



SAMBHRAM

ACADEMY OF MANAGEMENT STUDIES

1.2.1 Details of certificate and add-on programs of the last five years

Document	Year
Certificate Course	2021-22
Certificate Course	2020-21
Certificate Course	2019-20
Certificate Course	2018-19
Certificate Course	2017-18



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ACADEMY OF MANAGEMENT STUDIES

Six-Month Certificate Course in
“E-Commerce”

For B.Com/BBA/M Com/MBA Students

[(ACADEMIC YEAR (2020-21))]

OBJECTIVES OF THE COURSE:

- To comprehend the finer aspects of E-Commerce.
- To have a better understanding of the M-Commerce business.
- To understand the use of mobile technologies.

Course Content

- Module 1: Introduction to E-Commerce 10 hours
Threats in e-commerce, Encryption overview, elements of an encryption system, secret key encryption, public encryption, digital signatures, digital certificates, types of cryptographies, secure sockets layer(SSL), smart card and its applications. Electronic data Interchange, evolution, uses, benefits, working of EDI, EDI standards, EDI components, EDI services, ANSI X12 and EDIFACT
- Module 2: Overview of Electronic Payment System, 10 hours
cybercash, Smart Cards, Electronic Banking –types, Electronic Fund Transfers-Digital Token- Based Electronic Payment systems, E-cash, E-Cheque, Payment systems on internet-Risk of Electronic Payment Systems, Secure Electronic Transactions(SET) Protocol
- Module 3: M-Commerce 10 hours
Introduction – Infrastructure of M-Commerce-types of mobile commerce services-technologies of wireless business-benefits and limitations, support, mobile marketing and advertisement, non-internet applications/services in M-commerce-wireless/wired commerce comparisons

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ACADEMY OF MANAGEMENT STUDIES

One-Year Certificate Course in
“Banking and Financial Service”

For B.Com/BBA/M Com/MBA Students

[(ACADEMIC YEAR (2020-21))]

OBJECTIVES OF THE COURSE:

- The objective of this course is to prepare the students to acquire required knowledge and skills for marketing of banking products and services.
- The subject also looks into various aspects of service quality aspects of bank branches.

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ACADEMY OF MANAGEMENT STUDIES

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Six-Month Certificate Course in
“Brand Management”

For B.Com/BBA/M Com/MBA Students

[(ACADEMIC YEAR (2019-20))]

OBJECTIVES OF THE COURSE

- To know in depth the strategy used for brand promotion.
- To understand the finer aspects of branding and branding attributes.
- To know the future of brand and brand franchise in India.

COURSE CONTENT

Module 1: Brand

5 Hours.

What is brand, introduction, importance, brand strategy and policy.

Module 2: Research for Branding

8 Hours.

Importance of branding, research for branding.

Module 3: Branding and Consumer

5 Hours.

Essentials of good brand, how to brand, types of brand.

Module 4: Brand Franchise

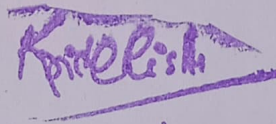
5 Hours.

Brand franchise, brand positioning.

Module 5: Branding and consumers

7 Hours.

Brand feature in India.



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ACADEMY OF MANAGEMENT STUDIES

One Year Certificate Course in
“Pricing Strategies for a Product”

For B.Com/BBA/M Com/MBA Students

[(ACADEMIC YEAR (2019-20))]

OBJECTIVES OF THE COURSE

- To know the intricacies of price fixation.
- To understand the factors influencing pricing decision.
- To know the process of price determination

COURSE CONTENT

Module 1: Pricing

5 Hours.

Meaning, importance and objectives.

Module 2: pricing policy

8 Hours.

Pricing policy, factors influencing pricing policy, price quality relationship, product line pricing, explicitly competition, negotiating margins, effects and distribution, retailers, political factors, earning very high profits, charging very low prices.

Module 3: Market Price

5 Hours.

Price as a measure of value, multi stage price determination process.

Module 4: Break - Even Point in pricing

5 Hours.

Forces influencing pricing decision, pricing policy for new products, break even point.

Module 5: Pricing Methods

7 Hours.

Skim the cream pricing strategy, market penetration pricing strategy, discount and allowance pricing strategy, geographical pricing strategy, one price v/s variable price strategy, psychological pricing or odd pricing, leader price strategy, competition pricing policy strategy, non price competition strategy.

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ACADEMY OF MANAGEMENT STUDIES

Six-Month Certificate Course in
“Packaging and Distribution Strategies”

For B.Com/BBA/M Com/MBA Students

[(ACADEMIC YEAR (2018-19))]

OBJECTIVES OF THE COURSE

- To understand the importance of packaging and the channels of distribution.
- To know the different models that will help in optimizing transportation cost.
- To understand the various online marketing channels available.

Course Content

Module 1: Packaging

15 Hours.

Packaging, meaning, system approach, importance, functions attributes, packaged design advantages, social view of packaging-consumer problems.

Module 2: Channel of distribution

8 Hours.

Need for channel for distribution, factors influencing channels of distribution, channels of distribution.

Module 3: Optimizing transportation and Distribution

12 Hours.

Optimizing transportation and distribution, queuing theory, Pert CPM, transportation problems.

Module 4: Evaluating Market intermediaries

10 Hours.

Module 5: Online Marketing Channels

5 Hours.

Integrated direct Marketing.

K. K. Kishor

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ACADEMY OF MANAGEMENT STUDIES

One-Year Certificate Course in **“Digital Banking”**

For B.Com/BBA/M Com/MBA Students

[ACADEMIC YEAR (2018-19)]

OBJECTIVES OF THE COURSE

- To understand about the digital banking products.
- To know more about the EMV technology.
- To understand the advantages of POS terminals and internet banking.
- To know about the usage of debit and credit cards.

Course Content

Module 1: Digital Banking Products

Hours 10

Introduces different Digital Banking product, the need for Digital Banking Products, Customer Education that is required for Digital Banking Products, etc

Module 2: Mobile Banking

Hours 10

Overview and brief history of Mobile banking, Product features and diversity of mobile banking, immediate payment service, Risk Management and frauds related to mobile Banking, Back End operations and Technology

Module 3: Cards

Hours 10

Overview of Cards and brief history of cards, the various types of cards a bank provides to its customers and the product features

Module 4: EMV Technology

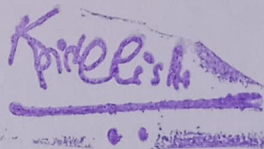
Hours 10

Introduces New Technologies such as tap and Go, NFC, etc., Approval Processes for the issue of Cards, Profitability of Cards, Back –End operations Recovery and Follow for cards

Module 5: Cash Deposit Machines

Hours 10

Brief history of CRDs Product features of CDRs, CDM network planning such as onsite or offsite, profitability of CDMs, Risk Management and fraud, Back end operations and technology required for CDMs



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ACADEMY OF MANAGEMENT STUDIES

Six-Month Certificate Course in
“Stock Market”

For B.Com/BBA/M Com/MBA Students

[ACADEMIC YEAR (2017-18)]

OBJECTIVES OF THE COURSE

- To know the basics of stock market analysis
- To understand the role of information technology in the functioning of stock markets.
- To analyze the performance of stocks.
- To comprehend the crowd behavior analysis.

Course Content

Module 1: Basics of Stock Market Analysis Hours 10

Basics of stock market analysis and latest trends in today's stock markets. Importance of information technologies. Key definitions, investment vehicles algorithms of decision making

Module 2: The importance of information Technologies house 05

Technical analysis trend, key technical indicators, regression models, Japanese candlesticks, turning points supports and resistance lines, cycles, optimistic/pessimistic scenarios and forecasting models.

Module 3: Fundamental Analysis Hours 05

Indicators and evaluation techniques, stereotypes of thinking, analyst estimates and pros and cons lists.

Module 4: Crowd Behavior Analysis Hours 05

Behaviorist models, roles of mass media and big traders, stock market manipulations and catching a market momentum

Module 5: Investment Vehicle Section Hours 05

Leverage and risk exposure, key option strategies, criteria of comparison

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ACADEMY OF MANAGEMENT STUDIES

One-Year Certificate Course in
"Digital Marketing"

For B.Com/BBA/M Com/MBA Students

[ACADEMIC YEAR (2017-18)]

OBJECTIVES OF THE COURSE

- Creating trends and hash tags and rolling business online with a good initial push on Social Media platforms.
- Teaches to maintain business portfolio through Google Business Page
- Accepting payments digitally through a variety of options viz. mobile wallets, UPI transfers, bank wires, etc.
- Quick customer service.

Course Content

Unit 1: INTRODUCTION TO DIGITAL MARKETING 04 Hrs.

Meaning and importance of Digital Marketing, Digital Marketing platforms, Changing trends in Digital Marketing era

Unit 2: SEARCH ENGINE OPTIMIZATION (SEO) 10 Hrs.

Meaning of SEO, Trends in SEO Different kinds of traffic On and off Page Optimisation (OPO)-Linking Strategies, Competitor Analysis

Unit 3: SEARCH ENGINE MARKETING (SEM) 10 Hrs.

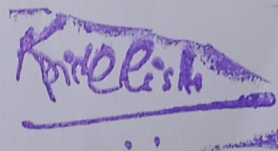
Introduction to SEM platforms – paid platforms, Introduction to Google AdWords Campaign creation process, Demographic Targeting.

Unit 4: CONVERSIONS 10 Hrs.

Types of Conversions, Conversion Tracking, Optimizing Conversions, track offline conversions, Analyzing conversion data

Unit 5: SOCIAL MEDIA MARKETING AND MEASUREMENTS 16 Hrs.

Social Media Marketing –



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Social Media Marketing –

Meaning, importance creation, streaming and measuring of Mobile Ads, YouTube Advertising, BING AdCenter, Facebook Marketing, LinkedIn Marketing, Content Marketing, Email Marketing, Social Media Marketing, Facebook Marketing. Evolution of online communities, Virality.