other funds. (since they work on impact investments)
- f. Consulting firms.
- g. This program is also aimed at mass media, marketing and advertisement students since corporates use CSR as a concept to reach out to consumers and most advertising and marketing strategies use CSR as a background.

Modules

- i. Unit 1: Introduction of CSR
 - a. Understanding the importance of responsible living
 - b. Individual Social Responsibility (ISR) achieves Corporate Social Responsibility (CSR)
 - c. Why people before profits?
 - d. Definition of CSR
 - e. Evolution of CSR
 - f. Principles of CSR
 - g. Sustainability
 - h. Accountability
 - i. Transparency
 - j. Value of CSR
 - k. Theories of Corporate Governance
 - l. Agency Theory
 - m. Stakeholder Theory

- n. Resource Dependency Theory
- o. Stewardship Theory
- p. Social Contract Theory
- q. Political Theory
- r. CSR regulation and governance in India
 - i. Companies Bill 2011: Clause 135
 - ii. Activities which may be included by companies in their Corporate Social Responsibility Policies
- s. Strengths
- t. Weaknesses
- ii. Unit 2: Stakeholders in CSR
 - a. 2.1 Who is a Stakeholder?
 - b. 2.2 Stakeholder Theory
 - c. 2.2.1 Shareholder Theory vs Stakeholder approach
 - d. 2.3 How to classify Stakeholders
 - e. 2.5 Prioritization of Stakeholders
 - f. 2.6 Corporate Citizenship
 - g. 2.6.1 Role of Corporate Citizenship/ CSR in Community Development
 - h. 2.7 Buy-In from various stakeholders
 - i. 2.8 Stakeholder Engagement in CSR
 - j. 2.8.1 Benefits of engaging stakeholders
 - k. 2.8.2 Stakeholder Engagement Strategy
- iii. Unit 3: Current Trends in CSR
 - a. 3.1 Indian Saga of CSR
 - b. 3.2 Current state of CSR in India
 - c. 3.2.1 Vodafone India
 - d. 3.2.2 Tata Steel
 - e. 3.2.3 ICICI Bank
 - f. 3.3 CSR in Not for Profit organizations
 - g. 3.4 CSR and Globalization
 - h. 3.4.1 Introduction
 - i. 3.4.2 Effect of Globalization on Economy
 - j. 3.4.3 How Globalization Affects CSR?
 - k. 3.4.4 Globalization: Opportunity or threat for CSR?
 - l. 3.4.5 Global Scenario for CSR
- iv. **Unit 4: Ethics, CSR and Corporate Behavior**

- a. 4.1 Creating CSR Framework - to align CSR and Profits
 - b. 4.2 Manager and Business Ethics
 - c. 4.3 Environmental Concerns and Fair Trade
 - d. 4.3.1 Fair Trade
 - e. 4.3.2 Environment
 - f. 4.4 Corporate Governance
 - g. 4.4.1 Introduction
 - h. 4.4.2 History & need of corporate governance
 - i. 4.4.3 Role of law in corporate governance
 - j. 4.4.4 Perspectives of corporate governance
 - k. 4.4.5 Important issues in corporate governance
 - l. 4.4.6 Corporate governance in India past, present & future
 - m. 4.4.7 Corporate Governance Principles
 - n. 4.5 Corporate behavior
 - o. 4.6. CSR, Ethics and Corporate Behavior
 - p. 4.7 Corporate Reputation
 - q. 4.8. Conclusion
- v. Unit 5: Performance Evaluation and Reporting**
- a. 5.1 Performance Measurement
 - b. 5.2 Social Accounting/Audit
 - c. 5.2.1 Scope of Social Accounting
 - d. 5.2.2 Potential limitations
 - e. 5.3 Balanced Scorecard
 - f. 5.4 Environmental Audit
 - g. 5.4.1 Origins of Environmental Auditing
 - h. 5.4.2 What is an Environmental Audit?
 - i. 5.4.3 Objectives of Environmental Audit
 - j. 5.4.4 Scope of Environmental Audit
 - k. 5.4.5 Benefits of Environmental Audit
 - l. 5.5 Sustainability Reporting
 - m. 5.6 Benefits of Sustainable Reporting
 - n. 5.8 Monitoring impact of CSR activities
- vi. Unit 6: Implementation of CSR**
- a. 6.1 CSR and Leadership
 - b. 6.1.1 Concept of leadership

- c. 6.1.2 Organizational culture and leadership styles
- d. 6.2 Managing risk and decision making
- e. 6.3 Creating an implementation framework
- f. 6.3.1 Sustainability and CSR
- g. 6.3.2 Organizational debt analysis of CSR
- h. 6.3.3 3C Model
- i. 6.3.4 Conclusion
- j. 6.4 HRM and CSR
- k. 6.4.1 The relationship between CSR and HRM
- l. 6.4.2 Points to be considered while formulating and before implementing CSR strategy
- m. 6.4.3 Performance Evaluation and Performance Reporting by HR
- n. 6.4.4 HRM Strategy based on CSR and their benefits
- o. 6.5 Supply Chain Management and CSR
- p. 6.5.1 Key Points of Consideration while Formulating CSR policy
- q. 6.5.2 Challenges faced by Companies with respect to CSR in supply chain
- r. 6.6 Three Dimensional Aspects of CSR
- s. 6.6.1 Economic Aspects
- t. 6.6.2 Social Aspects
- u. 6.6.3 Environmental and Ecological aspects
- vii. Corporate case studies on mass media and advertising; use of CSR
 - a. 25 corporate examples
- viii. Impact Investments
- ix. Using volunteering as a motivational tool
- x. Case studies on impact investments
- xi. United Nations Sustainable development goals
- xii. Consumer behavior change due to CSR
- xiii. Tata a case study
- xiv. General Electric case study
- xv. Policies by foreign countries on volunteering

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online

- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

3. Certificate in Marketing

Suitable for; This program is for you if you are planning a career in

- a. Sales
- b. Marketing
- c. Advertising
- d. Social Media Strategist
- e. Business Development
- f. Distribution and franchise management

Students planning a career across any industry will benefit from this program since every industry requires marketing professionals.

Modules Include

- i. Strategy
 - a. SWOT Analysis
 - i. Mc Donald case study
 - b. Porter model
 - c. BCG Matrix
 - d. Positioning
 - i. Differentiation
 - ii. Cost leadership
 1. Case study Singapore airlines
 - iii. Positioning map
- ii. Market Research
- iii. Social Media Marketing
 - a. Categories
 - b. Platforms
 - c. Tools
 - d. Apps
 - e. QR codes
 - f. Consumer Behavior
 - g. Business Behavior
 - h. Not for profits

- i. Creating a social media marketing plan
 - i. Goal Setting
 - ii. Targeting the audience
 - iii. Creating content
 - iv. Implementing the plan
 - v. Ethical & Legal issues
- j. Jobs available
 - i. Types of jobs
- k. Zappos Videos
- l. Digital marketing
- iv. Rural Marketing
 - a. Introduction
 - b. Understanding India as a market
 - c. Case studies
 - i. HPCL Rasoi ghar
 - ii. ICRISAT
 - iii. Mera Goa Power
 - iv. E Innovation
 - v. Pricing for rural
 - vi. Dabur
 - vii. Flipkart
 - viii. Rural marketing
 - ix. ITC E choupal
 - x. Godrej
 - d. Innovations in promotion
 - e. Tata Motors
 - f. Innovation in packaging
 - g. Take aways & conclusion
- v. Customer relationship management
 - a. Meaning
 - b. Case studies
 - c. Developing a plan
- vi. Advertising
 - a. ATL
 - b. BTL
- vii. International markets
- viii. Product management

- ix. Sales & distribution
 - a. Market Segmentation
 - i. Consumer markets
 - ii. Business markets
 - iii. International markets
 - b. Part 2 of segmentation
 - i. Age / Gender / Income
 - c. Case studies
 - i. Coffee
 - d. Requirements for segmentation
 - e. Market targeting
 - f. Local marketing
 - g. Target marketing
 - h. Socially responsible target marketing
- x. Using CSR & Sustainability in increasing sales
 - a. Case studies
- xi. Using CSR to create customer stickiness
 - a. Case studies
- xii. Customer Retention Strategy

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

4. Certificate in Financial Derivatives & Treasury Management

Suitable for; This program is for you if you are planning a career in

- a. Treasury front office
- b. Treasury back office
- c. Forex department of bank or finance company
- d. Sales of treasury products

- e. Equity markets
- f. Commodity markets
- g. Currency markets

Students keen to pursue professional programs in finance like MBA, CFP, CFA, CPA, will also find this program beneficial.

Modules Include

i. Treasury Management

- a) Evolution & objectives
- b) Departments
 - Front office
 - Mid office
 - Back office
- c) Primary functions
 - Cash forecasting; liquidity management
 - Working capital management
 - Investments Etc
- d) Risk management
 - Classification of risks
 - Operational risks
 - Liquidity risks
 - Counter party risk
- e) Key concepts
 - 46 concepts
- f) Payment & settlement systems
- g) Basic control points in treasury
- h) Moral & ethical codes
- i) Summary
- j) Presentation by a senior management professional from Treasury department of ICICI

ii. Financial Derivatives

- a) Introduction & Meaning
- b) Derivative Markets
 - Regulatory Framework
 - Derivative Products
 - FRA's
 - Forwards

- Futures
 - Pricing of futures
 - Forwards VS futures
 - Options
 - Case studies
 - Options exchanges
 - American option VS European option
- c) Formation of Options markets / Exchanges
- d) Over the counter options markets
- e) Swaps
 - SWAP case study
- f) Basic strategies – equity markets
- g) Currency Markets
- h) OTC vs Exchange traded
- i) Important concepts

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

5. Retail Banking Professional

Suitable for; This program is for you if you are planning a career in

- a. Retail Banking
- b. Corporate banking
- c. Back office
- d. Customer Service
- e. NBFC
- f. Bank Probationary Officer Exam
- g. Sales profession in banks / financial industry
- h. Accounting & Finance industry
- i. Mutual Fund Industry

- j. Credit Profession
- k. Equity markets

Students keen to pursue professionals programs in finance like MBA, CFP, CFA, CPA, will also find this program beneficial.

Modules include:

- i. Basics of Retail Banking
 - a) Introduction
 - b) What all does it Include
 - c) Advantages
 - d) Constrains
- ii. Evolution of Retail Banking
 - a) Stage one
 - b) Further evolution
 - c) Growth phase
 - d) Global Trends
 - e) Class discussion questions
- iii. Business Models
 - a) Structure
- iv. Retail Products
 - a) Product lines
 - b) Deposit / liability products
 - Current
 - Savings
 - Term
 - Recurring
 - Payroll
 - c) KYC
 - d) Credit Products
 - Traditional Credit Products
 - Retail credit products
 - Other Products
 - Fee based
 - Remittances
- v. Product Development
- vi. Credit Scoring

- a) Types of risks
 - b) Credit scoring concepts
 - c) CIBIL Credit Score
 - d) Important attributes of credit scoring models
 - e) Warning Signs
 - f) CIBIL
 - g) Defaulting in credit scoring
 - h) Class discussion questions
- vii. Retail Asset Products
- a) Introduction
 - b) Home loans
 - c) Home improvement loans
 - d) Personal Loans
 - e) Auto Loans
 - f) Education Loans
 - g) Processing of retail loans
 - Stand alone model
 - Centralized model
 - Steps in loan processing
 - Stand alone VS centralized a comparison
 - h) Lenders appraisal procedure for home loans
 - Application
 - Documentation
 - Appraisal
 - Appraisal form
 - Credit & debit card
 - Types
 - Features
 - Issuing process
 - Credit Scoring for cards
- viii. Remittance Products
- a) NEFT
 - b) RTGS
 - c) ECS
 - d) Visa net
 - e) Questions
- ix. Marketing / Sales in Retail banks

- a) Marketing mix
- b) Channel sales
- x. Delivery Channels in retail banking
 - a) Direct
 - b) Indirect
 - c) Electronic
 - d) Questions for class discussions
- xi. Delivery Models
 - a) Alliances
 - b) DSA
 - c) Branches
- xii. Customer relationship management
 - a) Best practices
- xiii. Service standards
 - a) BCSBI
 - b) Best practices
- xiv. Technology in retail banking
- xv. Recovery of loans
- xvi. Indian Financial System
 - a) What is the financial system
 - b) Central bank
 - c) NBFC
 - d) Primary dealers
 - e) Financial institutions
 - f) Payment & settlement system
 - g) CRR
 - h) SLR

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

6. Digital Marketing Manager

Suitable for; This program is for you if you are planning a career in

- a. Digital Marketing
- b. Sales
- c. Marketing
- d. Product Management
- e. Your own business
- f. Career in sales across any industry(Manufacturing/ Finance/ Service/ Banking, etc...)

Modules include:

- i. Digital Marketing Introduction
 - a. Case study
- ii. Social Media
 - a. Facebook
 - b. Twitter
 - c. LinkedIn
 - d. Instagram
- iii. Social media marketing
 - a. Various options
 - b. Case study 1
 - c. Case Study 2
- iv. Search engine optimization
- v. Search engine marketing
- vi. Email marketing
 - a. Servers
 - b. How to
- vii. You tube marketing
- viii. Facebook advertising
- ix. Content marketing
- x. Google adwords
- xi. Online reputation management
- xii. Blogs
- xiii. Blogs as marketing tools
- xiv. Instagram

xv. Tiktok

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

7. Certified HR Manager

Suitable for; This program is for you if you are planning a career in

- a. Career in HR
- b. Career in General Management
- c. Minor option in your MBA
- d. Placement Consultancy
- e. Develop people management skill

Modules include:

- i. Recruitment and selection
 - a. Theory
 - b. cases
- ii. Orientation and onboarding
 - a. Theory
 - b. cases
- iii. Training and development
 - a. Case study 1
 - b. Case study 2
- iv. Performance and payroll management
- v. Grievance management
- vi. Employee engagement
 - a. Case study
- vii. Retention and exit management
- viii. Latest in HRM
- ix. Best companies to work for list and methodology

- x. Succession planning
- xi. HR in digital age
- xii. HR strategies

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

8. Certificate in Management

Suitable for; This program is for you if you are planning a career in Management across any industry

Especially recommended for science and engineering graduates

Modules include:

- i. Strategic Management
 - a. Meaning
 - b. Concepts
 - c. SWOT Analysis
 - d. Uses of SWOT Analysis
 - e. SWOT Matrix
 - f. SWOT Generating Strategies
 - g. SWOT Analysis Trends
 - h. SWOT Analysis Strength
 - i. SWOT Analysis weakness
 - j. SWOT Analysis Threats
 - k. SWOT Analysis Opportunities
 - l. Conducting a SWOT Analysis
 - m. Advantages of SWOT Analysis
 - n. Porter's five force model

- ii. Operations Management

- a. Meaning
 - b. Concept
 - c. Operation strategy
 - d. Technology & Operations Management
 - e. Integration of Technology
 - f. Operations Scheduling & Work place planning
 - g. Operations Planning
 - h. Six Sigma
- iii. Human Resource Management
- a. Meaning
 - b. Concepts
 - c. History
 - d. Industrial Welfare
 - e. Recruitment & Selection
 - f. Industrial Relations
 - g. Legislation
 - h. Significance
 - i. Functions
 - j. Hiring & Recruitment
 - k. Training & Development
 - l. Compensation
 - m. Employee benefits
 - n. Legal Responsibilities
- iv. Financial Management
- a. Meaning
 - b. Concepts
 - c. Objectives of financial management
 - d. Functions of financial management
 - e. Cash management
 - f. Role of a financial manager
 - g. Understanding of Capital Markets
 - h. Know Your Customer (KYC)
 - i. Fundamental rules of corporate finance
- v. Marketing Management

- a. Meaning
 - b. Concepts
 - c. History
 - d. Six main stages
 - e. Production Concept
 - f. Product Concept
 - g. Selling Concept
 - h. Societal marketing concept
 - i. Marketing mix (4P's)
 - j. Additional 3P's
- vi. Sales Management
- a. Meaning
 - b. Concepts
 - c. Process
 - d. Sales Planning
 - e. Sales Reporting
 - f. Sales management strategies
 - g. Sales Cycle
 - h. Steps in sales cycle
 - i. Types of sales professionals
 - j. Role of Communication
 - k. Communication with clients
 - l. Communication among sales team
 - m. Role of attitude & personality
- vii. Public relations
- a. Meaning
 - b. Concepts
 - c. Activities
 - d. Spin
 - e. Effective Public Relation Relations
 - f. Communication & Public Relation
 - g. Importance of PR Experts
 - h. PR Skills
 - i. Types of PR tools
 - j. Models of PR

- viii. Information Technology Management
 - a. Meaning
 - b. Concept
 - c. Understanding Information Systems
 - d. Emerging Trends in Information Technology
 - e. Cloud Computing
 - f. Cloud Computing Infrastructure as Service (IAAS)
 - g. Mobile Applications
 - h. Analytics
- ix. Latest development in management strategies
- x. Case studies

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

9. Leadership Certificate

Suitable for; This program is aimed at broadening the participants horizons regardless of his/her career choice

Especially recommended for first year students

Modules include:

- i. Basics
- ii. Ethics
- iii. Corporate Governance
- iv. Sustainable Development Goals
- v. Smart Cities
- vi. Smart City Features India Specific
- vii. Europe 2020 Strategy
- viii. Make in India Program

- a. 24 Sectors
- ix. Sustainability & Banking
 - a. Impact Investment
 - b. Mission Investing by foundations
- x. Sustainability & Information Technology
- xi. Sustainable Manufacturing
- xii. Alternate Fuels for Vehicles
- xiii. Dedicated, Bi-Fuel, Flex-Fuel & Duel-Fuel
- xiv. Green Engineering
- xv. Solid Waste Landfills
- xvi. Artificial Intelligence
- xvii. Block Chain
- xviii. United Nations Guiding Principles on Business & Human Rights
- xix. United Nations
- xx. UN System Agencies
- xxi. Note worthy NGO's / Foundations
- xxii. Companies Act India on CSR
- xxiii. Responsible Research & Innovation
- xxiv. Creating Shared Value
- xxv. Snippets 1
- xxvi. UNESCO, UNICEF& UN Charter
- xxvii. Snippets 2

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

10. & 11. Advance Science Certification (Basic Level | Advanced Level separate certifications)

Suitable for; This program is aimed at broadening the participants horizons regardless of his/her career choice

Especially recommended for First Year Science & Engineering students

Modules include:

- i. Careers in Science
 - a. 100+ career possibilities
- ii. Ancient Sciences & Advancement
- iii. Weapons & Defence Technology
- iv. Mysteries of Space
- v. NASA – Deep Space network
 - a. Deep Space
 - b. Telescopes
- vi. Spacecrafts
 - a. Types
 - b. Working
 - c. Costs
 - d. Notable Agencies
- vii. Under Sea
- viii. Evolution
 - a. Darwin Theory
 - b. Role of Extinction
 - c. Origin of life
 - d. Evolution of Life
 - e. Extinction Event
- ix. Computing world; time lines and discoveries

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

12. Certificaten in Entrepreneurship

Suitable for;

- a. Students keen to setup own business
- b. Students keen to make a mark in salaried career with a flair for entrepreneurial mindset and Intrapreneurship mindset.

Modules include:

- i. Entrepreneurship & Innovation
 - a. How Innovation leads to entrepreneurship
- ii. Entrepreneurship at grass root level
- iii. Creating Infrastructure for entrepreneurship
- iv. Government Policies
- v. Support from Corporates
- vi. Support from education industry
- vii. Creating an entrepreneurial mindset
- viii. Functioning of incubation cells
- ix. Entrepreneurs | Intrapreneurship at Corporates
- x. Entrepreneurship opportunities in digital industries
- xi. Entrepreneurship & Intellectual properties
- xii. SME / MME
- xiii. Few funding agencies

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

13. Confidence Booster Program

Suitable for;

Recommended for all streams

Modules include:

- I. Communication Skills
- II. Body Language
- III. Your Inner Thoughts
- IV. Developing Entrepreneurial Skills
- V. Interview Techniques
- VI. Group Discussion Techniques
- VII. Networking Skills
- VIII. Grooming basics
- IX. Time Management
- X. Public Speaking
- XI. Leadership Skills
- XII. Attitude
- XIII. Food & Hygiene
- XIV. Team Work
- XV. Study Techniques
- XVI. Assertiveness

Other Details;

- ✓ Total Hours; Over 40 hours of videos, voice over and reading material
- ✓ Eligibility; 12th pass
- ✓ Duration; 4 to 6 months program
- ✓ Method; Online
- ✓ Additional Modules; Additional module on personality development / optional* charges extra
- ✓ Examination; Online / Offline depending on preference of college and availability of computer lab at your college / university

Process

Affiliation Process

- i. The college / university will sign a MOU with CASI.
- ii. This is to enable CASI to approach and enroll their students.
- iii. A formal certificate of alliance will be handed to the college. Preferably in presence of all senior faculty.
- iv. A notice stating this alliance may be showcase to students / parents through college / university website, prospectus and other communication material.

Pre Admission Process

- i. Students will be requested to enroll for the program on day one of joining their respective graduation level programs at the university.
- ii. This is a credit based program for the students. (optional)
- iii. Fees should ideally be collected along with their graduation fees.
- iv. CASI representative will conduct a ten minute orientation in every class room to students on the certifications and benefits of the same. Or conduct this on the orientation day.
- v. The college / university shall send a message to students / parents by Whats App and email
 - a. Informing them of the alliance
 - b. Informing them of various certification programs
- vi. The university / college will allocate a space for a help desk at the college premise for 7 days. This is to solve student queries.
- vii. The college / university will display the affiliation certificate on notice boards.

Admission & Payment process

- i. Student will be filling in hard copy forms for the online skill development programs with their base details - name, mobile number, email I'd, course, year, and certification selected.
- ii. The form shall be kept in the records for the university/ college
- iii. A copy of these forms will be handed over to CASI representative

- iv. Along with form, student shall pay the fees in cash or cheque payable to college / university or CASI
- v. The college / university will provide student data in excel sheets having relevant details as enclosed in the format shared.
- vi. Once we receive the data, students shall get the login details to access the course curriculum
- vii. Revenue share if any, will be given to the college / university after 30 days, subject to clearance

Support System for Students

- i. A dedicated helpline number and email id for resolving their queries and issues regarding the program while viewing it.
- ii. The usual turn-around time for the same is 2 working days

Course Co-ordinator

Manali Godhia

Mobile: +91 9833781267

Email: casi.certifications@gmail.com

Role of course coordinator

- i. Course Coordinator will be the one point contact person for college / university for resolving the issues faced by college or students
- ii. The person will be responsible for the coordination with college / university representative(s) for smooth functioning of the project.
- iii. She will also send SMS to students (once every month) to push them undergo online training.
- iv. In case of student query, she will be the one point contact to resolve the same
- v. Students shall be given the dedicated email I'd for queries with regards to their issues with regards to learning management system & content.
- vi. The course Coordinator shall revert on those queries by coordinating with respective experts.

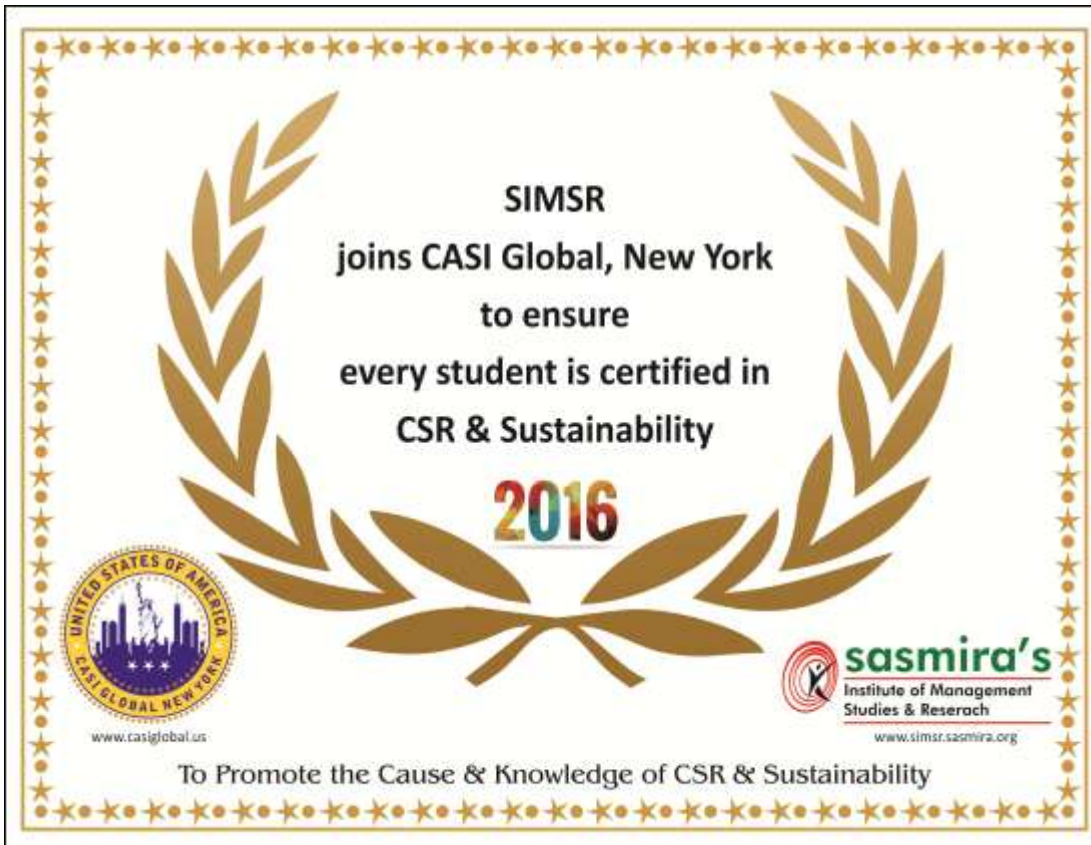
MOU

Format enclosed

Certificate to college

- i. The college / university will get an alliance certificate.
 - a. This shows the primary commitment of the college to promote CSR & Sustainability and also enhance the skill sets of their students by enabling them to enroll for skill development programs.

Format displayed below



Certificate to Students

Sample below



Workshops Conducted by CASI

- a. Personality Development
- b. Corporate Strategy
- c. Careers in Wealth Management, banking & finance
- d. Corporate Social Responsibility & Sustainability
- e. Entrepreneurship & funding
- f. FDP on CSR & Sustainability++
 - i. Business Implications
 - ii. Industry Applications
 - iii. Research methodology
 - iv. Global trends & 25 case studies
 - v. Group Activity

Workshop Details

- a. Speaker from Industry
 - a. Senior Management Professional / CXO level
- b. Duration; 8 hours
- c. Fees; INR 500 per participant
 - a. Minimum 100 participants / (Minimum Rs. 20,000/- fee)
 - i. Plus travelling and stay
- d. Certificates will be issued by CASI New York

FDP details++ (for academicians only)

- a. Speaker from Industry
 - a. Senior Management Professional / CXO level
- b. Duration; 8 hours
- c. Fee; INR 15,000/- for entire workshop
 - a. Plus travelling and stay
- d. Number of participants; any
- e. Certificates will be issued by CASI New York