



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

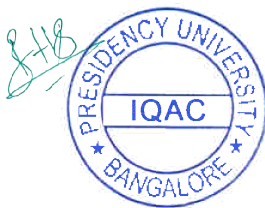
School of Management

Date:02.03.2020

STUDENT CIRCULAR

Students are hereby informed that the Value Added Courses offered in Online Mode, for the Even Semester for AY 2019-20, is open for Registration from 02.03.2020 till 06.03.2020. All Students are instructed to register for ONE Value Added Course. It is mandatory for every student to register for ONE VAC and fill the registration form by 06.03.2020. VAC sessions will be conducted online during non-instructional days or after class hours. List of courses given below.

Dr K.Krishna Kumar
Professor & HOD – School of Management



City Office: University House, 8/1, King Street, Richmond Town, Bengaluru 560025

Campus: Presidency University, Itgalpur, Rajanakunte, Yelahanka, Bengaluru 560 089

Phone: +91 80 4925 5533 / 5599 Email ID: info@presidencyuniversity.in

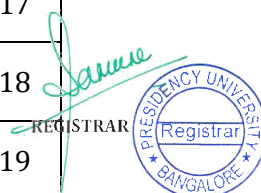
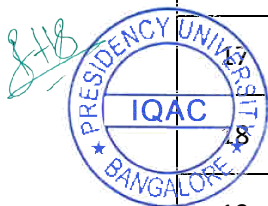
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S.No	Name of the Course	Course Code
1	Introduction to Commodity Derivatives	SOMVA001
2	Business Analytics using Python	SOMVA002
3	Environment & Sustainable Development Goals	SOMVA003
4	Options trading strategies	SOMVA004
5	Art of content writing	SOMVA005
6	Logistics and supply chain challenges	SOMVA006
7	Econometrics for Managers	SOMVA007
8	SPSS for Beginner	SOMVA008
9	Online Marketing strategies	SOMVA009
10	Yoga for Physical and Mental discipline	SOMVA010
11	Statistics and decision Making for Managers	SOMVA011
12	Effective Interpersonal Skills	SOMVA012
13	Academic Writing 'Dos' and Dons	SOMVA013
14	Crisis Management	SOMVA014
15	Selling skills	SOMVA015
16	Econometrics Modelling	SOMVA016
17	Marketing Strategies	SOMVA017
18	Succession Planning	SOMVA018
19	Basics of Excel	SOMVA019



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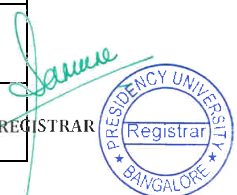
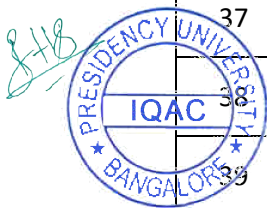
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20	Marketing Research Techniques	SOMVA020
21	GST and its Impact	SOMVA021
22	Branding Perspectives	SOMVA022
23	R for beginners	SOMVA023
24	Environmental Management	SOMVA024
25	Excel in Finance	SOMVA025
26	Stock Market analysis	SOMVA026
27	Brand Value chain analysis	SOMVA027
28	Yoga for beginners	SOMVA028
29	Positioning in Marketing	SOMVA029
30	Meditation for well being	SOMVA030
31	Forecasting model using R	SOMVA031
32	Inventory Modelling	SOMVA032
33	Effective Preparation fo Business Plan	SOMVA033
34	Talent Management	SOMVA034
35	Art of Listening	SOMVA035
36	Tabelu for business	SOMVA036
37	Social Media Marketing	SOMVA037
38	Goal setting	SOMVA038
39	Financial statement Analysis	SOMVA039



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40	Negotiation skills	SOMVA040
41	The Significance of Financial Modelling in Strategic Planning	SOMVA041
42	Interview and presentation skills	SOMVA042
43	Financial Modelling in Strategic Planning	SOMVA043
44	Light Music for Managers	SOMVA044



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PRESIDENCY UNIVERSITY

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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Finance

Name of the Faculty Member: Dr.Krishna Kumar

Title of the Value Added Course: Introduction to Commodity Derivatives

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA001

Introduction to the Course: Currency Markets and Commodities Markets are strongly interrelated with each other. Understanding this interrelationship can help traders to trade effectively and increase their profitability. This course aims to provide the students thorough understanding as well as practical exposure on both the markets and the interrelationship between the two markets so that they can make better trading decisions.

Prerequisites of the course: Basic understanding of Trade Markets.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Overview of important fundamental and econometric attributes of the core markets.
2. Understanding of the quantitative methods used in commodity markets.
3. To analyze volatility and correlations in commodities
4. Explore the role of data in commodities modeling and review how to apply statistical tools.

Course Content:

Module 1: Introduction to Commodity Markets.

Module 2: Basic Commodity Structures and Instruments.

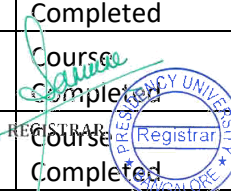
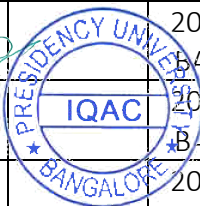
Module 3: Macroeconomic Data Analysis of Commodities.



Approval by the HO
REGISTRAR



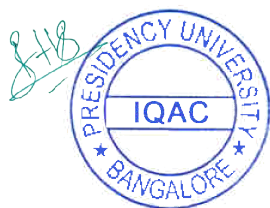
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA001						
Value Added Course Name :		Introduction to Commodity Derivatives			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr K Krishna Kumar	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182M BA0002	ABDUL MAJID C T	SO M	87 %	95	YE S	Course Completed
2		20182M BA0003	ABHIMANYU SHARMA	SO M	89 %	50	YE S	Course Completed
3		20182M BA0004	ADARSH V RANJITH	SO M	54 %	0	N O	Course Not Completed
4		20182M BA0005	ADITYA SONI	SO M	81 %	50	YE S	Course Completed
5		20182M BA0007	AKHYA KANCHAN	SO M	87 %	50	YE S	Course Completed
6		20182M BA0008	AKSHAY MOHAN	SO M	86 %	95	YE S	Course Completed
7		20182M BA0009	AMALENDU MONDAL	SO M	85 %	77	YE S	Course Completed
8		20182M BA0011	AMJAD K	SO M	82 %	84	YE S	Course Completed
9		20182M BA0012	ANA ROSA RODRIGUES DA COSTA HENRIQUES	SO M	93 %	95	YE S	Course Completed
10		20182M BA0013	ANAGHA BHARADVAJ G S	SO M	81 %	86	YE S	Course Completed
11		20182M BA0015	ANGITA	SO M	84 %	82	YE S	Course Completed
12		20182M BA0016	ANIRUDH S SUJITH	SO M	85 %	45	YE S	Course Completed
13		20182M BA0019	ANUBHAV K RAJ	SO M	93 %	44	YE S	Course Completed
14		20182M BA0020	ANUSREE REJEEVAN	SO M	83 %	44	YE S	Course Completed



15		20182M BA0025	ASHWANTRAM R G	SO M	87 %	43	YE S	Course Completed
16		20182M BA0026	ASWANATH	SO M	85 %	45	YE S	Course Completed
17		20182M BA0027	ASWATHY A	SO M	30 %	0	N o	Course NotCompleted
18		20182M BA0030	B GAUTAM	SO M	93 %	44	YE S	Course Completed
19		20182M BA0031	BAIG SHOIB JAVED	SO M	81 %	86	YE S	Course Completed
20		20182M BA0033	BATHULA BAHARATH KUMAR	SO M	84 %	45	YE S	Course Completed
21		20182M BA0034	BENJAMIN SAM PAUL K	SO M	85 %	54	YE S	Course Completed
22		20182M BA0035	BHUKKACHARLA SREEKANTH	SO M	93 %	58	YE S	Course Completed
23		20182M BA0036	BINISH ABRAHAM VARKEY	SO M	83 %	43	YE S	Course Completed
24		20182M BA0037	BUGADE RAMAN VAIKUNTH	SO M	87 %	50	YE S	Course Completed
25		20182M BA0040	CETHAN A S	SO M	89 %	45	YE S	Course Completed
26		20182M BA0041	CHRISTEENA MARY MENDEZ	SO M	84 %	56	YE S	Course Completed
27		20182M BA0042	CLAUDIA WANGCHUK PAKHRIN	SO M	85 %	75	YE S	Course Completed
28		20182M BA0047	DEVIPRIYA P J	SO M	93 %	91	YE S	Course Completed



SoM-HOD





PRESIDENCY UNIVERSITY

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Name of the School: SOM

Name of the Department: MBA

Area of Specialization: Business Analytics

Name of the Faculty : Dr. Gajapathy

Title of the Value Added Course : Business Analytics using Python

Course Duration : [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA002

Introduction to the course: This course equips the students with basic understanding of programming in Python. The course provides strong foundation and helps students understand programming language. The course is a hands on experience in python. The course is conceptual and analytical in nature

Course Outcomes: On successful completion of the course the students shall be able to:

- 1 Recall basic concepts of programming language
- 2 Exhibit skills in creating codes
- 3 Analyze data using descriptive analytics

Course Content

Unit I: Introduction

Installation of Anaconda, Python basics- Python stack of data science, Jupyter Notebook. Numbers and Expressions, Variables, Statements Input from the user. **7 classes**

Unit II Lists and Tuples

Sequence overview- Indexing, slicing of data frame, Adding Sequences Multiplication, Length, Minimum and Maximum .Functions saving and Executing Programs, Dealing with Strings ,missing data and data cleaning. **8 Classes**

Unit III Descriptive Analytics

Exploration of data using Visualization

7 Classes

Text Books:

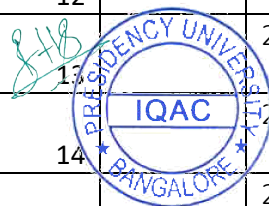
Beginning Python - Magnus Lie Hetland Third edition Apress



Approval by the HO



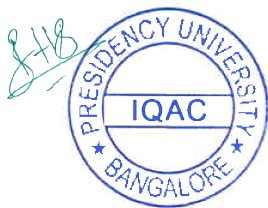
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA002						
Value Added Course Name :		Business Analytics using Python			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		DR V GAJAPATHY	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MBA0084	KUSHBU P	SO M	35 %	20	N o	Course not Completed
2		20182MBA0086	LUBNA	SO M	84 %	95	YE S	Course Completed
3		20182MBA0089	MADHURI M	SO M	82 %	75	YE S	Course Completed
4		20182MBA0090	MALAY KUMAR PARIDA	SO M	100 %	95	YE S	Course Completed
5		20182MBA0091	MALUGU MADHURI	SO M	87 %	50	YE S	Course Completed
6		20182MBA0093	MANASANI MOUNIKA	SO M	86 %	50	YE S	Course Completed
7		20182MBA0095	MARUTHI NIHARIKA	SO M	82 %	50	YE S	Course Completed
8		20182MBA0097	MOHAMMAD KAMRAN RIYAZ	SO M	83 %	50	YE S	Course Completed
9		20182MBA0098	MOHAMMED MUHSIN K	SO M	81 %	50	YE S	Course Completed
10		20182MBA0099	MOTAHAR HOSSAIN	SO M	87 %	50	YE S	Course Completed
11		20182MBA0100	MUHAMMED ANZIL A A	SO M	86 %	95	YE S	Course Completed
12		20182MBA0101	MUNSHIB C H	SO M	58 %	4	N o	Course not Completed
13		20182MBA0102	NAMAJI HARISH	SO M	82 %	84	YE S	Course Completed
14		20182MBA0103	NARAHARISSETTI SRILATHA	SO M	93 %	95	YE S	Course Completed
15		20182MBA0104	NAYEEMA TAJ	SO M	81 %	86	YE S	Course Completed



16	20182MBA 0105	NIHAL P	SO M	84 %	82	YE S	Course Completed
17	20182MBA 0106	NITISH KUMAR SAHOO	SO M	85 %	75	YE S	Course Completed
18	20182MBA 0109	PADAMATI MUNI BHASKAR	SO M	93 %	91	YE S	Course Completed
19	20182MBA 0111	POTHURI PAVANKUMAR	SO M	83 %	71	YE S	Course Completed
20	20182MBA 0113	PRASANNA S	SO M	87 %	95	YE S	Course Completed
21	20182MBA 0114	PRINCE VICTOR A	SO M	89 %	50	YE S	Course Completed
22	20182MBA 0115	PRIYA BHARTI	SO M	84 %	91	YE S	Course Completed
23	20182MBA 0116	PRIYAMVADA R	SO M	83 %	76	YE S	Course Completed
24	20182MBA 0117	RAHUL H S	SO M	82 %	95	YE S	Course Completed
25	20182MBA 0118	RAHUL S	SO M	87 %	95	YE S	Course Completed
26	20182MBA 0119	RAHUL SAHA	SO M	89 %	50	YE S	Course Completed
27	20182MBA 0123	RISHAB PATRA	SO M	84 %	91	YE S	Course Completed
28	20182MBA 0125	RITUPARNA DUTTA	SO M	83 %	76	YE S	Course Completed



SoM-HOD





PRESIDENCY UNIVERSITY

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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Bipasha

Title of the Value Added Course: Environment Management & Sustainable Development

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA003

Introduction to the Course: Environmental Management and Sustainability focuses on environmental policies, strategies and management systems, with an emphasis on the recognition and development of sustainable environmental management in both urban and non-urban environments. This Course aims to prepare students for such roles in sustainability and environmental management. It instils a deep understanding of interconnected elements associated with the challenge of environmental management while meeting human needs and green economic recovery.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

1. Evaluate and develop innovative responses to environmental issues and sustainable development challenges.
2. Understanding theories and practices used in the sustainable decision-making process.
3. Understands the framework and methodologies commonly used to assess and manage environmental aspects

Course Content:

Module1: Environmental management fundamentals and goals

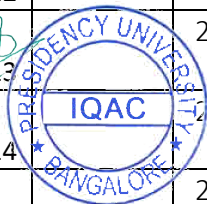
Module 2: Environmental Assessment and Management.

Module 3: Framework and methodologies to assess and manage environmental aspects



Approval by the HOD
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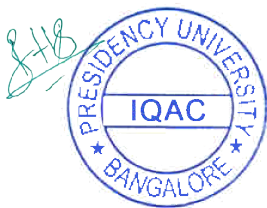
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA003						
Value Added Course Name :		Environment & Sustainable Development Goals			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. BIPASHA MAITY	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0052	GANDAVEETI DEVENDRA REDDY	SO M	90 %	46	Y ES	Course Completed
2		20182MB A0053	GATTU ANUSHA	SO M	90 %	46	Y ES	Course Completed
3		20182MB A0054	GAURAV KUMAR MANDAL	SO M	15 %	0	N O	Course not Completed
4		20182MB A0055	GAYATHRI P ANAND	SO M	82 %	42	Y ES	Course Completed
5		20182MB A0058	GUMPULA AKHIL KUMAR	SO M	77 %	41	Y ES	Course Completed
6		20182MB A0059	GURBINDER KAUR	SO M	71 %	40	Y ES	Course Completed
7		20182MB A0061	HARISH MOHAN DAS	SO M	74 %	45	Y ES	Course Completed
8		20182MB A0062	HASHIM M	SO M	76 %	44	Y ES	Course Completed
9		20182MB A0064	IRAM FEROZ	SO M	45 %	21	N O	Course not Completed
10		20182MB A0066	JALLEPALLI ANVITHA	SO M	75 %	43	Y ES	Course Completed
11		20182MB A0067	JAMES ABRAHAM S	SO M	77 %	45	Y ES	Course Completed
12		20182MB A0069	JENNIFER DIANA	SO M	78 %	45	Y ES	Course Completed
13		20182MB A0070	JISHNU MOHAN	SO M	80 %	44	Y ES	Course Completed
14		20182MB A0074	JUNIA MARY ALEX	SO M	78 %	43	Y ES	Course Completed
15		20182MB A0075	K SAI GOPAL PATRO	SO M	60 %	15	N O	Course not Completed



16	20182MB A0077	KEESARA SHALINI	SO M	77 %	43	Y ES	Course Completed
17	20182MB A0082	KRISHNA PRAMOD M	SO M	78 %	43	Y ES	Course Completed
18	20182MB A0083	KULKARNI GAURAV	SO M	75 %	44	Y ES	Course Completed



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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Finance

Name of the Faculty Member: Dr. Bipasha Maity

Title of the Value Added Course: Options trading strategies

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA004

Introduction to the Course: Options are financial derivatives security that allows investors to buy or sell an underlying instrument or interest. It is the best tool for hedgers working in the share market. They are complex financial products. Many traders and investors buy or sell options to hedge or reduce portfolio risk. This course is to ensure students qualify for minimum benchmark to attain employment in the securities market.

Prerequisites of the course: Nil

Course Outcomes: On successful completion of the course the students shall be able to:

1. Learn about the various option strategies.
2. Understand payoff concepts.
3. Understand the objectives and risks of each different strategies.

Course Content:

Module1: Introduction to options, options market, and strategies

Module 2: Types of options

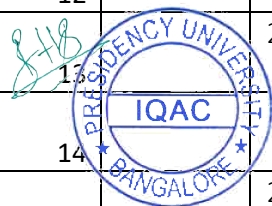
Module 3: Excel to SPSS: How to Import Data



Approval by the HOD.
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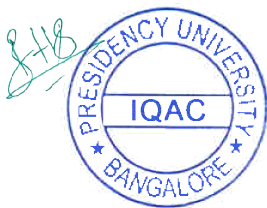
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA004						
Value Added Course Name :		Options trading strategies			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. BIPASHA MAITY	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MBA0084	KUSHBU P	SO M	90 %	46	YE S	Course Completed
2		20182MBA0126	ROBIN JUSTIN	SO M	90 %	46	YE S	Course Completed
3		20182MBA0127	ROHAN CHAKRABORTY	SO M	85 %	43	YE S	Course Completed
4		20182MBA0128	ROHAN KUMAR SATAPATHY	SO M	82 %	42	YE S	Course Completed
5		20182MBA0130	ROSHAN JOSEPH	SO M	77 %	41	YE S	Course Completed
6		20182MBA0131	RUDRARAJU KRISHNA MOUNIKA	SO M	71 %	40	YE S	Course Completed
7		20182MBA0132	S K SAMSH TABREZ	SO M	74 %	45	YE S	Course Completed
8		20182MBA0133	SAGAR S	SO M	76 %	44	YE S	Course Completed
9		20182MBA0134	SAHANA E	SO M	78 %	44	YE S	Course Completed
10		20182MBA0135	SANJEED PARY	SO M	75 %	43	YE S	Course Completed
11		20182MBA0136	SANTOSH KUMAR SAHOO	SO M	77 %	45	YE S	Course Completed
12		20182MBA0139	SHAIK KHADER BASHA	SO M	78 %	45	YE S	Course Completed
13		20182MBA0141	SHARATH N CHAKRAD	SO M	80 %	44	YE S	Course Completed
14		20182MBA0142	SHERIN JOSE	SO M	78 %	43	YE S	Course Completed
15		20182MBA0143	SHIVAM SINGH	SO M	76 %	42	YE S	Course Completed



16	20182MBA 0144	SHIVANGI BAJPAI	SO M	77 %	43	YE S	Course Completed
17	20182MBA 0152	SUMESH LAL	SO M	78 %	43	YE S	Course Completed
18	20182MBA 0153	SURYA B	SO M	75 %	44	YE S	Course Completed
19	20182MBA 0154	SWARAJ PATRA	SO M	78 %	45	YE S	Course Completed
20	20182MBA 0156	TRISHNA PARIAL	SO M	80 %	44	YE S	Course Completed
21	20182MBA 0157	V SIBIN	SO M	78 %	43	YE S	Course Completed
22	20182MBA 0160	VERMA SHIVAM RAJENDRA	SO M	76 %	42	YE S	Course Completed
23	20182MBA 0161	VINAY V	SO M	77 %	43	YE S	Course Completed
24	20182MBA 0162	VINAYAK M	SO M	78 %	43	YE S	Course Completed



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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Dr. Akhila Udupa

Title of the Value Added Course: Art of content writing

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA005

Introduction to the Course: Content writing involves the process of planning, writing, and thereafter editing web content, mostly for digital marketing. It is a vast field and can include writing blog posts or articles, scripting for videos and podcasts, as well as preparing the content for specific social media platforms. Content Writers are responsible for creating written materials for websites and other types of media. Good quality content helps in conveying messages to the targeted audience and educating readers. It helps the audience to decide to choose products and services over the competition.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

1. Learn to generate traffic and sales by writing effective content
2. Learn to write blog posts that would rank better in search engines.
3. Develop the qualities that will make you a successful writer.
4. Learn how to apply marketing & writing principles for better results.

Course Content:

Module 1: Introduction: Content Writing.

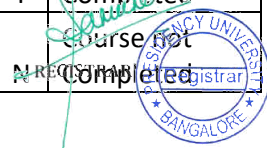
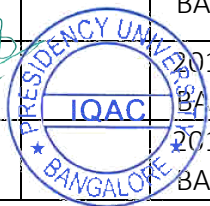
Module 2: Blog Writing.

Module 3: SEO Content Writing.

Approval by the HOD.

	Presidency University, Bengaluru	
	School of Management	
Value Added Course Code :	SOMVA005	

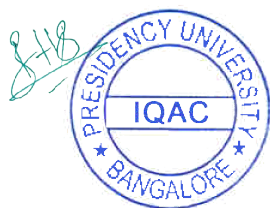
Value Added Course Name :		Art of content writing			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Akhila R Udupa	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Eligibility for Certificate
S. No	UID No	Roll No	Name		#VA LUE!		Y/N	Remarks
1		20182M BA0164	VISHNU P V	SO M	96.5	50	Y	Course Completed
2		20182M BA0165	VYSHAK M	SO M	75%	95	Y	Course Completed
3		20182M BA0166	VYSHNAV P C	SO M	0%	0	N	Course not Completed
4		20182M BA0171	BOMMANA VINOD KUMAR	SO M	80%	84	Y	Course Completed
5		20182M BA0172	CHAMANCHIPULA SANDEEP KUMAR	SO M	80%	95	Y	Course Completed
6		20182M BA0173	DANDIBOYINA VEERA VENKATA SAI KRISHNA	SO M	90%	86	Y	Course Completed
7		20182M BA0174	DIVYA KUMARI SHAW	SO M	75%	82	Y	Course Completed
8		20182M BA0175	GOND SHIVAMALA	SO M	97%	45	Y	Course Completed
9		20182M BA0178	KOLLA VAMSI KRISHNA	SO M	80%	44	Y	Course Completed
10		20182M BA0179	KOYYALAMUDI MANOJ KUMAR	SO M	94%	44	Y	Course Completed
11		20182M BA0180	MALEPATI RAVITEJA	SO M	75%	43	Y	Course Completed
12		20182M BA0185	REPALA GOWTHAM	SO M	75%	45	Y	Course Completed
13		20182M BA0188	THOTA BALASUBRAMANYAM	SO M	77%	45	Y	Course Completed
14		20182M BA0189	THOTA VAMSI SAI KRISHNA PRASAD	SO M	86%	44	Y	Course Completed
15		20182M BA0190	USHA C	SO M	77%	86	Y	Course Completed
16		20182M BA0191	VUNGARALA SAI PREETHI	SO M	30%	12	N	Course not Completed



17		20182M BA0192	GAZAL SOOD	SO M	80%	54	Y	Course Completed
18		20182M BA0193	JOYEAL JOSE	SO M	90%	58	Y	Course Completed
19		20182M BA0196	NOUSHEEN FAROOQ	SO M	75%	43	Y	Course Completed
20		20182M BA0198	MANOJ KUMAR ACHARYA	SO M	97%	50	Y	Course Completed
21		20182M BA0199	MANOJ SHIVA M	SO M	80%	45	Y	Course Completed
22		20182M BA0200	POKURU BHARGAVI	SO M	94%	56	Y	Course Completed



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Operations Management

Name of the Faculty Member: R. Anil Gowda

Title of the Value Added Course: Logistics and supply chain challenges

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA006

Introduction to the Course: Have you ever wondered how goods get delivered to us so quickly as soon as we order them? One word: Logistics! This Supply Chain Logistics course covers the three major building blocks of logistics networks: transportation, warehousing, and inventory. After completing this course, students will be able to differentiate the advantages and disadvantages of different modes of transportation. Enable students to develop logistics networks that minimize costs and deliver top customer service.

Prerequisites of the course: Nil

Course Outcomes: On successful completion of the course the students shall be able to:

1. Recognizing supply chain integration to support products in various product life cycle.
2. Balancing logistics, manufacturing and inventory policies with demand and customer satisfaction.
3. Leveraging organizational capabilities and resources across supply chain business processes.

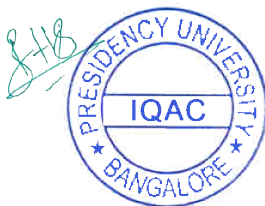
Course Content:

Module1: Supply chain management practices and strategies.

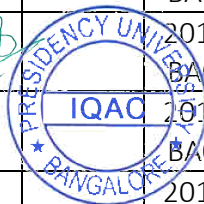
Module 2: Demand forecasting, aggregate planning, managing demand and supply.

Module 3: Logistics strategy and systems, supply chain co-ordination and collaboration

Approval by the HOD.



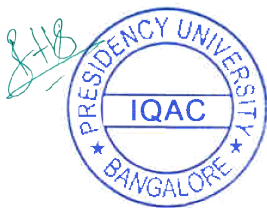
Presidency University, Bengaluru							
School of Management							
Value Added Course Code :	SOMVA006						
Value Added Course Name :	Logistics and supply chain challenges			Academic Year :	2019-20		
				Semester :	EVEN		
				Instructor-in-Charge :	Dr Anil B Gowda		
				School	Attendance %	Marks MAX.100	Eligibility for Certificate
S. No	UID No	Roll No	Name			Y/N	Remarks
1		20182M BA0202	KOMERLA AISWARYA	SO M	89. 29	69	Y COURSE COMPLETED
2		20182M BA0203	MADDIRALAPULLAREDDIGARI SEETHAMBARAM REDDY	SO M	83. 33	74	Y COURSE COMPLETED
3		20182M BA0204	DEEPAK N	SO M	93. 33	68	Y COURSE COMPLETED
4		20182M BA0205	SHARATH KUMAR S	SO M	86. 67	65	Y COURSE COMPLETED
5		20182M BA0164	VISHNU P V	SO M	86. 67	81	Y COURSE COMPLETED
6		20182M BA0165	VYSHAK M	SO M	75. 00	50	Y COURSE COMPLETED
7		20182M BA0166	VYSHNAV P C	SO M	96. 67	52	Y COURSE COMPLETED
8		20182M BA0207	SHUBHAM SINGH	SO M	86. 67	51	Y COURSE COMPLETED
9		20182M BA0209	BHAVYA SHREE K	SO M	77. 78	66	Y COURSE COMPLETED
10		20182M BA0210	N SHIVA SHANKAR	SO M	86. 67	52	Y COURSE COMPLETED
11		20182M BA0213	ANNAPURNA L	SO M	80. 00	55	Y COURSE COMPLETED
12		20182M BA0214	BANDARU GANGADHAR	SO M	100. 00	69	Y COURSE COMPLETED
13		20182M BA0216	MD IRFAN K S	SO M	100. 00	74	Y COURSE COMPLETED
14		20182M BA0217	PAVAN KUMAR V	SO M	90. 00	68	Y COURSE COMPLETED
15		20182M BA0219	DIVIJA G CHAKRASALI	SO M	100. 00	65	Y COURSE COMPLETED



16		20182M BA0220	KRUPA M	SO M	83. 33	81	Y	COURSE COMPLETED
17		20182M BA0223	KUMARI N	SO M	86. 67	50	Y	COURSE COMPLETED
18		20182M BA0226	HARISH J S	SO M	96. 67	52	Y	COURSE COMPLETED
19		20182M BA0228	NAVEENKUMAR C	SO M	80. 00	51	Y	COURSE COMPLETED
20		20182M BA0229	DHRUTHI	SO M	83. 33	66	Y	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Kunal Saxena

Title of the Value Added Course: Econometrics for Managers

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA007

Introduction to the Course: Econometric applications have become an integral part of training in modern economics and business management. Modern managers in a number of sectors are increasingly incorporating econometric applications into their businesses to establish sound economic strategies, to develop insight, create value, and outperform competition. Econometric applications provide organizations with a potent set of tools to unlock the power of information and in effective decision making. Therefore, it is imperative that management students have basic grounding on Econometric analysis before handling real life problems.

Prerequisites of the course: Inferential statistics

Course Outcomes: On successful completion of the course the students shall be able to:

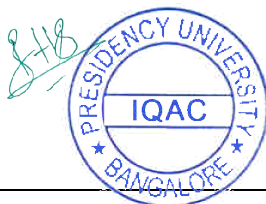
1. Formulate an econometric model to analyze data.
2. Design and produce all facets of an original business research study
3. Collect and format various types of quantitative and qualitative data
4. Perform different models of multivariate econometric analyses with applications in Excel

Course Content:

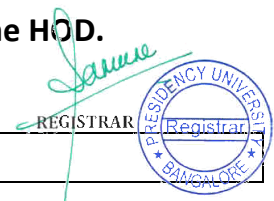
Module 1: Introduction to Econometrics and Econometric Analysis.

Module 2: Introduction to Classical Linear Regression Model- Two variable classical linear regression model, Assumptions of Classical Linear Regression Model.

Module 3: Multiple regression analysis and diagnostic tests

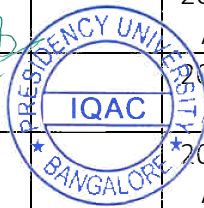


Approval by the HOD.

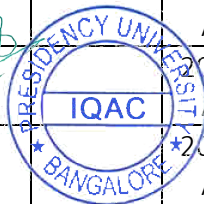


Presidency University, Bengaluru

School of Management								
Value Added Course Code :		SOMVA007						
Value Added Course Name :		Econometrics for Managers			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr.Kunal Saxena	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name		24	100	Y/N	Remarks
1		20182MB A0231	KATI SRAVANI	SOM	90%	65	Y	COURSE COMPLETED
2		20182MB A0233	MITHUN K	SOM	90%	60	Y	COURSE COMPLETED
3		20182MB A0234	NAVYA M	SOM	85%	68	Y	COURSE COMPLETED
4		20182MB A0235	PRASHANTH SHANBHOG S	SOM	60%	0	N	COURSE NOT COMPLETED
5		20182MB A0237	SHASHIKUMAR S R	SOM	77%	79	Y	COURSE COMPLETED
6		20182MB A0238	SINDHU Y R	SOM	71%	75	Y	COURSE COMPLETED
7		20182MB A0239	SHIVARAJ V	SOM	74%	72	Y	COURSE COMPLETED
8		20182MB A0241	M MEGHANA	SOM	76%	78	Y	COURSE COMPLETED
9		20182MB A0242	ANUSHA R	SOM	78%	78	Y	COURSE COMPLETED
10		20182MB A0243	BHAVYA Y D	SOM	75%	65	Y	COURSE COMPLETED
11		20182MB A0244	KIRAN M	SOM	77%	62	Y	COURSE COMPLETED
12		20182MB A0245	KONAMGARI PAVAN KUMAR REDDY	SOM	78%	69	Y	COURSE COMPLETED
13		20182MB A0246	GAGAN L	SOM	80%	64	Y	COURSE COMPLETED
14		20182MB A0248	ABISHEK R KULAL	SOM	78%	62	Y	COURSE COMPLETED



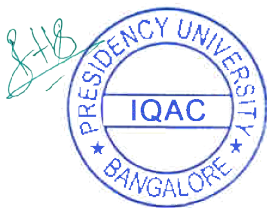
15		20182MB A0249	NITHIN J N	SO M	76 %	78	Y	COURSE COMPLETED
16		20182MB A0250	RABIYA AMREEN	SO M	77 %	71	Y	COURSE COMPLETED
17		20182MB A0251	RAVI KUMAR SHARMA	SO M	78 %	70	Y	COURSE COMPLETED
18		20182MB A0253	SADDAM SHARIFF	SO M	75 %	78	Y	COURSE COMPLETED
19		20182MB A0254	SHUBHA J	SO M	78 %	61	Y	COURSE COMPLETED
20		20182MB A0255	SRINIVASA J M	SO M	80 %	68	Y	COURSE COMPLETED
21		20192MB A0329	K M NOOR FATHIMA	SO M	78 %	50	Y	COURSE COMPLETED
22		20192MB A0330	KOUTILYA G V	SO M	76 %	95	Y	COURSE COMPLETED
23		20192MB A0331	LIKITHA J	SO M	77 %	77	Y	COURSE COMPLETED
24		20192MB A0332	MADHUSUDHAN K R	SO M	78 %	84	Y	COURSE COMPLETED
25		20192MB A0333	MINDALA MURALI KRISHNA	SO M	75 %	95	Y	COURSE COMPLETED
26		20192MB A0334	NAGAKIRAN S	SO M	90 %	86	Y	COURSE COMPLETED
27		20192MB A0335	PAVAN B R	SO M	90 %	82	Y	COURSE COMPLETED
28		20192MB A0336	SANTHOSH T R	SO M	85 %	45	Y	COURSE COMPLETED
29		20192MB A0337	SWATI G N	SO M	82 %	44	Y	COURSE COMPLETED
30		20192MB A0338	TAMKIN	SO M	77 %	44	Y	COURSE COMPLETED
31		20192MB A0339	YASHAS B T	SO M	71 %	43	Y	COURSE COMPLETED
32		20192MB A0340	AKSHATA M G	SO M	74 %	45	Y	COURSE COMPLETED
33		20192MB A0341	ANILKUMAR J	SO M	76 %	45	Y	COURSE COMPLETED
34		20192MB A0342	ASHITHA S SHETTY	SO M	78 %	44	Y	COURSE COMPLETED
35		20192MB A0343	DARSHAN K D	SO M	75 %	86	Y	COURSE COMPLETED
36		20192MB A0345	GOKUL J PRAKASH	SO M	77 %	45	Y	COURSE COMPLETED



37		20192MB A0346	HARSHITH B N	SO M	78 %	54	Y	COURSE COMPLETED
38		20192MB A0347	HEMANTH V	SO M	80 %	58	Y	COURSE COMPLETED
39		20192MB A0348	JAI KISHAN S PAWAR	SO M	78 %	43	Y	COURSE COMPLETED
40		20192MB A0349	JHANA VI ANAND	SO M	76 %	50	Y	COURSE COMPLETED
41		20192MB A0351	KAVYA N	SO M	77 %	50	Y	COURSE COMPLETED
42		20192MB A0352	LAVANYA C	SO M	78 %	50	Y	COURSE COMPLETED
43		20192MB A0353	NAGENDRA M	SO M	75 %	65	Y	COURSE COMPLETED
44		20192MB A0354	NAVANEETH KUMAR A	SO M	77 %	77	Y	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Business Statistics

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: SPSS for Beginners

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA008

Introduction to the Course: SPSS (Statistical Package for the Social Sciences) is a versatile and responsive program designed to undertake a range of statistical procedures. This tutorial covers the various screens of SPSS, and discusses the ways of interacting with SPSS: through the drop-down menus, or through syntax. The aim of this course is to introduce students to the SPSS software, including navigating the program interface and using syntax to manage and analyse data. The module will also cover how to access and undertake commonly used descriptive data analysis procedures in SPSS.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

1. Introduce to the uses and functions of the statistical software SPSS
2. To learn basic data analysis with SPSS.
3. Understand how to enter data, define variables, and perform variable manipulation and transformation

Course Content:

Module1: How to Enter Data into SPSS and Define Variables

Module 2: Descriptive Statistics SPSS

Module 3: Excel to SPSS: How to Import Data

Approval by the HOD.



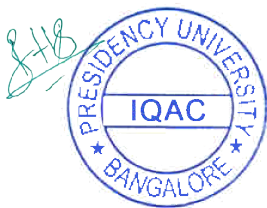
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA008						
Value Added Course Name :		SPSS for Beginner			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	2019203004 15	20192MBA 0382	ANUSHRUTHA M	SO M	100 %	70	Y	COURSE COMPLETED
2	2019203003 82	20192MBA 0385	ASHA	SO M	100 %	44	Y	COURSE COMPLETED
3	2019203004 17	20192MBA 0386	ASHRITHA G S	SO M	96.5	44	Y	COURSE COMPLETED
4	2019203004 34	20192MBA 0387	BALAJI B C	SO M	75%	73	Y	COURSE COMPLETED
5	2019203003 94	20192MBA 0388	BASANAGOUD A	SO M	77%	45	Y	COURSE COMPLETED
6	2019203003 68	20192MBA 0390	BINDHU V	SO M	80%	45	Y	COURSE COMPLETED
7	2019203003 72	20192MBA 0391	CHARITHA S R	SO M	80%	70	Y	COURSE COMPLETED
8	2019203004 42	20192MBA 0392	DEEPIKA RADHESAN	SO M	90%	86	Y	COURSE COMPLETED
9	2019203004 39	20192MBA 0393	DHANUSH B L	SO M	50%	5	N	COURSE NOT COMPLETED
10	2019203003 75	20192MBA 0394	DILIP KUMAR M	SO M	97%	54	Y	COURSE COMPLETED
11	2019203004 23	20192MBA 0396	GAGAN R	SO M	80%	58	Y	COURSE COMPLETED
12	2019203004 33	20192MBA 0397	GOWTHAM PATEL I S	SO M	94%	43	Y	COURSE COMPLETED
13	2019203003 89	20192MBA 0425	NISHMITHA C P	SO M	75%	50	Y	COURSE COMPLETED
14	2019203004 75	20192MBA 0426	NOOR FATHIMA	SO M	75%	45	Y	COURSE COMPLETED



15	2019203003 78	20192MBA 0427	PAWAN S	SO M	77%	56	Y	COURSE COMPLETED
16	2019203006 51	20192MBA 0428	POOJITHA V	SO M	86%	60	Y	COURSE COMPLETED
17	2019203003 80	20192MBA 0429	PRADEEPPREDD Y	SO M	77%	65	Y	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Dr. Chithambar Gupta

Title of the Value Added Course: Online Marketing Strategies

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA009

Introduction to the Course: The Internet has emerged as a platform to facilitate global commerce and communication. Its exponential growth has transformed the value chain of virtually every industry, and millions of commercial businesses are now doing business online. This course will introduce students to the range of marketing uses of the Internet. The digital landscape is fast-paced and continually changing, yet is an equally challenging and exciting environment in which to work.

Prerequisites of the course: No prior knowledge of Excel.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Basic e-marketing tools relevant to the internet marketing context;
2. Analyze the online consumer exchange process and its outcomes;
3. Evaluate product, pricing, distribution and communication marketing functions in a firm's internet marketing strategy;
4. Evaluate the role of social media in the marketing context

Course Content:


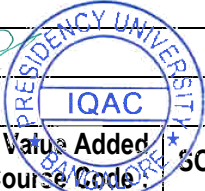
Module 1: Introduction to digital marketing/global issues/digital marketing plan.

Module 2: Strategic digital marketing and performance metrics.

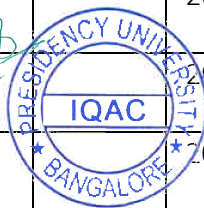
Module 3: Segmentation, targeting, differentiation and positioning strategies

Approval by the HOD.

Presidency University, Bengaluru	
School of Management	
Value Added Course Code	SOMVA009
	REGISTRAR



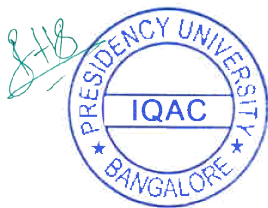
Value Added Course Name :		Online Marketing strategies			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Chithambar Gupta	
				School	Attendance (%)	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0256	VASUNDHARA VISHWAKARMA S N	SO M	65	69	Y	COURSE COMPLETED
2		20182MB A0257	VISHAL R	SO M	65	74	Y	COURSE COMPLETED
3		20182MB A0258	POORNASHREE K M	SO M	64	68	Y	COURSE COMPLETED
4		20182MB A0259	MOHAMMED MUKARRAM	SO M	61	65	Y	COURSE COMPLETED
5		20182MB A0260	MOHAMMED SAQIB KHAN	SO M	75	81	Y	COURSE COMPLETED
6		20182MB A0261	PARTHASARATHY G	SO M	50	50	Y	COURSE COMPLETED
7		20182MB A0262	DINESH KUMAR	SO M	51	52	Y	COURSE COMPLETED
8		20182MB A0263	KIRAN M	SO M	53	12	N	COURSE NOT COMPLETED
9		20182MB A0265	BHUVANESHWARI J	SO M	67	66	Y	COURSE COMPLETED
10		20182MB A0267	GOUDE PREETHI DEVI	SO M	52	52	Y	COURSE COMPLETED
11		20182MB A0271	SANDHYA A	SO M	51	55	Y	COURSE COMPLETED
12		20182MB A0272	SUMUKHA S	SO M	68	74	Y	COURSE COMPLETED
13		20182MB A0273	SYED AIMAN AHMED	SO M	19	60	Y	COURSE COMPLETED
14		20182MB A0274	VIJAYNANDINI	SO M	20	68	Y	COURSE COMPLETED
15		20182MB A0275	VISHWAS V	SO M	21	75	Y	COURSE COMPLETED
16		20182MB A0276	MITHUN S	SO M	24	79	Y	COURSE COMPLETED



17		20182MB A0278	ABHISHEK DESHPANDE	SO M	23	75	Y	COURSE COMPLETED
18		20182MB A0280	DAYANAND H M	SO M	23	72	Y	COURSE COMPLETED
19		20182MB A0281	GOPAL G GUNDA	SO M	21	78	Y	COURSE COMPLETED
20		20182MB A0282	KIRTHANA U S	SO M	24	78	Y	COURSE COMPLETED
21		20182MB A0283	HARSHINI R	SO M	19	65	Y	COURSE COMPLETED
22		20182MB A0284	JAYANTH GOWDA J A	SO M	20	62	Y	COURSE COMPLETED
23		20182MB A0285	KRUPA R K	SO M	20	69	Y	COURSE COMPLETED
24		20182MB A0286	MANOJKUMAR B R	SO M	19	64	Y	COURSE COMPLETED
25		20182MB A0287	RAKSHITHA P	SO M	20	62	Y	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: MBA

Area of Specialization: Research Methods, Business Analytics, GM, HR/OB & Marketing

Name of the Faculty Member/Members: Prof. Bharath S

Title of the Value-Added Course: Yoga for Physical, Mental and Spiritual Discipline

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA010

Introduction to the Course:

The word 'Yoga' is derived from the Sanskrit root 'Yuj', meaning 'to join' or 'to yoke' or 'to unite'. As per Yogic scriptures the practice of Yoga leads to the union of individual consciousness with that of the Universal Consciousness, indicating a perfect harmony between the mind and body, Man & Nature.

Yoga is an old discipline from [India](#). It is both [spiritual](#) and [physical](#). Yoga uses [breathing](#) techniques, [exercise](#) and [meditation](#). It helps to improve health and happiness. Yoga is the [Sanskrit](#) word for union. [Patanjali](#) was a pioneer of classical yoga. He defined yoga as "the cessation of the modification of the mind" (stopping changing the mind).

A person doing yoga will move from one posture (called [asana](#)) to another. For example, the "[sun-salutation](#)" contains 12 [poses](#) of asanas, one after the other, and is said to help balance body and [soul](#). There is a specific mantra for each asana. The "sun-salutation" is popularly known as "Suryanamaskar".

Course Outcomes: On successful completion of the course the students shall be able to :

- Understand the knowledge about the theory and practice of Yoga
- Understand the knowledge of Kriyas, Asanas, Mudras, Bandas, Pranayama and meditative postures
- Learn the various postures of suryanamaskara for physical, mental and Spiritual discipline

Course Content



Unit-I: Introduction: Yoga its Meaning and Definition.-Aim and Objectives of Yoga-Origin, history and development of yoga.-Relevance and scope of Yoga in modern age - Misconceptions about yoga and their solutions- Difference between yogic and non-yogic system of exercises.

Unit-II: Essentials of Yoga Practices-Disciplines and failures in Yogic Practices-Place & Timing of Yogic practices-Diet for Yoga Practitioner: pathya&apathy- Obstacles in the Path of Yoga Practice-Sequence for yogic practices

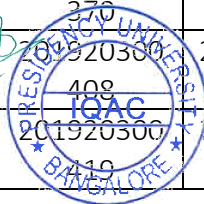
Unit-III: Karma Yoga, Bhakti Yoga, Jnana Yoga, Hatha yoga, Raja yoga and Mantra Yoga.
Pranayama: Nadisuddhi – Suryabhedan - Seetali - .Sitkari - Asanas:Meditative Postures:. Sukhasana - Swastikasana - Ardhapadmasana - Padmasana - Siddhasana - Vajrasana
Relaxation postures: Shavasana - Makharasana -Matsya kridasana

Unit-IV: Suryanamaskara:. Pranamasana - Hasta uttanasana - Padahastasana - Aswasanchalanasana - Dandasana - Ashtangasana - Bhujangasana - Parvatasana



Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA010						
Value Added Course Name :		Yoga for Physical and Mental discipline			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Remarks
1	201920300	20192MBA 0431	PRAKHYATHA KHARVI	SO M	100 %	44	YE S	COURSE COMPLETED
2	201920300	20192MBA 0432	PRAMODA G V	SO M	100 %	43	YE S	COURSE COMPLETED
3	201920300	20192MBA 0433	PRANAVI S S	SO M	96.5	45	YE S	COURSE COMPLETED



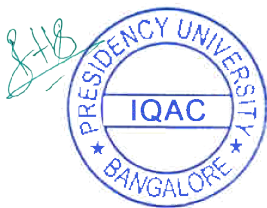
4	201920300 420	20192MBA 0434	PREETHI M	SO M	75%	45	YE S	COURSE COMPLETED
5	201920300 471	20192MBA 0435	PUSHPA M	SO M	77%	0	NO	COURSE NOT COMPLETED
6	201920300 459	20192MBA 0436	R VINAYAKUMAR	SO M	80%	43	YE S	COURSE COMPLETED
7	201920300 463	20192MBA 0437	RABIN SINGH KARRAHE	SO M	80%	42	YE S	COURSE COMPLETED
8	201920300 426	20192MBA 0438	RAGHAVENDRA K	SO M	90%	43	YE S	COURSE COMPLETED
9	201920300 416	20192MBA 0440	RAHUL CHAND	SO M	75%	43	YE S	COURSE COMPLETED
10	201920300 403	20192MBA 0441	RAHUL RANJITH P	SO M	97%	44	YE S	COURSE COMPLETED
11	201920300 448	20192MBA 0442	RAKESH D L	SO M	80%	45	YE S	COURSE COMPLETED
12	201920300 431	20192MBA 0444	S DEEPTI	SO E	94%	44	YE S	COURSE COMPLETED
13	201920300 391	20192MBA 0445	SAHANA A V	SO M	75%	58	YE S	COURSE COMPLETED
14	201920300 395	20192MBA 0447	SATHISH KUMAR D	SO C	75%	44	YE S	COURSE COMPLETED
15	201920300 396	20192MBA 0449	SHASHWATHI N S	SO M	77%	43	YE S	COURSE COMPLETED
16	201920300 379	20192MBA 0451	SHREENIDHI RAVI KOTI	SO M	86%	42	YE S	COURSE COMPLETED
17	201920300 474	20192MBA 0453	SUBRAMANYA G N	SO M	77%	43	YE S	COURSE COMPLETED
18	201920300 432	20192MBA 0454	SUHAIL H F	SO M	80%	43	YE S	COURSE COMPLETED
19	201920300 476	20192MBA 0455	SUJATHA D JADHAV	SO M	80%	44	YE S	COURSE COMPLETED
20	201920300 365	20192MBA 0456	SUMA S	SO M	90%	45	YE S	COURSE COMPLETED
21	201920300 451	20192MBA 0458	SURYASHREE N	SO M	75%	44	YE S	COURSE COMPLETED
22	201920300 427	20192MBA 0460	UDHAY KUMAR DM	SO M	97%	43	YE S	COURSE COMPLETED
23	201920300 436	20192MBA 0461	UJWAL H M	SO M	80%	42	YE S	COURSE COMPLETED
24	201920300 464	20192MBA 0462	VAISHALI NINGAPPA HATTI	SO E	94%	57	YE S	COURSE COMPLETED
25	201920300 456	20192MBA 0463	VARSHA K P	SO M	80%	43	YE S	COURSE COMPLETED



26	201920300 401	20192MBA 0464	VARSHINI S	SO M	90%	40	YE S	COURSE COMPLETED
27	201920300 460	20192MBA 0465	VIJAYAKUMAR	SO M	75%	56	YE S	COURSE COMPLETED
28	201920300 418	20192MBA 0467	VISHMITHA S	SO M	97%	70	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Statistics

Name of the Faculty Member: Dr. Jayakrishna Udupa

Title of the Value Added Course: Statistics and decision making for Managers

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA011

Introduction to the Course: Operating a business of any size is a complex undertaking. In addition to day-to-day responsibilities, Company must engage in long-term planning, develop new products or services, streamline production or delivery and locate new customers while serving existing clients. Statistics provide managers with more confidence in dealing with uncertainty in spite of the flood of available data, enabling managers to more quickly make smarter decisions and provide more stable leadership to staff relying on them. Statistics deal with available data and come up with conclusion based on those real data. Statistical techniques provide more reliable solution than the other techniques and the gut feeling. It helps managers to deal with uncertainties with more confidence.

Prerequisites of the course: Basic Statistics

Course Outcomes: On successful completion of the course the students shall be able to:

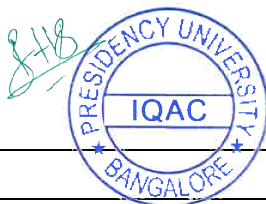
1. Summarize large data sets in graphical, tabular and numerical forms.
2. Understand the significance of proper sampling and why you could rely on sample information.
3. Understand why normal distribution can be used in so many settings.
4. Use sample information to infer about the population with a certain level of confidence about the accuracy of the estimations.

Course Content:

Module1: Introduction to statistics.

Module 2: Descriptive Statistics and Probability Distributions

Module 3: Application of Inferential and Descriptive Statistics



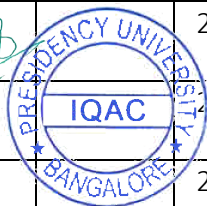
Approval by the HOD.

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Presidency University, Bengaluru
School of Management

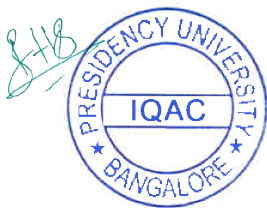
Value Added Course Code :		SOMVA011						
Value Added Course Name :		Statistics and decision Making for Managers			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Jayakrishna Udupa H	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0288	RAGINI B	SO M	80	70	YES	COURSE COMPLETED
2		20182MB A0289	SHAIK KARISHMA TARANUM	SO M	90.00	85	YES	COURSE COMPLETED
3		20182MB A0290	TEJA J	SO M	50.00	70	YES	COURSE COMPLETED
4		20182MB A0292	ANISH M G	EN G	80.00	80	YES	COURSE COMPLETED
5		20182MB A0293	CHANDRAKANTH M	SO M	83.33	80	YES	COURSE COMPLETED
6		20182MB A0295	HAFSA ATEEF	SO M	50.00	50	YES	COURSE COMPLETED
7		20182MB A0296	HARSHITHA D U	SO M	63.33	65	YES	COURSE COMPLETED
8		20182MB A0298	MEGHANA S M	SO C	90.00	75	YES	COURSE COMPLETED
9		20182MB A0299	MOHAMMED AAQUIB ATEEF	SO M	93.33	85	YES	COURSE COMPLETED
10		20182MB A0300	MONICA M	EN G	53.33	40	YES	COURSE COMPLETED
11		20182MB A0301	NAMITHA R	EN G	56.67	80	YES	COURSE COMPLETED
12		20182MB A0302	NIKITHA R	EN G	66.67	45	YES	COURSE COMPLETED
13		20182MB A0303	NOOR FATHIMA K	EN G	63.33	80	YES	COURSE COMPLETED
14		20182MB A0305	REVANTH R	SO C	76.67	7	NO	COURSE NOT COMPLETED
15		20182MB A0306	SALMA BANU	SO C	56.67	70	YES	COURSE COMPLETED
16		20182MB A0308	SIDDIMATAM JUNAID KHAN	EN G	56.67	60	YES	COURSE COMPLETED



17		20182MB A0310	SUNILKUMAR RATHOD B	SO M	93.3 3	75	YE S	COURSE COMPLETED
18		20182MB A0311	SHWETHA S MOTAGI	SO C	70.0 0	60	YE S	COURSE COMPLETED
19		20182MB A0312	TEJASWINI B C	SO M	86.6 7	70	YE S	COURSE COMPLETED
20		20182MB A0313	VARSHINI N	EN G	53.3 3	40	YE S	COURSE COMPLETED
21		20182MB A0314	VANDANA T	EN G	56.6 7	80	YE S	COURSE COMPLETED
22		20182MB A0315	VIVEKANANDA B	EN G	66.6 7	45	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Organizational Behaviour

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Effective Interpersonal Skills

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMVA012

Introduction to the Course: The course would increase the skill sets of an individual to influence others with effectiveness. Using good interpersonal skills is often the difference between effectively communicating, and building barriers to the communication process. Understanding the individual and creating an environment conducive to effective communication is an efficient means to developing valuable relationships.

Good interpersonal skills create significant advantages when communicating to build successful relationships. Consciously gathering information as you enter the process will make you more effective. Think of it as gathering intelligence to become more efficient.

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Basic understanding of Management Concepts and willingness to enhance interpersonal skills.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Be able to influence people in the modern workplace.
2. Understand the links between an individual's natural emotions and influence.
3. Create a situation-specific influence strategy.
4. Effective in communication techniques to influence others.

Course Content:

Module 1: What are Communication Skills?

Module 2: Getting Better with Communication

Module 3: Probing Techniques



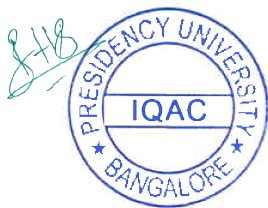
Approval by the HO
REGISTRAR

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA012						
Value Added Course Name :		Effective Interpersonal Skills			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300 484	20192MBA 0468	CHEZHAN J	SO M	100 %	10 0	YE S	COURSE COMPLETED
2	201920300 485	20192MBA 0469	HARISH GOWDA PATIL	SO M	100 %	10 0	YE S	COURSE COMPLETED
3	201920300 488	20192MBA 0470	HARISHA H P	SO M	89.2 9	84	YE S	COURSE COMPLETED
4	201920300 304	20192MBA 0471	JUJARAPU LAKSHMI PRIYANKA	SO M	83.3 3	68	YE S	COURSE COMPLETED
5	201920300 482	20192MBA 0473	NATESHA D S	SO M	93.3 3	84	YE S	COURSE COMPLETED
6	201920300 491	20192MBA 0474	RANJITHA N V	SO M	86.6 7	80	YE S	COURSE COMPLETED
7	201920300 486	20192MBA 0475	RENIS DSOUZA	SO M	86.6 7	84	YE S	COURSE COMPLETED
8	201920300 490	20192MBA 0476	SANDESH S	SO M	75.0 0	72	YE S	COURSE COMPLETED
9	201920300 492	20192MBA 0477	SANTANU DHON	SO M	96.6 7	84	YE S	COURSE COMPLETED
10	201920300 483	20192MBA 0478	SHRUTHI N	SO M	86.6 7	84	YE S	COURSE COMPLETED
11	201920300 489	20192MBA 0479	VISHWAS J M	SO M	77.7 8	72	YE S	COURSE COMPLETED
12	201920300 498	20192MBA 0480	AJAY RATHEENDRAN	SO M	86.6 7	72	YE S	COURSE COMPLETED
13	201920300 495	20192MBA 0481	AMAL ALEX KURUVILLA	SO M	80.0 0	84	YE S	COURSE COMPLETED
14	201920300 509	20192MBA 0483	DRUVA R	SO M	100. 00	84	YE S	COURSE COMPLETED
15	201920300 503	20192MBA 0484	KOLATI LOKESH	SO M	100. 00	68	YE S	COURSE COMPLETED

16	201920300 496	20192MBA 0485	NAYANA A	SO M	90.0 0	84	YE S	COURSE COMPLETED
17	201920300 499	20192MBA 0486	PRAVEESH KUMAR P	SO M	100. 00	80	YE S	COURSE COMPLETED
18	201920300 493	20192MBA 0489	VENKATESHA R	SO M	83.3 3	84	YE S	COURSE COMPLETED
19	201920300 502	20192MBA 0490	VINOD RAJASHEKHAR METRI	SO M	86.6 7	72	YE S	COURSE COMPLETED
20	201920300 507	20192MBA 0491	ABDUL BAKSHI	SO M	96.6 7	84	YE S	COURSE COMPLETED
21	201920300 228	20192MBA 0492	CHANDAN G	SO M	80.0 0	84	YE S	COURSE COMPLETED
22	201920300 504	20192MBA 0493	DARSHAN S	SO M	83.3 3	72	YE S	COURSE COMPLETED
23	201920300 553	20192MBA 0494	JAI NARAYAN VARLYANI	SO M	86.6 7	72	YE S	COURSE COMPLETED
24	201920300 257	20192MBA 0495	NIHAL VIJAYKUMAR PATIL	SO M	77.7 8	84	YE S	COURSE COMPLETED
25	201920300 516	20192MBA 0497	SHEEBA KHANUM	SO M	86.6 7	80	YE S	COURSE COMPLETED
26	201920300 517	20192MBA 0498	SYEDA FIZA	SO M	80.0 0	84	YE S	COURSE COMPLETED

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SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General management

Name of the Faculty Member: Dr. Lakshmi Prasanna

Title of the Value Added Course: Academic Writing 'Dos' and Dons'

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA013

Introduction to the Course: Academic writing is challenging for students and professionals. There are specific requirements for content, structure, and style. It is challenging to write in a formal style without overdoing it. These important "dos and don'ts" will help students to avoid common mistakes and create readable, properly formatted, and successful academic papers, essays, and articles.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

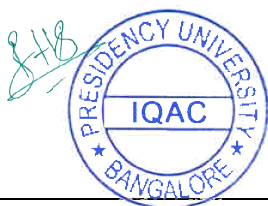
1. Differentiate between various kinds of academic writings.
2. Identify and avoid the plagiarism
3. Practice the basic skills of research paper, review paper and thesis writing

Course Content:

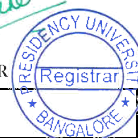
Module 1: The Dos of Academic Writing

Module 2: The Don'ts of Academic Writing

Module 3: Academic & research writing checklist

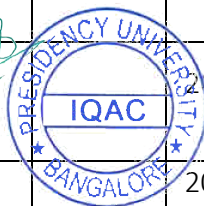


Approval by the HOD.
REGISTRAR



Presidency University, Bengaluru

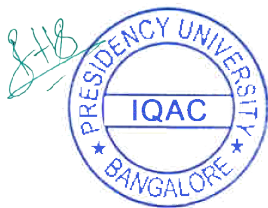
School of Management								
Value Added Course Code :		SOMVA013						
Value Added Course Name :		Academic Writing 'Dos' and Donts			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr P Lakshmi Prasanna	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0354	MONISHA M	SO M	80 %	80	YE S	COURSE COMPLETED
2		20182MB A0355	NANDAN S	SO M	76 %	72	YE S	COURSE COMPLETED
3		20182MB A0356	PAVAN RAJ L	SO M	85 %	84	YE S	COURSE COMPLETED
4		20182MB A0357	RAGHU G	SO M	81 %	80	YE S	COURSE COMPLETED
5		20182MB A0358	RAJESH M	SO M	84 %	84	YE S	COURSE COMPLETED
6		20182MB A0361	SYEDA SAJIDA	SO M	76 %	72	YE S	COURSE COMPLETED
7		20182MB A0362	FIRDOUS AHMAD MIR	SO M	85 %	84	YE S	COURSE COMPLETED
8		20182MB A0363	JAGADEESHA R	SO M	80 %	10	NO	COURSE NOT COMPLETED
9		20182MB A0364	KUKUTLA MADHU SMITHA	SO M	85 %	84	YE S	COURSE COMPLETED
10		20182MB A0366	ROHINI N	SO M	81 %	80	YE S	COURSE COMPLETED
11		20182MB A0367	SYED MAHAMMAD HANEEF	SO M	84 %	84	YE S	COURSE COMPLETED
12		20182MB A0369	PAVITHRA AGNES	SO M	76 %	72	YE S	COURSE COMPLETED
13		20182MB A0370	KRUTHIKA S	SO M	85 %	84	YE S	COURSE COMPLETED
14		20182MB A0371	MALLE HARSHAVARDHAN REDDY	SO M	84 %	AB	NO	COURSE NOT COMPLETED
15		20182MB A0372	SAGAI MARY NANCY	SO M	76 %	72	YE S	COURSE COMPLETED



16		20182MB A0375	JEEVITHA K R	SO M	76 %	72	YE S	COURSE COMPLETED
17		20182MB A0376	SAMBU SWATHI	SO M	85 %	84	YE S	COURSE COMPLETED
18		20182MB A0379	MANOJ KUMAR BEHERA	SO M	81 %	80	YE S	COURSE COMPLETED
19		20182MB A0380	KHALID SALAM NAJAR	SO M	84 %	84	YE S	COURSE COMPLETED
20		20182MB A0381	MALLEBOINA VENGALA RAO	SO M	76 %	72	YE S	COURSE COMPLETED
21		20182MB A0386	TEJASWINI N	SO M	85 %	84	YE S	COURSE COMPLETED
22		20182MB A0389	BINDU B L	SO M	80 %	68	YE S	COURSE COMPLETED
23		20182MB A0395	SHARATH S	SO M	81 %	80	YE S	COURSE COMPLETED
24		20182MB A0396	SUPRIYA D	SO M	84 %	84	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management Name of the Department: School of Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Anirban Kundu

Title: Crisis Management

Course Code: [SOMVA014]

Duration: [30 hours] [From 20 Jan 2020 to 10 Mar 2020]

Introduction to the Course: Crisis Management is the process by which an organization deals with major unpredictable events that threatens to harm the organization, its stakeholders, or the general public. In a crisis, taking action is urgent, but the tactics and methods that work in confronting everyday emergencies may be inadequate – or even counterproductive. Crisis conditions can lead to confusion about the correct course of action, decision-making delays, failures of communication, conflicts or unintentional interference among response organizations, flaws in execution of response action, and undesirable citizen reactions. Response leaders confronting crises therefore must operate in a different mode than that appropriate for routine emergencies; they must make decisions with participation of a wider range of stakeholders, developing new solutions by combining elements of several kinds of routine response or by innovating in their strategies and tactics. In this crisis management course you will be required to apply your crisis management knowledge and skill in the development of a Crisis Management Plan and crisis communication for a real time scenario.

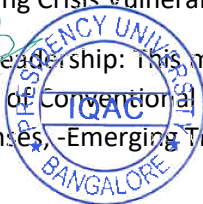
Course Outcomes: On successful completion of the course the students shall be able to:

- 01** Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
- 02** Understand the impact of crises on the community, on the organization, and on its stakeholders.
- 03** Demonstrate methods of diagnosing and resolving crisis situations

Course Content: The course helps to give an understanding on 3 core areas in Crisis Management. Crisis Analysis, Crisis Leadership and Crisis Communication.

Crisis Analysis: This module cover topics such as Introduction to crisis management, framework for crisis management, crisis management landscape, sources of organizational crisis, Strategic Planning and Assessing Crisis Vulnerability, Forming the Crisis Management Team and Plan.

Crisis Leadership: This module covers topics such as -Introduction: People, Technologies, and Crisis, The Failure of Conventional Training, The Failure of Conventional Organizations, The Failure of Conventional Responses, -Emerging Trends in Crisis Management



Crisis Communication: This module covers Crisis Communication, Crisis Management Communication Plans, Crisis Communication Mistakes, Crisis Communication Essential Knowledge and Seven Dimensions of Crisis Communication Management



Approval by the HOD.

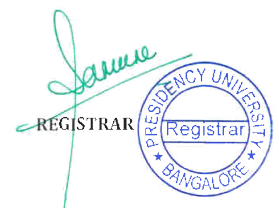
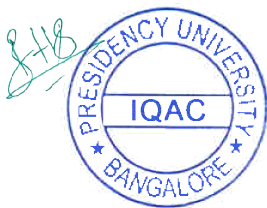
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA014						
Value Added Course Name :		Crisis Management			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr.Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300 424	20192MBA 0355	PRIANTH PAIS	SO M	96%	33	YE S	COURSE COMPLETED
2	201920300 360	20192MBA 0356	RAMYA R C	SO M	98%	35	YE S	COURSE COMPLETED
3	201920300 361	20192MBA 0358	SRIPRIYA M	SO M	95%	40	YE S	COURSE COMPLETED
4	201920300 352	20192MBA 0359	SUKHWINDER SINGH	SO M	100 %	84	YE S	COURSE COMPLETED
5	201920300 411	20192MBA 0360	TEJAS N M	SO M	100 %	68	YE S	COURSE COMPLETED
6	201920300 480	20192MBA 0361	ABISHEK DALAWAI	SO M	96.5	84	YE S	COURSE COMPLETED
7	201920300 406	20192MBA 0362	ANUSHREE	SO M	75%	80	YE S	COURSE COMPLETED
8	201920300 479	20192MBA 0363	BABUJI R	SO M	77%	84	YE S	COURSE COMPLETED
9	201920300 481	20192MBA 0365	KAVANA G Y	SO M	80%	72	YE S	COURSE COMPLETED



10	201920300 473	20192MBA 0366	NIKHAT FATHIMA	SO M	80%	84	YE S	COURSE COMPLETED
11	201920300 469	20192MBA 0367	PREETHI T	SO M	90%	84	YE S	COURSE COMPLETED
12	201920300 468	20192MBA 0368	PRIYANKA S	SO M	75%	AB	NO	COURSE NOT COMPLETED
13	201920300 470	20192MBA 0369	SUJALKUMAR L J	SO M	97%	72	YE S	COURSE COMPLETED
14	201920300 472	20192MBA 0370	VISHNU BHAT N S	SO M	80%	84	YE S	COURSE COMPLETED
15	201920300 387	20192MBA 0372	A VINOD ANGADI	SO M	94%	80	YE S	COURSE COMPLETED
16	201920300 467	20192MBA 0373	ABHISHEK M A	SO M	75%	84	YE S	COURSE COMPLETED
17	201920300 386	20192MBA 0375	AGNI DEV T R	SO M	75%	72	YE S	COURSE COMPLETED
18	201920300 462	20192MBA 0377	AKHILESH A R	SO M	77%	84	YE S	COURSE COMPLETED
19	201920300 392	20192MBA 0378	AKSHITA BIRADAR	SO M	86%	68	YE S	COURSE COMPLETED
20	201920300 421	20192MBA 0379	ANILKUMAR H	SO M	77%	80	YE S	COURSE COMPLETED
21	201920300 402	20192MBA 0380	ANNAIAH K M	SO M	97%	84	YE S	COURSE COMPLETED
22	201920300 373	20192MBA 0381	ANUSHA R	SO M	80%	0	NO	COURSE NOT COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Nalin Kumar

Title of the Value Added Course: Econometrics Modelling

Course Duration: [30 hours] [20 January 2020 to 10 March 2020]

Course Code: SOMVA016

Introduction to the Course: The main objective of the course is to introduce Econometrics as a decision-making tool purely from an application point of view. Towards this, the course aims at developing an adequate understanding of regression methodology and showcases various applications to real life problems. Beginning with the very nature of Econometrics and economic data, we highlight some important real life problems upfront so as to ignite the problem solving ability of young managers through Econometrics. Econometric applications have become an integral part of training in modern economics and business management. Therefore, it is imperative that management students have basic grounding on Econometric analysis before handling real life problems.

Prerequisites of the course: Nil

Course Outcomes: On successful completion of the course the students shall be able to:

1. Design and produce all facets of an original business research study
2. Collect and format various types of quantitative and qualitative data
3. Perform different models of multivariate econometric analyses with applications in Excel

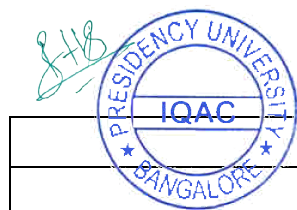
Course Content:

Module1: Introduction to Classical Linear Regression Model- Two variable classical linear regression model, Assumptions of Classical Linear Regression Model.

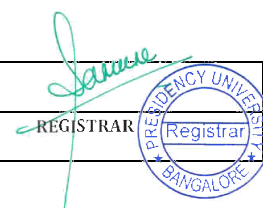
Module 2: Regression analysis: Objective, Statistical Analysis and Interpretation of results, Hypothesis testing-Types of Hypothesis, Test statistic, Critical Region.

Module 3: Multiple Linear Regression Model: Interpretation of the model, Statistical Analysis, Interpretation of the results

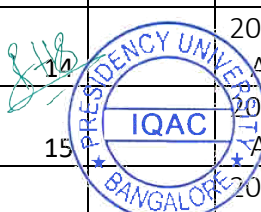
Approval by the HOD.



Presidency University, Bengaluru
School of Management



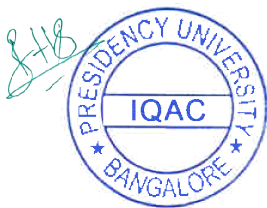
Value Added Course Code :		SOMVA015						
Value Added Course Name :		Econometrics Modelling			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr Nalin Kumar C	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0168	AYODHYAPURAM HARISHKUMAR REDDY	SO M	80	50	YES	COURSE COMPLETED
2		20182MB A0169	B HARSHAVARDHAN	SO M	40	70	YES	COURSE COMPLETED
3		20182MB A0170	BELLAPU VENKATA SAI TEJA	SO M	60	70	YES	COURSE COMPLETED
4		20182MB A0184	NERIYANURI SAI SRAVANTH SARMA	SO M	90	60	YES	COURSE COMPLETED
5		20182MB A0187	SREELAKSHMI MANOJ K	SO M	10	10	YES	COURSE COMPLETED
6		20182MB A0197	PARUL THAKUR	SO M	80	80	YES	COURSE COMPLETED
7		20182MB A0201	ANUBHAV PRAKASH	SO M	40	12	NO	COURSE NOT COMPLETED
8		20182MB A0206	M D ATTAUR KHAN	SO M	50	80	YES	COURSE COMPLETED
9		20182MB A0208	VIJAY RAGHAVAN V	SO M	80	70	YES	COURSE COMPLETED
10		20182MB A0212	AJMAL AHMED M	SO M	40	4	NO	COURSE NOT COMPLETED
11		20182MB A0215	GUNDA VENKATA SAI	SO M	50	70	YES	COURSE COMPLETED
12		20182MB A0218	SUGHRA FATIMA	SO M	90	70	YES	COURSE COMPLETED
13		20182MB A0221	AMULYA S	SO M	70	60	YES	COURSE COMPLETED
14		20182MB A0222	KAVYA V	SO M	40	70	YES	COURSE COMPLETED
15		20182MB A0224	AMILINENI JAYASREE	SO M	40	70	YES	COURSE COMPLETED
16		20182MB A0236	PRITHVI KRISHNA P	SO M	70	19	NO	COURSE NOT COMPLETED



17	20182MB A0252	RUCHITHA C	SO M	40	50	YE S	COURSE COMPLETED
18	20182MB A0264	PRIYA SINGH	SO M	60	60	YE S	COURSE COMPLETED
19	20182MB A0266	CHINNI BHAGATH SINGH	SO M	50	80	YE S	COURSE COMPLETED
20	20182MB A0475	SHRAVANI R	SO M	50	AB	N O	COURSE NOT COMPLETED
21	20182MB A0498	GARIMA YADAV	SO M	80	67	YE S	COURSE COMPLETED
22	20182MB A0517	MOHAMED JAFFAR LASKAR	SO M	40	70	YE S	COURSE COMPLETED
23	20182MB A0521	NANDISH A	SO M	50	84	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Dr. Nisha

Title of the Value Added Course: Marketing Strategies

Course Duration: [30 hours] [20 January 2020 to 10 March 2020]

Course Code: SOMVA017

Introduction to the Course: In this course, students will learn about the role marketing plays within an organization, some ethical questions that surround marketing practices, the impact that a strategic approach can have on marketing within organization, and the components of a well-defined marketing strategy and overall business strategy. In defining how the organization will successfully engage customers, prospects and competitors in the market arena, students will discover how to think strategically about the market you're in, why you're in that market, and what you're trying to accomplish in that market. They'll also gain a strategic view of your organization's brand.

Prerequisites of the course: No previous knowledge required.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Use systematic processes to define a market strategy
2. Analyze the marketing mentality of your firm
3. Evaluate the use of frameworks in formulating a market strategy
4. Evaluate the ethical implications of marketing decisions.




Course Content:

Module1: Market Research and Consumer Behavior.

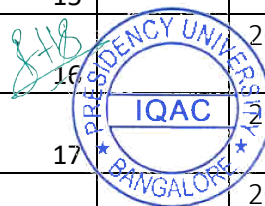
Module 2: Positioning: What you need for a successful Marketing Strategy.

Module 3: The Marketing Plan

Approval by the HOD.

Presidency University, Bengaluru			
School of Management			
 Value Added Course Code: SOMVA017			
Value Added Course Name: Marketing Strategies		Academic Year : 2019-20	 
		Semester : EVEN	

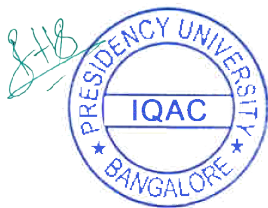
					Instructor-in-Charge :		Dr. Nisha Saha	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Remarks
1		20182MB A0430	CHANDANA A	SO M	100 %	85	Yes	COURSE COMPLETED
2		20182MB A0431	DHANUSHREE H P	SO M	100 %	84	Yes	COURSE COMPLETED
3		20182MB A0432	DHARANIKUMAR N	SO M	10%	0	NO	COURSE NOT COMPLETED
4		20182MB A0433	DENNIS PAUL	SO M	90%	88	Yes	COURSE COMPLETED
5		20182MB A0435	FURKHAN ALI RAHUT	SO M	90%	82	Yes	COURSE COMPLETED
6		20182MB A0436	MANU V N	SO M	100 %	87	Yes	COURSE COMPLETED
7		20182MB A0437	PRANIL RAJ	SO M	100 %	65	Yes	COURSE COMPLETED
8		20182MB A0438	RAKESH G	SO M	20%	19	NO	COURSE NOT COMPLETED
9		20182MB A0439	REVATHI C	SO M	90%	88	Yes	COURSE COMPLETED
10		20182MB A0440	SACHIN ANILKUMAR DHAVALAGI	SO M	90%	78	Yes	COURSE COMPLETED
11		20182MB A0441	SANTHOSH M N	SO M	90%	90	Yes	COURSE COMPLETED
12		20182MB A0442	SHAIK TANZEEM	SO M	100 %	90	Yes	COURSE COMPLETED
13		20182MB A0443	SHARATH M	SO M	90%	87	Yes	COURSE COMPLETED
14		20182MB A0444	SIDDAMMA SHIVAPUTRAPPA BELLAD	SO M	100 %	70	Yes	COURSE COMPLETED
15		20182MB A0445	STERIC GONSALVES	SO M	90%	88	Yes	COURSE COMPLETED
16		20182MB A0446	SYED ABRARUDDIN CHISTY	SO M	90%	82	Yes	COURSE COMPLETED
17		20182MB A0447	THIPPESH T G	SO M	80%	16	NO	COURSE NOT COMPLETED
18		20182MB A0448	YASHAS GOWDA B S	SO M	100 %	65	Yes	COURSE COMPLETED



19	20182MB A0449	AKSHAY KUMAR B	SO M	100 %	86	Ye s	COURSE COMPLETED
20	20182MB A0450	ARUNKUMAR R	SO M	90%	88	Ye s	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Human Resource Management

Name of the Faculty Member: Dr. Nitu Singhi

Title of the Value Added Course: Succession Planning

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA018

Introduction to the Course: Strategic Succession Planning is a process for identifying and developing internal employees with the potential to assume key business leadership positions in the company. Succession Planning in a further formal definition is the process of identifying one or more successors for critical positions and preparing them for expanded organizational responsibilities through job assignments and other developmental activities.

Organizational survival in a globally competitive business environment depends in part on having identified and developed replacements/successors for business-critical positions. This is the essence of succession planning. This Succession Planning course will provide students a deep knowledge about various key aspects of Succession Planning so that they can design, develop & execute a holistic Succession Planning process to create a wider pool of future leaders across departments and levels.

Prerequisites of the course: Basic Statistics

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand the basics of Succession Planning.
2. Importance of holistic succession planning process
3. Prerequisites of Success Planning
4. Approach to Succession Planning & Management.

Course Content:

Module 1: Basics of Succession Planning

Module 2: Key Steps in Succession Planning

Module 3: Various Learning & Development Strategies



Approval by the HOD.

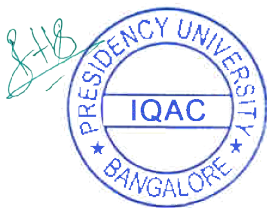


Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA018						
Value Added Course Name :		Succession Planning			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr Nitu Singhi	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name		100 %	100	Y/N	Remarks
1	201920300094	20192MBA0070	FARIDA BATOOL	SOM	65	74	YES	COURSE COMPLETED
2	201920300093	20192MBA0071	FASIL MUHAMMED K V	SOM	50	62	YES	COURSE COMPLETED
3	201920300086	20192MBA0072	FREDY K SUBHASH	SOM	100	85	YES	COURSE COMPLETED
4	201920300103	20192MBA0073	GALI SAGAR AJAY REDDY	SOM	80	80	YES	COURSE COMPLETED
5	201920300090	20192MBA0074	GAMINI SAI NAGA V MONICA SUNDARI	SOM	100	72	YES	COURSE COMPLETED
6	201920300199	20192MBA0075	GARGEESARKAR	SOM	80	68	YES	COURSE COMPLETED
7	201920300072	20192MBA0076	GAURI MANOJ	SOM	60	70	YES	COURSE COMPLETED
8	201920300198	20192MBA0079	HARSH KUMAR	SOM	50	0	NO	COURSE NOT COMPLETED
9	201920300229	20192MBA0080	HARSHITHA MANJUNATHA	SOM	100	82	YES	COURSE COMPLETED
10	201920300222	20192MBA0081	JAIWAL SUSHIL DINESH	SOM	55	62	YES	COURSE COMPLETED
11	201920300202	20192MBA0082	JESVANTH RAYMOND SHAR	SOM	50	52	YES	COURSE COMPLETED
12	201920300088	20192MBA0083	JESVIN JOHN	SOM	60	14	NO	COURSE NOT COMPLETED
13	201920300096	20192MBA0084	JEYARAMYAH J	SOM	100	72	YES	COURSE COMPLETED
14	201920300122	20192MBA0085	JIDHIN K P	SOM	80	78	YES	COURSE COMPLETED
15	201920300163	20192MBA0086	JIT GHOSH	SOM	80	82	YES	COURSE COMPLETED

16	201920300 133	20192MB A0087	JOSEPH ABILASH R	SO M	100	86	YE S	COURSE COMPLETED
17	201920300 182	20192MB A0088	JOSHY CHANDY	SO M	50	65	YE S	COURSE COMPLETED
18	201920300 125	20192MB A0089	JUNAID AHMED	SO M	85	70	YE S	COURSE COMPLETED
19	201920300 042	20192MB A0090	K M BALASUBRAMANYA M	SO M	100	65	YE S	COURSE COMPLETED
20	201920300 034	20192MB A0091	K M PRASHANSA SINGH	SO M	100	72	YE S	COURSE COMPLETED
21	201920300 164	20192MB A0092	KAKI SRI CHANDU	SO M	100	72	YE S	COURSE COMPLETED
22	201920300 097	20192MB A0093	KAKIVAI DAKSHAYANI	SO M	55	62	YE S	COURSE COMPLETED
23	201920300 013	20192MB A0094	KALLA NAGENDRA BABU	SO M	100	65	YE S	COURSE COMPLETED
24	201920300 191	20192MB A0095	KAMINENI CHANDRA VARDHAN	SO M	95	72	YE S	COURSE COMPLETED
25	201920300 179	20192MB A0096	KANDHULA AKHIL KUMAR	SO M	100	75	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. P. Srinivasan

Title of the Value Added Course: Basics of Excel

Course Duration: [30 hours] [20 January 2020 to 10 March 2020]

Course Code: SOMVA019

Introduction to the Course: Excel is the most powerful tool to manage and analyze various types of Data. This basics of excel covers in-depth lessons for Excel learning and how to use various Excel formulas, tables and charts for managing small to large scale business process. Handling Data would be one of the main reasons why you are using Excel. Excel is quite intuitive and simple to use when it comes to typing data or handling it. Because of its grid nature, it can store & manage thousands of data points with ease. Built in features like copy, paste, find, highlight, go to, styles etc. make the process of maintaining data very easy for you.

Prerequisites of the course: Nil

Course Outcomes: On successful completion of the course the students shall be able to:

1. Confidence with spreadsheet layout, anatomy, and terminology
2. Good practices for data entry, storage, and manipulation in spreadsheets
3. Common methods of data manipulation and summary such as sorting, filtering, writing simple equations, and using pivot tables
4. Common methods of data visualization using charts

Course Content:

Module1: Introduction to Microsoft Excel.

Module 2: Excel Basic Formulas

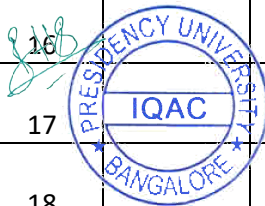
Module 3: Logical Functions in Excel

Approval by the HOD.

Presidency University, Bengaluru		
School of Management		
Value Added Course Code:	SOMVA019	
Value Added Course Name:	Basics of Excel	Academic Year : 2019-20

Registrar
REGISTRAR
2019-20

					Semester :		EVEN	
					Instructor-in-Charge :		Dr P Srinivasan	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MBA 0451	ASHWITHA N	SO M	80%	62	YES	COURSE COMPLETED
2		20182MBA 0452	ASRA SAMIYA SIDDIQUI	SO M	76%	60	YES	COURSE COMPLETED
3		20182MBA 0453	CHAYA	SO M	72%	65	YES	COURSE COMPLETED
4		20182MBA 0456	HARSHAVARDH AN S	SO M	81%	69	YES	COURSE COMPLETED
5		20182MBA 0457	HEMANTH A	SO M	84%	71	YES	COURSE COMPLETED
6		20182MBA 0458	KIRAN V R	SO M	90%	23	NO	COURSE NOT COMPLETED
7		20182MBA 0459	LAXMI ASUGADE	SO M	94%	72	YES	COURSE COMPLETED
8		20182MBA 0460	MADHUSUDHA N V	SO M	85%	68	YES	COURSE COMPLETED
9		20182MBA 0461	MEGHA N	SO M	77%	69	YES	COURSE COMPLETED
10		20182MBA 0462	MITHUN KUMAR B V	SO M	81%	0	NO	COURSE NOT COMPLETED
11		20182MBA 0463	MOHAMMED HARIS	SO M	92%	68	YES	COURSE COMPLETED
12		20182MBA 0464	MONISHA M	SO M	94%	70	YES	COURSE COMPLETED
13		20182MBA 0465	MURUGESHA H M	SO M	97%	77	YES	COURSE COMPLETED
14		20182MBA 0466	NANDANARADY A B S	SO M	77%	69	YES	COURSE COMPLETED
15		20182MBA 0468	NAVEEN KUMAR V	SO M	81%	75	YES	COURSE COMPLETED
16		20182MBA 0469	POOJA C M	SO M	92%	68	YES	COURSE COMPLETED
17		20182MBA 0470	PRAVEEN KUMAR S	SO M	94%	70	YES	COURSE COMPLETED
18		20182MBA 0471	PRIYANKA S	SO M	97%	77	YES	COURSE COMPLETED



19		20182MBA 0472	RAMESHA B	SO M	92%	68	YES	COURSE COMPLETED
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SoM-HOD



PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Marketing Research Techniques

Course Duration: [30 hours] [20 January 2020 to 10 March 2020]

Course Code: SOMVA020

Introduction to the Course: Marketing Research is conducted to understand the needs of the customer and the feedback that customers give to different products. Marketing professionals rely on clearly defined goals to determine the course of action when placing a product in the market. Leveraging research to learn more about their target audience is the focus of this course. In it, students will learn how to be an intelligent consumers of information when it comes to market research and analysis so one can become a more effective decision-maker. This also examines different ways to analyze the data acquired through market research. Using formulas to determine how cannibalization affects the profitability of new products and the value of a long-term customer.

Prerequisites of the course: Essentials of Marketing Strategy.

Course Outcomes: On successful completion of the course the students shall be able to:

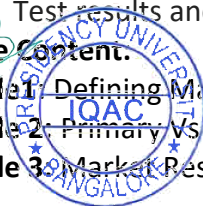
1. Identify the components of a well-defined marketing strategy and how it might influence overall business strategy
2. Define goals for market research and apply various research methods
3. Analyze market research to learn more about the customers and products/services
4. Test results and determine how to apply them to real-life scenarios.

Course Content.

Module 1: Defining Market Research.

Module 2: Primary Vs Secondary Research Research.

Module 3: Market Research Techniques




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BANGALORE



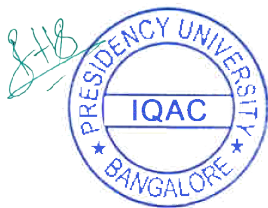
Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA020						
Value Added Course Name :		Marketing Research Techniques			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300508	20192MBA0499	SYED TAHEER HUSSAIN	SO M	100 %	87	Ye s	COURSE COMPLETED
2	201920300630	20192MBA0500	TEJASHWINI S	SO M	100 %	70	Ye s	COURSE COMPLETED
3	201920300527	20192MBA0501	VEDHA B R	SO M	100 %	88	Ye s	COURSE COMPLETED
4	201920300565	20192MBA0502	ABHISHEK GOWDA M	SO M	100 %	82	Ye s	COURSE COMPLETED
5	201920300560	20192MBA0503	ABHISHEK H M	SO M	96.5	87	Ye s	COURSE COMPLETED
6	201920300595	20192MBA0504	ABHISHEK K V	SO M	75%	65	Ye s	COURSE COMPLETED
7	201920300602	20192MBA0505	AJITH KUMAR R	SO M	77%	86	Ye s	COURSE COMPLETED
8	201920300621	20192MBA0506	AKSHITHA M	SO M	80%	88	Ye s	COURSE COMPLETED
9	201920300589	20192MBA0507	AMULYA J	SO M	80%	90	Ye s	COURSE COMPLETED
10	201920300620	20192MBA0509	AVINASH	SO M	90%	87	Ye s	COURSE COMPLETED
11	201920300626	20192MBA0510	BABU H K	SO M	75%	70	Ye s	COURSE COMPLETED
12	201920300544	20192MBA0511	BHANUMATHI M	SO M	97%	88	Ye s	COURSE COMPLETED

13	201920300 592	20192MBA 0512	BHARATH B G	SO M	80%	82	Ye s	COURSE COMPLETED
14	201920300 532	20192MBA 0513	BHOOMIKA G M	SO E	94%	7	NO	COURSE NOT COMPLETED
15	201920300 535	20192MBA 0514	BINDU P S	SO M	75%	65	Ye s	COURSE COMPLETED
16	201920300 562	20192MBA 0515	CHAITHANYA REDDY M S	SO C	75%	86	Ye s	COURSE COMPLETED
17	201920300 579	20192MBA 0516	CHARAN S P	SO M	77%	88	Ye s	COURSE COMPLETED
18	201920300 604	20192MBA 0517	DANUSH RAO R	SO M	86%	86	Ye s	COURSE COMPLETED
19	201920300 518	20192MBA 0518	DEVARAJ V	SO M	77%	9	NO	COURSE NOT COMPLETED
20	201920300 584	20192MBA 0519	DHANALAKSHMI T R	SO M	97%	78	Ye s	COURSE COMPLETED
21	201920300 598	20192MBA 0520	DINESH KUMAR K	SO M	80%	90	Ye s	COURSE COMPLETED
22	201920300 528	20192MBA 0521	ENOSH PAUL R	SO M	86%	90	Ye s	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Finance

Name of the Faculty Member: Dr. Pramod Kumar Pandey

Title of the Value Added Course: GST and its Impact

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA021

Introduction to the Course: This GST Practitioner certification course is a comprehensive guide to the Goods and Service Tax regulations. It is really important to understand and assimilate the new GST in India, new compliances and the changes in processes in operating business. To help professionals and aspirants with the ongoing changes and to make them GST experts.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

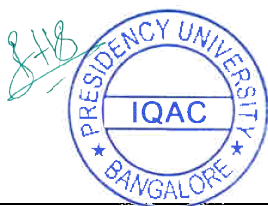
1. To provide knowledge of the practical aspects of GST to all.
2. GST Ready for the Future Ability to understand various new compliance requirements under the new GST regime.
3. Learn more about Impact of GST on various sectors and their business models

Course Content:

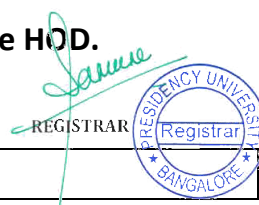
Module1: Introduction to Goods & Services Tax (GST)

Module 2: Registration and GST Invoicing.

Module 3: Valuation and Returns

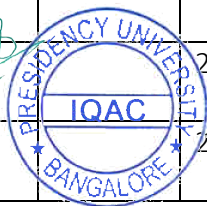


Approval by the HOD.



Presidency University, Bengaluru

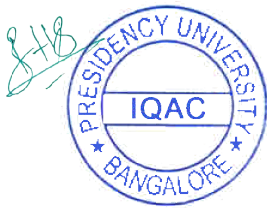
School of Management								
Value Added Course Code :		SOMVA021						
Value Added Course Name :		GST and its Impact			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Pramod Kumar Pandey	
				School	Attendance %	Marks %	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MBA0397	AVINASH K	SO M	14	0	NO	COURSE NOT COMPLETED
2		20182MBA0399	SYED FAISAL	SO M	71	80	YES	COURSE COMPLETED
3		20182MBA0400	YESHASWINI V	SO M	43	42	YES	COURSE COMPLETED
4		20182MBA0401	DEEPA P	SO M	36	49	YES	COURSE COMPLETED
5		20182MBA0402	ACHARYI CHITRA RAJU	SO M	36	0	NO	COURSE NOT COMPLETED
6		20182MBA0403	G SAI THANMAYEE	SO M	36	67	YES	COURSE COMPLETED
7		20182MBA0405	SUSHIL R	SO M	36	55	YES	COURSE COMPLETED
8		20182MBA0407	AKBAR ALI	SO M	79	54	YES	COURSE COMPLETED
9		20182MBA0409	P DEEPAK KUMAR RAJU	SO M	57	85	YES	COURSE COMPLETED
10		20182MBA0412	ANUSHA D	SO M	64	78	YES	COURSE COMPLETED
11		20182MBA0417	SYED UMAR	SO M	79	57	YES	COURSE COMPLETED
12		20182MBA0418	BHARATESH S MASHAL	SO M	50	70	YES	COURSE COMPLETED
13		20182MBA0420	MOHITH B	SO M	57	80	YES	COURSE COMPLETED
14		20182MBA0421	SHAHABAAZ M	SO M	21	64	YES	COURSE COMPLETED
15		20182MBA0422	HITHAISHI M URS	SO M	43	68	YES	COURSE COMPLETED



16		20182MBA 0423	SAQIB MANZOOR WANI	SO M	64	86	YES	COURSE COMPLETED
17		20182MBA 0426	ANUSHA T M	SO M	43	49	YES	COURSE COMPLETED
18		20182MBA 0427	ANUSHA N	SO M	50	60	YES	COURSE COMPLETED
19		20182MBA 0429	BHAVYA P	SO M	57	40	YES	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Branding Perspectives

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA022

Introduction to the Course: This course aims to empower students with knowledge and capacities to understand and analyze brand and branding management, from a corporate and consumer perspective. This objective will be achieved by analyzing carefully they key concepts surrounding the subject: corporate perspective; the development of brand and brand architecture; the definition and role of Marketing mix; the integrating of marketing communication and brand management; the consumer perception in branding; etc.

Prerequisites of the course: Basic Statistics

Course Outcomes: On successful completion of the course the students shall be able to:

1. Define the main concepts and explain the purpose of branding.
2. Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media.
3. Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
4. Compose, assess, and incorporate individual input to produce effective team project output.

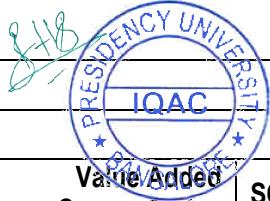

Course Content:

Module 1: Storytelling and Branding.

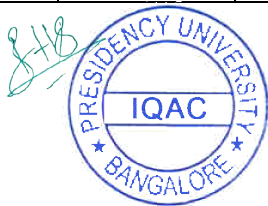
Module 2: The importance of consumer perception and behavior in branding

Module 3: Application of Inferential and Descriptive Statistics

Approval by the HOD.

	Presidency University, Bengaluru	
	School of Management	
Value Added Course Code :	SOMVA022	

Value Added Course Name :		Branding Perspectives			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300 572	20192MB A0522	FIROJGOUD SHEKHANSAB PATEL	SO M	100 %	88	YE S	COURSE COMPLETED
2	201920300 555	20192MB A0523	FLAVIA MARSHA DCOSTA	SO M	100 %	82	YE S	COURSE COMPLETED
3	201920300 561	20192MB A0524	GANESH APPASAHEB IDARGUCCHI	SO M	100 %	87	YE S	COURSE COMPLETED
4	201920300 638	20192MB A0525	INDU SHEKAR A	SO M	100 %	65	YE S	COURSE COMPLETED
5	201920300 610	20192MB A0526	JANARDHAN K N	SO M	96.5	86	YE S	COURSE COMPLETED
6	201920300 605	20192MB A0527	JAYANTH GOWDA B K	SO M	75%	88	YE S	COURSE COMPLETED
7	201920300 546	20192MB A0528	KARIVEER KUMAR P	SO M	77%	78	YE S	COURSE COMPLETED
8	201920300 600	20192MB A0529	KARTHIK S	SO M	80%	90	YE S	COURSE COMPLETED
9	201920300 614	20192MB A0530	KEERTHI S N	SO M	80%	90	YE S	COURSE COMPLETED
10	201920300 556	20192MB A0531	KEERTHY A	SO M	90%	87	YE S	COURSE COMPLETED
11	201920300 573	20192MB A0532	KIRANKUMAR	SO M	75%	70	YE S	COURSE COMPLETED
12	201920300 542	20192MB A0533	KISHAN RAJ	SO M	97%	60	YE S	COURSE COMPLETED
13	201920300 578	20192MB A0535	KOWSTUBHA H G	SO M	80%	67	YE S	COURSE COMPLETED
14	201920300 570	20192MB A0537	LIKHITH GOWDA S N	SO M	94%	56	YE S	COURSE COMPLETED





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Dr. Rosewine Joy

Title of the Value Added Course: R for Beginners

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA023

Introduction to the Course: The course teaches you how to calculate the return of a portfolio of securities as well as quantify the market risk of that portfolio, an important skill for financial market analysts in banks, hedge funds, insurance companies, and other financial services and investment firms. Using the R programming language with Microsoft Open R and RStudio, you will use the two main tools for calculating the market risk of stock portfolios: Value-at-Risk (VaR) and Expected Shortfall (ES).

Prerequisites of the course: Beginner-level understanding of R programming.

Course Outcomes: On successful completion of the course the students shall be able to gain skills in:

1. R programming
2. Risk Analysis
3. Risk Management

Course Content:

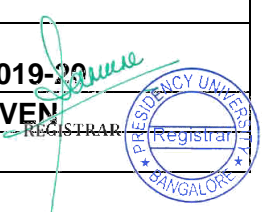
Module 1: Introduction to R, Data Retrieval, and Return Calculation

Module 2: Risk Management under Normal Distributions

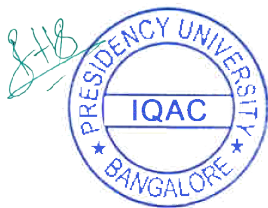
Module 3: Risk Management under Volatility Clustering

Approval by the HOD.

Presidency University, Bengaluru			
School of Management			
Value Added Course Code	SOMVA023		
Value Added Course Name	R for beginners	Academic Year	: 2019-20
		Semester	: EVEN



					Instructor-in-Charge :		Dr.Rosewine Joy	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Eligibility for Certificate Remarks
1		20182MB A0473	SACHIDANANDA S	SO M	80	84	YES	COURSE COMPLETED
2		20182MB A0474	SHAMBU S ABALUR	SO M	70	70	YES	COURSE COMPLETED
3		20182MB A0476	SRAJAN	SO M	70	88	YES	COURSE COMPLETED
4		20182MB A0477	SUSHMITHA HIREMATH	SO M	80	82	YES	COURSE COMPLETED
5		20182MB A0478	THAVAKALUMER A	SO M	80	87	YES	COURSE COMPLETED
6		20182MB A0479	TRUPTHI RAI	SO M	80	65	YES	COURSE COMPLETED
7		20182MB A0480	VARDHARAJ D	SO M	70	0	NO	COURSE NOT COMPLETED
8		20182MB A0481	VRUSHABH KESTI	SO M	70	88	YES	COURSE COMPLETED
9		20182MB A0482	JADHAV VIVEKANAND	SO M	80	78	YES	COURSE COMPLETED
10		20182MB A0483	SHRIDHAR SARATHARAM	SO M	80	90	YES	COURSE COMPLETED
11		20182MB A0484	ZAWATH AFNAN BAIG	SO M	70	90	YES	COURSE COMPLETED
12		20182MB A0486	AFZAL PASHA	SO M	80	87	YES	COURSE COMPLETED
13		20182MB A0487	AJAY K	SO M	80	70	YES	COURSE COMPLETED
14		20182MB A0488	AKASH M D	SO M	70	60	YES	COURSE COMPLETED
15		20182MB A0489	AMARNATH N	SO M	80	67	YES	COURSE COMPLETED





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Environment Management

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA024

Introduction to the Course: Environmental Management and Sustainability focuses on environmental policies, strategies and management systems, with an emphasis on the recognition and development of sustainable environmental management in both urban and non-urban environments. This Course aims to prepare students for such roles in sustainability and environmental management. It instils a deep understanding of interconnected elements associated with the challenge of environmental management while meeting human needs and green economic recovery.

Prerequisites of the course:

Course Outcomes: On successful completion of the course the students shall be able to:

1. Evaluate and develop innovative responses to environmental issues and sustainable development challenges.
2. Understanding theories and practices used in the sustainable decision-making process.
3. Understands the framework and methodologies commonly used to assess and manage environmental aspects


Course Content:

Module 1: Environmental management fundamentals and goals

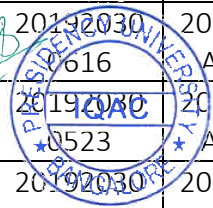
Module 2: Environmental Assessment and Management.

Module 3: Framework and methodologies to assess and manage environmental aspects

Approval by the HOD.

	Presidency University, Bengaluru	
	School of Management	
Value Added Course Code : SOMVA024		REGISTRAR 

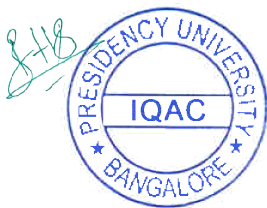
Value Added Course Name :		Environmental Management		Academic Year :		2019-20	
				Semester :		EVEN	
				Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate
S. No	UID No	Roll No	Name			Y/N	Remarks
1	201920300594	20192MBA0538	LIKITHA N	SOM	80	O NO	COURSE NOTCOMPLETED
2	201920300611	20192MBA0539	M P HARSHITHA	SOM	70	89 Yes	COURSE COMPLETED
3	201920300551	20192MBA0540	MANASA D R	SOM	70	84 Yes	COURSE COMPLETED
4	201920300585	20192MBA0541	MANDARA M	SOM	80	70 Yes	COURSE COMPLETED
5	201920300519	20192MBA0542	MANIKANTA R	SOM	80	88 Yes	COURSE COMPLETED
6	201920300619	20192MBA0543	MANJUNATH V M	SOM	80	82 Yes	COURSE COMPLETED
7	201920300586	20192MBA0544	MERITON S	SOM	70	87 Yes	COURSE COMPLETED
8	201920300540	20192MBA0545	MOHAMMED SAQLAIN	SOM	70	65 Yes	COURSE COMPLETED
9	201920300564	20192MBA0546	MURALI KRISHNA G	SOM	80	86 Yes	COURSE COMPLETED
10	201920300587	20192MBA0547	NAGARAJ R M	SOM	80	88 Yes	COURSE COMPLETED
11	201920300526	20192MBA0548	NAVEEN E S	SOM	70	78 Yes	COURSE COMPLETED
12	201920300612	20192MBA0549	NAVIN R GABADI	SOM	80	90 Yes	COURSE COMPLETED
13	201920300533	20192MBA0550	NEHA	SOM	80	90 Yes	COURSE COMPLETED
14	201920300510	20192MBA0551	NISCHITH A N	SOM	70	87 Yes	COURSE COMPLETED
15	201920300616	20192MBA0552	NISHAD S	SOM	80	70 Yes	COURSE COMPLETED
16	201920300523	20192MBA0553	NITHIN	SOM	80	0 NO	COURSE NOT COMPLETED
17	201920300557	20192MBA0554	NIVEDITHA H	SOM	80	82 Yes	COURSE COMPLETED



18	20192030 0547	20192MB A0555	POOJA APPANNA C	SO M	70	87	Yes	COURSE COMPLETED
19	20192030 0554	20192MB A0556	PRADEEP K	SO M	80	65	Yes	COURSE COMPLETED
20	20192030 0577	20192MB A0557	PRAJWAL P	SO M	80	86	Yes	COURSE COMPLETED
21	20192030 0618	20192MB A0559	PRAKASH CHANDRASHEKHAR MANED	SO M	70	88	Yes	COURSE COMPLETED
22	20192030 0617	20192MB A0560	PRAMOD J	SO M	80	87	Yes	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Finance

Name of the Faculty Member: Dr. Samiran Jana

Title of the Value Added Course: **Excel in Finance**

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA025

Introduction to the Course: The finance industry has many different avenues and professions – though what unites these functions is using Excel in day-to-day work. This means that Excel is critical for anyone working in the industry. In particular, investment professionals rely heavily on Excel to build financial models. Corporate financial analysts use the program to build budgets, forecasts, and analysis. This is an introductory course in the use of Excel and is designed to give students a working knowledge of Excel with the aim of getting to use it for advanced topics in Business Statistics later. In this course, students can develop basic operations such as reading data into excel using various data formats, organizing and manipulating data, to some of the more advanced functionality of Excel, what it can do, and the data analysis steps to follow.

Prerequisites of the course: Basic Operations of Microsoft Excel.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Use industry best practices when building financial models in Excel
2. Be able to use Excel spreadsheets and various basic data functions of Excel.
3. Understand the various Excel functions to organize and query data.
4. Effective in how to set filters in data to selectively access data.
5. To explore various advanced graphing and charting techniques available in Excel

Course Content:

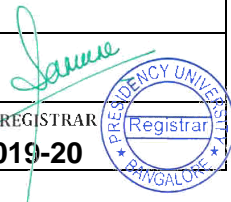
Module 1: Introduction to Spreadsheets.

Module 2: Basic Financial Analysis Setup.

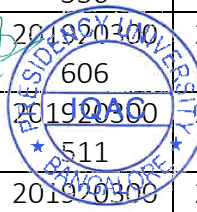
Module 3: Functions & Formulas.

Approval by the HOD.

Presidency University, Bengaluru			
School of Management			
Value Added Course Code :	SOMVA025		
Value Added Course Name :	Excel in Finance	Academic Year :	2019-20

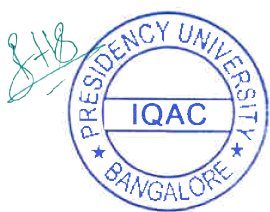


					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Samiran Jana	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300603	20192MBA0561	PRASHANTH K	SO M	82 %	70	YE S	COURSE COMPLETED
2	201920300615	20192MBA0562	PRAVEEN V	SO M	87 %	60	YE S	COURSE COMPLETED
3	201920300581	20192MBA0563	PREETHI C	SO M	88 %	50	YE S	COURSE COMPLETED
4	201920300548	20192MBA0564	PRIYANKA B P	SO M	93 %	75	YE S	COURSE COMPLETED
5	201920300613	20192MBA0565	RAHUL AS	SO M	91 %	60	YE S	COURSE COMPLETED
6	201920300534	20192MBA0566	RAKSHITH K S	SO M	80 %	50	YE S	COURSE COMPLETED
7	201920300543	20192MBA0567	RAKSHITHA V BOOSNUR	SO M	87 %	70	YE S	COURSE COMPLETED
8	201920300563	20192MBA0568	RANGANATH M L	SO M	76 %	0	NO	COURSE NOT COMPLETED
9	201920300531	20192MBA0569	RAVIKIRAN DATTATRAY NAIK	SO M	76 %	70	YE S	COURSE COMPLETED
10	201920300522	20192MBA0570	RESHMA P	SO M	76 %	50	YE S	COURSE COMPLETED
11	201920300567	20192MBA0571	SACHIN HUBBALLI	SO M	87 %	60	YE S	COURSE COMPLETED
12	201920300580	20192MBA0572	SAKSHITHA R	SO M	92 %	60	YE S	COURSE COMPLETED
13	201920300625	20192MBA0573	SANDEEP KUMAR S N	SO M	87 %	60	YE S	COURSE COMPLETED
14	201920300537	20192MBA0574	SANDHYA S	SO M	93 %	70	YE S	COURSE COMPLETED
15	201920300550	20192MBA0575	SANJAY URF BALRAJU	SO M	91 %	0	NO	COURSE NOT COMPLETED
16	201920300606	20192MBA0576	SAVITA BALAMBEED	SO M	96 %	75	YE S	COURSE COMPLETED
17	201920300511	20192MBA0577	SHIVA SHANKAR DANAREDDY	SO M	92 %	50	YE S	COURSE COMPLETED
18	201920300559	20192MBA0578	SREEJA M	SO M	87 %	50	YE S	COURSE COMPLETED



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SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Stock Market analysis

Course Duration: [30 hours] [From 20 January 2020 to 10 March 2020]

Course Code: SOMVA026

Introduction to the Course: A key objective of this course is to develop analytical skills for making sound investment decisions, based on publicly available information, while developing reasoning and critical thinking skills through presentations and extensive in-class discussions. This course introduces students to investment analysis, including fundamental, technical and industry analysis, as well as to selection of appropriate investment vehicles, including options strategies. Students will learn how to research publicly traded companies using various internet-based information sources and computer programs. Particular attention is paid to analyzing crowd behavior based on specific market indicators, scrolling financial news tape and analyzing financial analysts' recommendations.

Prerequisites of the course: Basic Excel skills

Course Outcomes: On successful completion of the course the students shall be able to:

1. Learn the foundations of Marketing Analysis, Demat, Mutual funds, Global Financial Markets, and Instruments.
2. Learn to identify good stocks/share to invest.
3. Learn to manage your stock investment portfolio.
4. Learn to manage the risk of stock market investments.
5. Learn to trade in options profitably.

Course Content:

Module1: Capital Market.

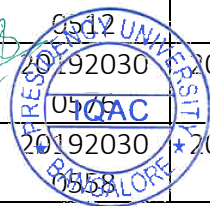
Module 2: Fundamental Analysis & Technical Analysis

Module 3: Demat & Mutual Funds, Derivatives & Commodity Markets

Approval by the HOD.

	Presidency University, Bengaluru	
	School of Management	
Value Added Course Code :	SOMVA026	

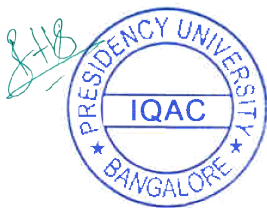
Value Added Course Name :		Stock Market analysis			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300623	20192MBA0579	SRINIVAS L	SO M	100%	90	YES	COURSE COMPLETED
2	201920300569	20192MBA0580	SRINIVASULU K	SO M	100%	89	YES	COURSE COMPLETED
3	201920300624	20192MBA0581	SRIVATSA B S	SO M	87%	60	YES	COURSE COMPLETED
4	201920300566	20192MBA0582	SUBRAMANYA K N	SO M	93%	70	YES	COURSE COMPLETED
5	201920300593	20192MBA0583	SUMANTH J N	SO M	91%	50	YES	COURSE COMPLETED
6	201920300588	20192MBA0584	SURAKSHITHKUMAR K	SO M	96%	75	YES	COURSE COMPLETED
7	201920300590	20192MBA0585	SWAPNA CHOWDHARI	SO M	92%	50	YES	COURSE COMPLETED
8	201920300601	20192MBA0586	SWAROOP A S	SO M	87%	50	YES	COURSE COMPLETED
9	201920300591	20192MBA0587	TANUSH S	SO M	87%	60	YES	COURSE COMPLETED
10	201920300524	20192MBA0588	UDAY SHIVARAM NAIK	SO M	93%	70	YES	COURSE COMPLETED
11	201920300536	20192MBA0589	VARADARAJ R	SO M	91%	10	NO	COURSE NOT COMPLETED
12	201920300609	20192MBA0590	VARSHITHKUMAR P S	SO M	96%	75	YES	COURSE COMPLETED
13	201920300575	20192MBA0591	VIGHNESHA K	SO M	92%	50	YES	COURSE COMPLETED
14	201920300515	20192MBA0592	VIJAY	SO M	8%	8	NO	COURSE NOT COMPLETED
15	201920300512	20192MBA0593	VIJAY R	SO M	76%	70	YES	COURSE COMPLETED
16	201920300511	20192MBA0595	VISHAKH KUMAR B V	SO M	76%	50	YES	COURSE COMPLETED
17	201920300558	20192MBA0596	YASHASHWINI V	SO M	87%	60	YES	COURSE COMPLETED



18	20192030 0607	20192MB A0597	ZABIULLA	SO M	92%	60	YE S	COURSE COMPLETED
19	20192030 0635	20192MB A0598	KRISHNA SURESH KOPPAL	SO M	87%	60	YE S	COURSE COMPLETED
20	20192030 0632	20192MB A0599	MEENAKSHI M	SO M	93%	70	YE S	COURSE COMPLETED
21	20192030 0634	20192MB A0600	SAGAR NIMBURE	SO M	21%	0	N O	COURSE NOT COMPLETED
22	20192030 0649	20192MB A0602	BIJOY ANTONY C	SO M	87%	60	YE S	COURSE COMPLETED
23	20192030 0637	20192MB A0603	KIRAN KUMAR C M	SO M	93%	70	YE S	COURSE COMPLETED
24	20192030 0646	20192MB A0604	GANGA H	SO M	91%	50	YE S	COURSE COMPLETED
25	20192030 0645	20192MB A0605	MOHAMMED ISMAIL JABIULLA M	SO M	96%	75	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Brand Value chain analysis

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA027

Introduction to the Course: An organization's brand is one of its most valuable assets. Organization's brand represents the themes and ideas that your customers associate with the organization. The value of your brand, otherwise known as brand equity, impacts everything from consumer awareness to the salience of brand in the market. Creating and communicating the value of brand across channels can improve the value of organization and the return on marketing. In this course, will look at the value of a brand through brand equity from both the firm's and the customer's perspective. Students will make the connection between customer loyalty and building brand equity.

Prerequisites of the course: Basic Statistics

Course Outcomes: On successful completion of the course the students shall be able to:

1. To understand brand analysis in a systematic way
2. To develop a perspective for consumer decision process
3. To analyze the dimensions that influence brand valuation.
4. Use sample information to infer about the population with a certain level of confidence about the accuracy of the estimations.

Course Content:

Module 1: Module 1: Brand and Brand valuation

Module 2: Designing and structuring the brand

Module 3: Brand Research

Module 4: Mapping and evaluation of brand

Approval by the HOD.

Presidency University, Bengaluru		
School of Management		
Value Added Course Code: SOMVA027		REGISTRAR

Handwritten initials: SFB

Handwritten signature: S. Suresh

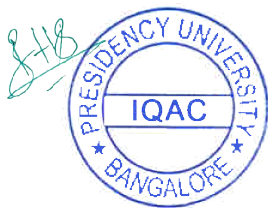
Handwritten initials: SFB

Value Added Course Name :		Brand Value chain analysis			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Remarks
1	201920300239	20192MBA0606	PELLAKURU SAIRINEESH	SO M	96 %	75	YE S	COURSE COMPLETED
2	201920300639	20192MBA0607	MOHAMMED DHANIYAL	SO M	92 %	50	YE S	COURSE COMPLETED
3	201920300220	20192MBA0608	JAI GUPTA	SO M	87 %	50	YE S	COURSE COMPLETED
4	201920300048	20192MBA0610	PRITI KUMARI	SO M	87 %	60	YE S	COURSE COMPLETED
5	201920300137	20192MBA0611	VIKASH KUMAR	SO M	93 %	70	YE S	COURSE COMPLETED
6	201920300647	20192MBA0612	AKSHAY HEMANTH RAO	SO M	91 %	50	YE S	COURSE COMPLETED
7	201920300642	20192MBA0615	ABHISHEK K S	SO M	96 %	75	YE S	COURSE COMPLETED
8	201920300643	20192MBA0616	AYESHA S	SO M	92 %	50	YE S	COURSE COMPLETED
9	201920300644	20192MBA0617	DEEPAK A V	SO M	87 %	50	YE S	COURSE COMPLETED
10	201920300650	20192MBA0618	MAHAMMADMUFEEN AKBAR KOUDIYAL	SO M	76 %	70	YE S	COURSE COMPLETED
11	201920300205	20192MBA0619	AJAY YOGESH S	SO M	76 %	50	YE S	COURSE COMPLETED
12	201920300025	20192MBA0620	MRIDUSMITA SARMA	SO M	87 %	60	YE S	COURSE COMPLETED
13	201920300629	20192MBA0621	SYED ZUBAIR	SO M	92 %	60	YE S	COURSE COMPLETED
14	201920300466	20192MBA0622	DIVYA K	SO M	76 %	50	YE S	COURSE COMPLETED
15	201920300397	20192MBA0623	HEMA S	SO M	87 %	60	YE S	COURSE COMPLETED
16	201820300183	20192MBA9002	PANKAJ KUMAR	SO M	92 %	60	YE S	COURSE COMPLETED
17	201820300021	20192MBA9003	LINI ROBIN N	SO M	50 %	16	N O	COURSE NOT COMPLETED

18	20182030 0209	20192MB A9004	MD AMANULLAH	SO M	92 %	50	YE S	COURSE COMPLETED
19	20192030 0399	20192MD M0001	A N ASHIKA	SO M	87 %	50	YE S	COURSE COMPLETED
20	20192030 0520	20192MD M0002	ABHIKUMAR N	SO M	87 %	60	YE S	COURSE COMPLETED
21	20192030 0648	20192MD M0003	ADITHYA S A	SO M	93 %	70	YE S	COURSE COMPLETED
22	20192030 0371	20192MD M0004	ARCHITHA A	SO M	91 %	50	YE S	COURSE COMPLETED
23	20192030 0444	20192MD M0005	ARUN KUMAR T	SO M	96 %	75	YE S	COURSE COMPLETED
24	20192030 0568	20192MD M0006	ASHOK B TELI	SO M	92 %	50	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: MBA

Area of Specialization: Research Methods, Business Analytics, GM, HR/OB & Marketing

Name of the Faculty Member/Members: Dr. Senthil Kumar

Title of the Value Added Course: Yoga for Beginners

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA028

Introduction to the Course:

The word 'Yoga' is derived from the Sanskrit root 'Yuj', meaning 'to join' or 'to yoke' or 'to unite'. As per Yogic scriptures the practice of Yoga leads to the union of individual consciousness with that of the Universal Consciousness, indicating a perfect harmony between the mind and body, Man & Nature. Yoga is an old discipline from [India](#). It is both [spiritual](#) and [physical](#). Yoga uses [breathing](#) techniques, [exercise](#) and [meditation](#). It helps to improve health and happiness. Yoga is the [Sanskrit](#) word for union. [Patanjali](#) was a pioneer of classical yoga. He defined yoga as "the cessation of the modification of the mind" (stopping changing the mind).

A person doing yoga will move from one posture (called [asana](#)) to another. For example, the "[sun-salutation](#)" contains 12 [poses](#) of asanas, one after the other, and is said to help balance body and [soul](#). There is a specific mantra for each asana. The "sun-salutation" is popularly known as "Suryanamaskar".

Course Outcomes: On successful completion of the course the students shall be able to :

- Understand the knowledge about the theory and practice of Yoga
- Understand the knowledge of Kriyas, Asanas, Mudras, Bandas, Pranayama and meditative postures.
- Learn the various postures of suryanamaskara for physical, mental and Spiritual discipline

Course Content:

Unit-I: Introduction: Yoga its Meaning and Definition.-Aim and Objectives of Yoga-Origin, history and development of yoga.-Relevance and scope of Yoga in modern age - Misconceptions about yoga and their solutions- Difference between yogic and non-yogic system of exercises.

Unit-II: Essentials of Yoga Practices-Disciplines and failures in Yogic Practices-Place & Timing of Yogic practices-Diet for Yoga Practitioner: pathya&apathy- Obstacles in the Path of Yoga Practice-Sequence for yogic practices

Unit-III: Karma Yoga, Bhakti Yoga, Jnana Yoga, Hatha yoga, Raja yoga and Mantra Yoga.

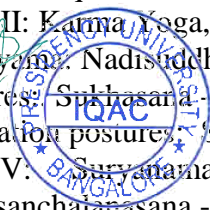
Pranayama: Nadisuddhi – Suryabhedan - Seetali - .Sitkari - Asanas:Meditative

Postures: Sukhasana - Swastikasana - Ardhapadmasana - Padmasana - Siddhasana - Vairasana

Relaxation postures: Shavasana - Makharasana -Matsya kridasana

Unit-IV: Suryanamaskara:. Pranamasana - Hasta uttanasana - Paschahastāsana

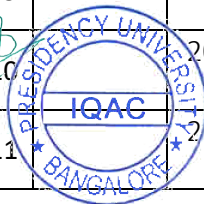
Aswasanchaīanasana - Dandasana - Ashtangasana - Bhujangasana - Parvatasana





Approval by the HOD.

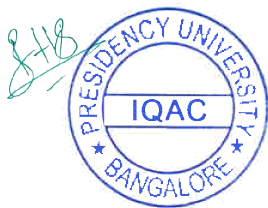
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA028						
Value Added Course Name :		Yoga for beginners			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Senthil kumar	
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Remarks
1		20182MB A0490	ANILKUMAR G D	So M	92 %	50	YE S	COURSE COMPLETED
2		20182MB A0491	AVINASH A	So M	87 %	50	YE S	COURSE COMPLETED
3		20182MB A0492	BALAJI D	So M	87 %	60	YE S	COURSE COMPLETED
4		20182MB A0493	BALAJI K	So M	92 %	50	YE S	COURSE COMPLETED
5		20182MB A0494	BHARATHKUMAR S N	So M	87 %	50	YE S	COURSE COMPLETED
6		20182MB A0495	CHANDRA VARSHINI C	So M	87 %	60	YE S	COURSE COMPLETED
7		20182MB A0496	DHEERAJ G	So M	93 %	70	YE S	COURSE COMPLETED
8		20182MB A0497	DIVYA P	So M	91 %	50	YE S	COURSE COMPLETED
9		20182MB A0499	GAYATHRI SRINIVAS KANTAMANI	So M	87 %	50	YE S	COURSE COMPLETED
10		20182MB A0500	GOWTHAMI C	So M	87 %	60	YE S	COURSE COMPLETED
11		20182MB A0501	HARISH M	So M	93 %	70	YE S	COURSE COMPLETED



12		20182MB A0502	HARISHKUMAR G N	So M	91 %	50	YE S	COURSE COMPLETED
13		20182MB A0503	HARSHITHA C V	So M	96 %	75	YE S	COURSE COMPLETED
14		20182MB A0504	IBRAHIM KHAN A	So M	92 %	50	YE S	COURSE COMPLETED
15		20182MB A0505	KARAN V	So M	96 %	75	YE S	COURSE COMPLETED
16		20182MB A0506	KIRAN KUMAR A	So M	92 %	50	YE S	COURSE COMPLETED
17		20182MB A0507	KUSHAL KUMAR NAIK	So M	87 %	10	NO	COURSE NOT COMPLETED
18		20182MB A0508	LAKSHMIKANTH SHARMA R	So M	87 %	15	NO	COURSE NOT COMPLETED
19		20182MB A0510	MADAN R GOWDA	So M	93 %	70	YE S	COURSE COMPLETED
20		20182MB A0511	MADHU	So M	91 %	50	YE S	COURSE COMPLETED
21		20182MB A0512	MAHAMMED SIRAJ A I	So M	96 %	75	YE S	COURSE COMPLETED
22		20182MB A0513	MAHESH P	So M	92 %	50	YE S	COURSE COMPLETED
23		20182MB A0514	MAHESHA G	So M	91 %	50	YE S	COURSE COMPLETED
24		20182MB A0515	MANJUNATHA M V	So M	96 %	75	YE S	COURSE COMPLETED
25		20182MB A0516	MARDAN VALI S	So M	91 %	50	YE S	COURSE COMPLETED
26		20182MB A0518	MOHAMMED SHOAIB M D	So M	96 %	75	YE S	COURSE COMPLETED

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SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Positioning in Marketing

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMV029

Introduction to the Course: The course is the heart of any Marketing Strategy, the core that one must get right. It does not matter whether one starts with a clearly defined target group or with a differential value proposition: one needs to end up with a clear segment or segments upon which Marketing Plans are built. This course will guide through the essential stages of the key marketing process, starting with the basic elements that is required to decide on the market segmentation and marketing. The course progresses to examine the key market trends that one encounters and will provide with a handy practical toolbox of skills. The course features interviews with industry professionals as well as on location videos where we quiz members of the public on their attitude towards this key concept

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Basic understanding of the concepts of marketing management

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand where to position the product and which segment to attempt to attract.
2. Acquire skills of market segmentation, positioning and value proposition

Course Content:

Module 1: The positioning concept is introduced and connected to the Marketing Process. The market environment analysis is done and the reasons for going ahead with the positioning are outlined.

Module 2: Segmentation- During the module the segmentation concept is covered, together with the reasons for segmenting, the criteria and models that could be used for running the segmentation.

Module 3: Differentiation & Value Proposition- The element of positioning is addressed: Value proposition and differentiation. Both the value proposition and differentiation concepts are presented, following up with how to come up with them effectively and potential strategies to be followed.

Module 4: Positioning - The positioning concept is analyzed and practical tools are shared to define it. Furthermore, key marketing strategies and market trends affecting positioning are

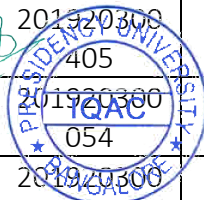
offered.




REGISTRAR 

Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA029						
Value Added Course Name :		Positioning in Marketing			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Prof. Bharath S	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300 622	20192MD M0007	BHARATH D	So M	20%	0	NO	COURSE NOT COMPLETED
2	201920300 098	20192MD M0008	BORRA VALLIKA	So M	23%	15	NO	COURSE NOT COMPLETED
3	201920300 549	20192MD M0009	DARSHAN B S	SO M	87%	60	YES	COURSE COMPLETED
4	201920300 583	20192MD M0011	HEMANTH KUMAR C	SO M	92%	50	YES	COURSE COMPLETED
5	201920300 435	20192MD M0012	KRISHNA REDDY S N	SO M	87%	50	YES	COURSE COMPLETED
6	201920300 538	20192MD M0013	MD VASIF AHEMAD	SO M	87%	60	YES	COURSE COMPLETED
7	201920300 597	20192MD M0014	MITHESH V	SO M	93%	70	YES	COURSE COMPLETED
8	201920300 628	20192MD M0015	NITHYANANDA S N	SO M	91%	50	YES	COURSE COMPLETED
9	201920300 574	20192MD M0016	PREETHI L	SO M	87%	50	YES	COURSE COMPLETED
10	201920300 428	20192MD M0017	RAGHU S S	SO M	87%	60	YES	COURSE COMPLETED
11	201920300 501	20192MD M0018	SAGAR JAGATAP	SO M	93%	70	YES	COURSE COMPLETED
12	201920300 405	20192MD M0019	SANJAY KUMAR DN	SO M	91%	50	YES	COURSE COMPLETED
13	201920300 054	20192MD M0020	SARAGADAM TEJA KUMAR	SO M	96%	75	YES	COURSE COMPLETED
14	201920300 438	20192MD M0021	SHANKAR REDDY	SO M	92%	50	YES	COURSE COMPLETED



15	201920300 404	20192MD M0022	SHIVAPRASAD R E	SO M	96%	75	YES	COURSE COMPLETED
16	201920300 376	20192MD M0023	SRINIVAS D N	SO M	92%	50	YES	COURSE COMPLETED
17	201920300 641	20192MD M0024	B SAI VEERATEJAS	SO M	87%	50	YES	COURSE COMPLETED
18	201920300 281	20192MD M0025	ABDU SAMEEH A G	SO M	87%	0	NO	COURSE NOT COMPLETED
19	201920300 059	20192MD M0026	DODDI SIREESHA	SO M	93%	70	YES	COURSE COMPLETED
20	201920300 151	20192MD M0027	GUJJARI PAVAN KALYAN	SO M	91%	50	YES	COURSE COMPLETED
21	201920300 261	20192MD M0028	HANA KHAN	SO M	92%	50	YES	COURSE COMPLETED
22	201920300 234	20192MD M0029	SAMBHANA NIHARIKA	SO M	87%	50	YES	COURSE COMPLETED
23	201920300 545	20192MEM 0001	ABDUL RASHEED	SO M	87%	60	YES	COURSE COMPLETED
24	201920300 525	20192MEM 0003	ATHITH K V	SO M	92%	50	YES	COURSE COMPLETED
25	201920300 500	20192MEM 0004	DARSHAN B	SO M	87%	50	YES	COURSE COMPLETED
26	201920300 504	20192MEM 0005	DARSHAN S	SO M	87%	60	YES	COURSE COMPLETED
27	201920300 413	20192MEM 0006	HARSHITA PRABHAKAR J	SO M	87%	60	YES	COURSE COMPLETED
28	201920300 521	20192MEM 0008	KAVYA KS	SO M	93%	70	YES	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Human Resource Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value-Added Course: Meditation for Well-being

Course Duration: [30 hours] [From From 20 January 2020 till 10 March 2020]

Course Code: SOMVA030

Introduction to the Course: The course is designed to transform every area of ones' life by mindfulness meditation which teaches you what Mindfulness Meditation is and new ways to use your mind and discover new states of being. One of the best features of Mindfulness Meditation is that one can start getting positive changes and stress reduction from the first day and the benefits truly are life-changing.

This course would be facilitated with lectures, videos and practice sessions.

Prerequisites of the course: Anyone with a willingness for personal development.

Course Outcomes: On successful completion of the course the students shall be able to:

1. State what is mindfulness meditation
2. Explain how to perform mindfulness
3. Understand that meditation is the path to wisdom and success in life

Course Content:

Module1: Mindful Meditations – Introduction & First Concepts

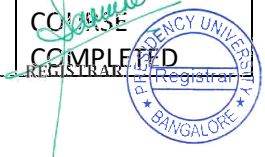
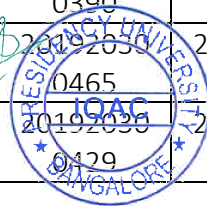
Module 2: Understanding & using Mindful Meditation

Module 3: Mindful Meditation & Happiness

Approval by the HOD.

Presidency University, Bengaluru			
School of Management			
Value Added Course Code	SOMVA030		
Value Added Course Name	Meditation for well being	Academic Year	: 2019-20
		Semester	: FIVE
		Instructor-in-Charge	: Prof. Bharath S

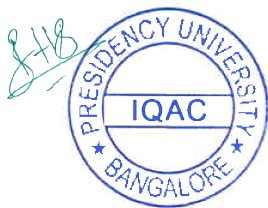
S. No	UID No	Roll No	Name	School	Attendance	Marks	Y/N	Eligibility for Certificate Remarks
1		20192ME M0009	LAVANYA K R	So M	92 %	50	YE S	COURSE COMPLETED
2	20192030 0596	20192ME M0010	MAHANTAYYA KAMBI	So M	87 %	50	YE S	COURSE COMPLETED
3	20192030 0530	20192ME M0011	MOHAMMED KAMRAN	So M	87 %	60	YE S	COURSE COMPLETED
4	20192030 0541	20192ME M0012	NANDEESH N	So M	93 %	70	YE S	COURSE COMPLETED
5	20192030 0388	20192ME M0013	PRAHAL GOWDA B S	So M	91 %	50	YE S	COURSE COMPLETED
6	20192030 0513	20192ME M0014	SAMSON DAVID T	So M	87 %	50	YE S	COURSE COMPLETED
7	20192030 0398	20192ME M0015	SUPRIYA H S	So M	87 %	60	YE S	COURSE COMPLETED
8	20192030 0571	20192ME M0016	SURYA PRAKASH REDDY N S	So M	93 %	70	YE S	COURSE COMPLETED
9	20192030 0385	20192ME M0018	UDAY G V	So M	91 %	50	YE S	COURSE COMPLETED
10	20192030 0440	20192ME M0019	VIKAS M R	So M	96 %	75	YE S	COURSE COMPLETED
11	20192030 0062	20192ME M0020	PURSNANI TARUN ISHWAR	So M	92 %	10	NO	COURSE NOT COMPLETED
12	20192030 0056	20192ME M0021	ROHRA JEEVESH SHYAMLAL	So M	96 %	75	YE S	COURSE COMPLETED
13	20192030 0425	20192MB A0399	HARSHITH V	So M	92 %	50	YE S	COURSE COMPLETED
14	20192030 0393	20192MB A0400	HARSHITHA G N	So M	87 %	50	YE S	COURSE COMPLETED
15	20192030 0422	20192MB A0402	HEMANTH M G	So M	87 %	60	YE S	COURSE COMPLETED
16	20192030 0454	20192MB A0403	INDUSHREE V	So M	93 %	70	YE S	COURSE COMPLETED
17	20192030 0390	20192MB A0404	J KEERTHANA	So M	91 %	50	YE S	COURSE COMPLETED
18	20192030 0465	20192MB A0405	JEEVITHA G	So M	87 %	50	YE S	COURSE COMPLETED
19	20192030 0429	20192MB A0406	JYOSNA GAYATHRI KOYALAMUDI	So M	87 %	60	YE S	COURSE COMPLETED



20	20192030 0437	20192MB A0407	KAPIL VENKATA RAMANA G	So M	93 %	70	YE S	COURSE COMPLETED
21	20192030 0412	20192MB A0408	KAVANA H S	So M	91 %	50	YE S	COURSE COMPLETED
22	20192030 0477	20192MB A0409	KISHOR R	So M	93 %	70	YE S	COURSE COMPLETED
23	20192030 0452	20192MB A0410	KISHORE D K	So M	91 %	50	YE S	COURSE COMPLETED
24	20192030 0445	20192MB A0412	KRUPA R	So M	87 %	50	YE S	COURSE COMPLETED
25	20192030 0374	20192MB A0413	MAHADEVASWAMY C N	So M	87 %	60	YE S	COURSE COMPLETED
26	20192030 0366	20192MB A0414	MANOJ MADAKARI G N	So M	93 %	70	YE S	COURSE COMPLETED
27	20192030 0381	20192MB A0415	MARIYA REBEKA GREGORY GOMES	So M	91 %	50	YE S	COURSE COMPLETED
28	20192030 0363	20192MB A0416	MOHAMMED SAMEER	So M	87 %	60	YE S	COURSE COMPLETED
29	20192030 0377	20192MB A0417	NAGAVENI K	So M	93 %	70	YE S	COURSE COMPLETED
30	20192030 0400	20192MB A0418	NALINA B G	So M	93 %	70	YE S	COURSE COMPLETED
31	20192030 0410	20192MB A0419	NEHA S	So M	91 %	50	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Dr. Srikanth

Title of the Value Added Course: Forecasting Model using R

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA031

Introduction to the Course: The course teaches you how to calculate the return of a portfolio of securities as well as quantify the market risk of that portfolio, an important skill for financial market analysts in banks, hedge funds, insurance companies, and other financial services and investment firms. Using the R programming language with Microsoft Open R and RStudio, you will use the two main tools for calculating the market risk of stock portfolios: Value-at-Risk (VaR) and Expected Shortfall (ES).

Prerequisites of the course: Beginner-level understanding of R programming.

Course Outcomes: On successful completion of the course the students shall be able to gain skills in:

1. R programming
2. Risk Analysis
3. Risk Management

Course Content:

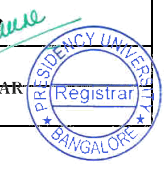
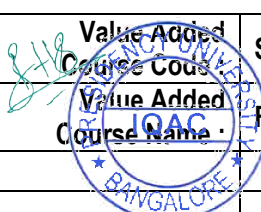
Module 1: Introduction to R, Data Retrieval, and Return Calculation

Module 2: Risk Management under Normal Distributions

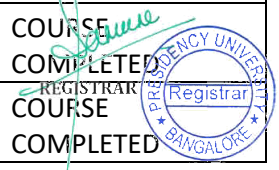
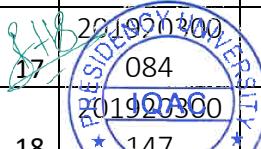
Module 3: Risk Management under Volatility Clustering

Approval by the HOD.

Presidency University, Bengaluru			
School of Management			
Value Added Course Code	SOMVA031		
Value Added Course Name	Forecasting model using R	Academic Year :	2019-20
		Semester :	EVEN
			REGISTRAR



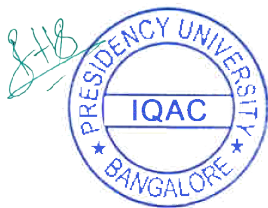
					Instructor-in-Charge :		Dr N Srikanth Reddy	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A9004	NAINISH KUMAR MISHRA	SO M	87 %	50	YES	COURSE COMPLETED
2	201920300 154	20192MB A0002	ABHIJIT PRADHAN	SO M	87 %	60	YES	COURSE COMPLETED
3	201920300 156	20192MB A0003	ABHIJITH S	SO M	93 %	70	YES	COURSE COMPLETED
4	201920300 150	20192MB A0004	ABHIRAM A S	SO M	91 %	50	YES	COURSE COMPLETED
5	201920300 203	20192MB A0005	ABHISHEK H S	SO M	91 %	50	YES	COURSE COMPLETED
6	201920300 194	20192MB A0006	ADARSH MOHANAN	SO M	87 %	0	NO	COURSE NOT COMPLETED
7	201920300 082	20192MB A0007	ADHEENA	SO M	93 %	70	YES	COURSE COMPLETED
8	201920300 074	20192MB A0008	ADITHYAN S	SO M	93 %	70	YES	COURSE COMPLETED
9	201920300 015	20192MB A0009	ADITYA KAUSHIK	SO M	91 %	50	YES	COURSE COMPLETED
10	201920300 227	20192MB A0011	AKHILESH A	SO M	96 %	75	YES	COURSE COMPLETED
11	201920300 016	20192MB A0012	AKHILESH PILLAI	SO M	92 %	50	YES	COURSE COMPLETED
12	201920300 130	20192MB A0013	AKSHAY JOSHY	SO M	87 %	50	YES	COURSE COMPLETED
13	201920300 014	20192MB A0014	ALAN JOE THONDICKAL	SO M	87 %	60	YES	COURSE COMPLETED
14	201920300 076	20192MB A0015	ALLAM SYAM PRASAD	SO M	93 %	70	YES	COURSE COMPLETED
15	201920300 217	20192MB A0016	ALMAS HASHMI	SO M	91 %	50	YES	COURSE COMPLETED
16	201920300 118	20192MB A0017	ALVALITH S	SO M	91 %	50	YES	COURSE COMPLETED
17	201920300 084	20192MB A0018	AMAL S KUMAR	SO M	87 %	60	YES	COURSE COMPLETED
18	201920300 147	20192MB A0019	AMAN PRATEEK	SO M	93 %	70	YES	COURSE COMPLETED
19	201920300 160	20192MB A0020	AMAN RAJ	SO M	93 %	70	YES	COURSE COMPLETED



20	201920300 038	20192MB A0021	AMITH G PAI	SO M	91 %	50	YES	COURSE COMPLETED
21	201920300 177	20192MB A0022	AMRUT BHIMARAO MORE	SO M	91 %	50	YES	COURSE COMPLETED
22	201920300 117	20192MB A0023	ANAND JOS WILFRED	SO M	93 %	70	YES	COURSE COMPLETED
23	201920300 174	20192MB A0024	ANANDHU P	SO M	91 %	50	YES	COURSE COMPLETED
24	201920300 158	20192MB A0025	ANEETTA BAIJU	SO M	87 %	50	YES	COURSE COMPLETED
25	201920300 102	20192MB A0026	ANJANA C	SO M	87 %	60	YES	COURSE COMPLETED
26	201920300 124	20192MB A0027	ANKIT KUMAR MISHRA	SO M	93 %	70	YES	COURSE COMPLETED
27	201920300 206	20192MB A0028	ANUPAM MURMU	SO M	91 %	50	YES	COURSE COMPLETED
28	201920300 104	20192MB A0029	APARNA RAJAGOPALAN	SO M	91 %	50	YES	COURSE COMPLETED
29	201920300 106	20192MB A0030	APOORV PRAKASH	SO M	87 %	60	YES	COURSE COMPLETED
30	201920300 075	20192MB A0031	ARAVIND V	SO M	93 %	70	YES	COURSE COMPLETED
31	201920300 033	20192MB A0032	ARCHA M B	SO M	93 %	70	YES	COURSE COMPLETED
32	201920300 031	20192MB A0033	ARJUN M	SO M	91 %	50	YES	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management Name of the Department: Management

Area of Specialization: Operations Management

Name of the Faculty Member: Dr N Srikanth Reddy

Title of the Value-Added Course: Inventory Modelling

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMVA032

Introduction to the Course: The course is designed keeping in mind that Manufacturing Industry, where multiple types of materials are used to make and sell Products. Each type of material according to its use, will have to be planned for fulfillment, storage, usage in Manufacturing and selling the main products. Various types of material such as raw material, finished material, sub-assembly or semi-finished material and MRO etc are to be handled in different ways in terms of planning, storing, valuations and managing their inventories.

Hence planning of materials for making and selling product and planning of the product (finished items) themselves needed multiple levels of strategy to ensure that the customer is satisfied and at the same time, the financial parameters are under control.

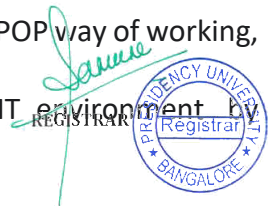
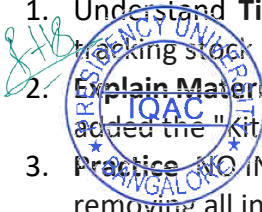
It is therefore imperative to understand the functions of **multiple types of inventories** to determine the kind of controls you want to apply. Understanding on various types of materials helps in that aspect. In addition, the special classifications such as **ABC Analysis** can consolidate the kind of material that need maximum attention and those that can have relatively loose controls. In other words, ABC classification helps you determine the level of **Inventory Policies and controls** to apply on specific group of Items

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Anyone aspiring for careers in Manufacturing, Supply Chain and Inventory Management. Students experienced in Manufacturing industry in Non-Production and Planning departments or those educated in Production & Industrial engineering or other such disciplines

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand **Time phased order point** (which looked at timing of order in addition to tracking stock levels)
2. Explain **Material requirement planning - MRP** (which in addition to TPOP way of working, added the "kit based planning").
3. Practice **NO INVENTORY** state, in what is called Just in Time - JIT environment by removing all inefficiencies causing the need to hold inventories.

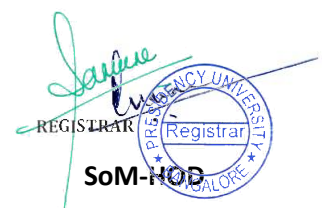
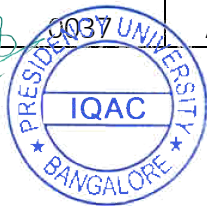


Course Content:**Module1:** Inventory definition and appreciate the need to perform inventory management**Module2:** A few popular Inventory types and how they are handled in relation to manufacturing environment.**Module3:** Inventory classification based on which the level of control to be applied on each class of the inventory is determined.

Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA032						
Value Added Course Name :		Inventory Modelling			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr N Srikanth Reddy	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300039	20192MBA0097	KARAMALLA YASWANTH	SO M	91 %	50	YE S	COURSE COMPLETED
2	201920300080	20192MBA0098	KARATURI YUWATEJA	SO M	87 %	60	YE S	COURSE COMPLETED
3	201920300064	20192MBA0099	KARRI MAN MOHAN REDDY	SO M	93 %	70	YE S	COURSE COMPLETED
4	201920300071	20192MBA0100	KHEZIA SARA THOMAS	SO M	93 %	70	YE S	COURSE COMPLETED
5	201920300168	20192MBA0101	KHUSBOO KUMARI	SO M	91 %	50	YE S	COURSE COMPLETED
6	201920300040	20192MBA0102	KIRAN KUMAR SWAIN	SO M	91 %	50	YE S	COURSE COMPLETED
7	201920300006	20192MBA0103	KISHAN RAI	SO M	93 %	70	YE S	COURSE COMPLETED
8	201920300237	20192MBA0104	KODI RAJESH	SO M	91 %	50	YE S	COURSE COMPLETED
9	201920300180	20192MBA0105	KONTHAM PRASHANTHI	SO M	87 %	50	YE S	COURSE COMPLETED

10	20192030 0083	20192MB A0106	KOTTAMASU HEMANTH	SO M	87 %	60	YE S	COURSE COMPLETED
11	20192030 0002	20192MB A0107	KUNAL SINGH	SO M	93 %	70	YE S	COURSE COMPLETED
12	20192030 0116	20192MB A0108	KUNCHE MAMATHA	SO M	91 %	50	YE S	COURSE COMPLETED
13	20192030 0170	20192MB A0109	KUNKU HARI BABU	SO M	91 %	50	YE S	COURSE COMPLETED
14	20192030 0187	20192MB A0110	KURUVA VISHNU VARDHAN	SO M	87 %	60	YE S	COURSE COMPLETED
15	20192030 0219	20192MB A0111	L MEGAVATHI	SO M	93 %	70	YE S	COURSE COMPLETED
16	20192030 0085	20192MB A0112	LAGNAJIT MOHAPATRA	SO M	93 %	70	YE S	COURSE COMPLETED
17	20192030 0001	20192MB A0113	MADHUMITA ROY	SO M	91 %	50	YE S	COURSE COMPLETED
18	20192030 0169	20192MB A0114	MAHALAKSHMI R	SO M	91 %	50	YE S	COURSE COMPLETED
19	20192030 0190	20192MB A0115	MAHESHA A	SO M	87 %	60	YE S	COURSE COMPLETED
20	20192030 0005	20192MB A0117	MAHINDRAKAR SHUBHAM MAHESH	SO M	93 %	70	YE S	COURSE COMPLETED
21	20192030 0145	20192MB A0118	MALIKA JHAMB	SO M	93 %	70	YE S	COURSE COMPLETED
22	20192030 0235	20192MB A0119	MAMILLA RASHMITHA	SO M	91 %	50	YE S	COURSE COMPLETED
23	20192030 0028	20192MB A0120	MAREENA BABY	SO M	91 %	50	YE S	COURSE COMPLETED
24	20192030 0092	20192MB A0121	MARTINS NINA FLORA	SO M	93 %	70	YE S	COURSE COMPLETED
25	20192030 0020	20192MB A0122	MEDICHETTY JASHWANTH SAI	SO M	91 %	50	YE S	COURSE COMPLETED
26	20192030 0029	20192MB A0123	MEENIGA SRIKANTH REDDY	SO M	87 %	50	YE S	COURSE COMPLETED
27	20192030 0003	20192MB A0124	MINAKSHI KHAN	SO M	87 %	60	YE S	COURSE COMPLETED
28	20192030 0209	20192MB A0125	MISBA ATHAR K	SO M	93 %	70	YE S	COURSE COMPLETED
29	20192030 0037	20192MB A0126	MK KESAVA	SO M	91 %	50	YE S	COURSE COMPLETED





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. R. Magesh Kumar

Title of the Value Added Course: Effective Preparation of Business Plan

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA033

Introduction to the Course: One of the most exciting and satisfying activities in business is to start a new venture. The most effective way to understand the entrepreneurial process is to take a hands-on Approach. Although theory and participation in class discussion is important, there is nothing that can replace the challenge and excitement of designing a Business Plan to be presented to the Board of Directors (commonly the stockholders) to obtain their approval, and usually later also to bankers and funding trusts as well new potential investors, in order to get the resources needed to implement it. In this course students will learn how to prepare a comprehensive strategy for launching a new business. The vehicle for achieving this is the preparation of a business plan based on an opportunity that students have selected.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Develop a feasibility analysis into a business plan.
2. Analyze various business entry strategies and examine the effects on their business concepts.
3. Identify markets, analyze potential competition, and build customer profiles
4. Develop their oral and written skills by presenting their business plan to a group of community experts for possible license and funding opportunities.

Course Content:

Module1: Overview of Entrepreneurship.

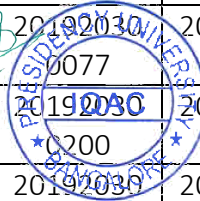
Module 2: Planning for your Venture, Decisions, Market: Market Survey.

Module 3: Sources of Finance and Various Govt. Schemes.



Approval by the HOD

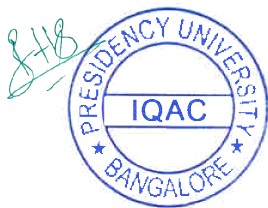
Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA033						
Value Added Course Name :		Effective Preparation fo Business Plan			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. R. Magesh Kumar	
				School	Attendance	Marks (out of 100)	Y/N	Eligibility for Certificate
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300132	20192MB A0127	MOHAMMED NAFEEES	SO M	93 %	10	NO	COURSE NOT COMPLETED
2	201920300010	20192MB A0128	MOHAN R	SO M	93 %	70	YES	COURSE COMPLETED
3	201920300047	20192MB A0129	MOHIT SHARMA	SO M	91 %	50	YES	COURSE COMPLETED
4	201920300153	20192MB A0130	MUKUL SHARMA	SO M	91 %	50	YES	COURSE COMPLETED
5	201920300131	20192MB A0132	NAHEEM NOOR N	SO M	87 %	60	YES	COURSE COMPLETED
6	201920300355	20192MB A0133	NANDINI MANDAL	SO M	93 %	70	YES	COURSE COMPLETED
7	201920300111	20192MB A0134	NARESH KUMAR S	SO M	93 %	70	YES	COURSE COMPLETED
8	201920300144	20192MB A0135	NAVEEN JOSHUA D	SO M	91 %	50	YES	COURSE COMPLETED
9	201920300167	20192MB A0136	NAVEEN K S	SO M	91 %	50	YES	COURSE COMPLETED
10	201920300208	20192MB A0137	NIHAL AHMED A	SO M	93 %	80	YES	COURSE COMPLETED
11	201920300045	20192MB A0138	NIKITA BERRY	SO M	91 %	75	YES	COURSE COMPLETED
12	201920300245	20192MB A0139	NITHYA K	SO M	87 %	85	YES	COURSE COMPLETED
13	201920300077	20192MB A0140	NUPUR NATH	SO M	87 %	75	YES	COURSE COMPLETED
14	201920300200	20192MB A0141	P J JAICY JAMES	SO M	93 %	76	YES	COURSE COMPLETED
15	201920300201	20192MB A0142	P J JENCY JAMES	SO M	91 %	89	YES	COURSE COMPLETED



16	20192030 0140	20192MB A0144	PAKERAPPAGARI AMARNATH REDDY	SO M	91 %	85	YE S	COURSE COMPLETED
17	20192030 0052	20192MB A0145	PAPPALA SURESH BABU	SO M	93 %	80	YE S	COURSE COMPLETED
18	20192030 0023	20192MB A0146	PAVAN KUMAR N R	SO M	91 %	80	YE S	COURSE COMPLETED
19	20192030 0120	20192MB A0147	PEMMASANI TEJASWINI	SO M	91 %	70	YE S	COURSE COMPLETED
20	20192030 0244	20192MB A0148	POLEPALLE SRIKANTH	SO M	93 %	75	YE S	COURSE COMPLETED
21	20192030 0069	20192MB A0149	POLLYSREE BEHERA	SO M	91 %	89	YE S	COURSE COMPLETED
22	20192030 0184	20192MB A0150	POOJA N RAO	SO M	87 %	75	YE S	COURSE COMPLETED
23	20192030 0185	20192MB A0151	POOJITHA M	SO M	87 %	80	YE S	COURSE COMPLETED
24	20192030 0032	20192MB A0152	PRAJAL GHIMIRAY	SO M	93 %	75	YE S	COURSE COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management Name of the Department: Management

Area of Specialization: Human Resource Management

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value-Added Course: Talent Management

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMVA034

Introduction to the Course: The course teaches the elements of talent management within a framework of current application, to help students better understand talent management techniques and learn to use them in a profitable way. Management of talent in the workplace is critical for all levels of managers and not only to human resource professionals. Talent management is the understanding and anticipation of sufficient human capital, and the development and planning to fulfill those human capital needs. When a manager takes a talent management perspective, he or she understands that the talent management tasks such as recruiting, training, and paying employees are components in a single talent management process.

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Anyone aspiring for career in HR and having the basic knowledge of HR & OB concepts and having interest in people side of business.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand how to rapidly move talent from early leadership to senior leadership
2. Appreciate retention and talent engagement
3. Create more collaboration and knowledge sharing across the organisation
4. Increase women and diversity in leadership roles
5. Globalize company's HR program
6. Attract, engage, and retain millennials

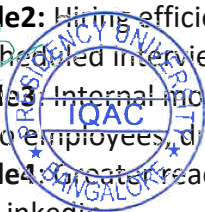
Course Content:

Module1: Recruitment marketing -Use native CRM tools to attract target talent with personalized landing pages and messages.

Module2: Hiring efficiency - Improve and accelerate hiring with AI-powered recommendations, self-scheduled interviews, and data-driven offers.

Module3: Internal mobility - Understand the talent across your business and recommend ideal roles to employees, driving career growth and retention.

Module4: Greater reach via LinkedIn - Easily review and connect with potential candidates using LinkedIn





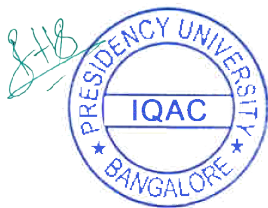
Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA034						
Value Added Course Name :		Talent Management			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300004	20192MBA0153	PRITHIGA V	SOL	96%	0	N	Not Completed the course
2	201920300195	20192MBA0154	PRIYA SINGH	SOM	98%	35	Y	Completed the course
3	201920300226	20192MBA0155	PRUTHVI S R	SOM	95%	40	Y	Completed the course
4	201920300057	20192MBA0157	R RAHUL MAMPALLY	SOL	96%	33	Y	Completed the course
5	201920300204	20192MBA0158	RAHUL KUMAR	SOM	98%	35	Y	Completed the course
6	201920300030	20192MBA0159	RAHUL PRADEEP	SOM	95%	40	Y	Completed the course
7	201920300026	20192MBA0160	RAHUL RONGPI	SOL	96%	33	Y	Completed the course
8	201920300157	20192MBA0161	RAHUL YADAV R	SOM	98%	35	Y	Completed the course
9	201920300007	20192MBA0162	RAKSHITH S	SOM	95%	40	Y	Completed the course
10	201920300215	20192MBA0163	RAM KUMAR D	SOL	96%	33	Y	Completed the course
11	201920300249	20192MBA0164	RAMINENI VISHNU	SOM	98%	0	N	Not Completed the course
12	201920300068	20192MBA0165	RAMYA G	SOM	95%	40	Y	Completed the course

13	201920300 246	20192MBA 0166	RAMYA S	SO L	96%	33	Y	Completed the course
14	201920300 089	20192MBA 0167	RITIK KUMAR ROUT	SO M	98%	35	Y	Completed the course
15	201920300 216	20192MBA 0168	RITWIK CHAKRABORTY	SO M	95%	40	Y	Completed the course
16	201920300 060	20192MBA 0169	ROHIT T R	SO L	96%	33	Y	Completed the course
17	201920300 139	20192MBA 0170	S REIGUN SAMUEL	SO M	98%	35	Y	Completed the course
18	201920300 171	20192MBA 0172	SAJINI S	SO M	95%	40	Y	Completed the course
19	201920300 095	20192MBA 0174	SAMIR PRADHAN	SO L	96%	33	Y	Completed the course
20	201920300 021	20192MBA 0175	SANATH JAYARAJ P	SO M	98%	35	Y	Completed the course
21	201920300 027	20192MBA 0176	SANDEEP SANJAYAN	SO M	95%	40	Y	Completed the course
22	201920300 149	20192MBA 0177	SANDEEP SARKAR	SO L	96%	33	Y	Completed the course
23	201920300 126	20192MBA 0178	SANDRA K A	SO M	98%	35	Y	Completed the course
24	201920300 070	20192MBA 0179	SANTHOSH R	SO M	95%	40	Y	Completed the course



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Human Resource Management

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value-Added Course : Art Of listening

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMVA035

Introduction to the Course: The course communication skills have become increasingly important, especially in work settings and our private lives. Listening is the forgotten communication skill, but arguably, the most important. It is a crucial part of our ability to engage and communicate with others. Listening deeply, however, takes this skill set up a level. So, if you would like to build relationships by creating trust and mutual understanding, and by bringing a diversity of thoughts and ideas to the conversation, then enroll for this course. There are three steps to master in order to become a better listener: listening with purpose, listening for understanding, and listening with empathy.

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Anyone aspiring for career in HR and having the basic knowledge of HR & OB concepts and having interest in people side of business.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand the communication process and the importance of listening
2. Identify good and bad listening habits in yourself and others, which you need to do before you proceed with building on and developing your own listening skills.
3. Practice Listening Skills

Course Content:

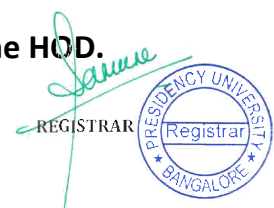
Module1: Introduction to the benefits of developing listening skills.

Module2: Practising Purposeful Listening

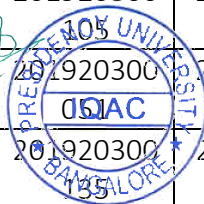
Module3: Listening for Understanding & Listening with Empathy



Approval by the HOD.



Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA035						
Value Added Course Name :		Art of Listening			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Anirban Kundu	
S. No	UID No	Roll No	Name	School	Attendance	Marks (50)	Y/N	Remarks
1	201920300241	20192MBA0180	SAQULAIN MUSTAFA M	SO M	98 %	80	YES	Completed the course
2	201920300218	20192MBA0182	SARAH JILANI	SO M	95 %	75	YES	Completed the course
3	201920300044	20192MBA0183	SARAN SIVAN	SO L	96 %	85	YES	Completed the course
4	201920300019	20192MBA0184	SARATHKUMAR CS	SO M	98 %	75	YES	Completed the course
5	201920300129	20192MBA0185	SATULURI SWETHA	SO M	95 %	0	NO	Not Completed the course
6	201920300134	20192MBA0186	SAURAV K	SO L	96 %	89	YES	Completed the course
7	201920300046	20192MBA0187	SAYANI SARDAR	SO M	98 %	85	YES	Completed the course
8	201920300183	20192MBA0188	SHAIK HABEEB	SO M	95 %	80	YES	Completed the course
9	201920300224	20192MBA0189	SHAIK MOHAMMAD THAHEER	SO M	98 %	80	YES	Completed the course
10	201920300186	20192MBA0190	SHAIK SHADAB PARVEZ	SO M	95 %	70	YES	Completed the course
11	201920300063	20192MBA0191	SHAILESH PETER R	SO L	96 %	75	YES	Completed the course
12	201920300063	20192MBA0192	SHATHABDHI R	SO M	98 %	89	YES	Completed the course
13	201920300135	20192MBA0193	SHIBAAN MUSHTAQ	SO M	95 %	75	YES	Completed the course
14	201920300135	20192MBA0194	SHIBIN S R	SO L	96 %	80	YES	Completed the course



15	201920300 148	20192MB A0195	SHRADDHA ARYA	SO M	98 %	75	YE S	Completed the course
16	201920300 233	20192MB A0196	SHUBHAD MISHRA	SO M	95 %	85	YE S	Completed the course
17	201920300 067	20192MB A0197	SIBIDEVA D	SO L	96 %	75	YE S	Completed the course
18	201920300 136	20192MB A0198	SIMRAN KAUR SALUJA	SO M	98 %	10	NO	Not Completed the course
19	201920300 192	20192MB A0199	SIVA RAJA AJITH R	SO M	95 %	89	YE S	Completed the course
20	201920300 022	20192MB A0200	SIVAPRASAD K.P	SO L	96 %	75	YE S	Completed the course
21	201920300 138	20192MB A0201	SONALI KUMARI	SO M	98 %	76	YE S	Completed the course
22	201920300 232	20192MB A0202	SONU SEBASTIAN	SO M	95 %	89	YE S	Completed the course
23	201920300 087	20192MB A0203	SOUMYA RANJAN PRADHAN	SO L	96 %	89	YE S	Completed the course
24	201920300 166	20192MB A0204	SOUNDARYA K S	SO M	98 %	75	YE S	Completed the course
25	201920300 113	20192MB A0205	SOURAV M JAYAN	SO M	95 %	80	YE S	Completed the course
26	201920300 176	20192MB A0206	SOURYA DASGUPTA	SO L	96 %	75	YE S	Completed the course
27	201920300 107	20192MB A0207	SREERAG C V	SO M	98 %	85	YE S	Completed the course
28	201920300 049	20192MB A0208	SRINATH C	SO M	95 %	75	YE S	Completed the course
29	201920300 152	20192MB A0209	SRINJOY MITTER	SO L	96 %	76	YE S	Completed the course

SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value Added Course: Tableau for Business

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA036

Introduction to the Course: This course covers Tableau Creator functionality required for new Tableau users. It starts with simple visualizations and moves to an in-depth look at the different chart and graph functions, calculations, mapping and other functionality. The lessons are organized into modules that provide conceptual information, how-to steps, follow me (where the students follow the instructor using Tableau), and tutorials on each subject.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Connect to data and edit a data source.
2. Sort, filter, and group data.
3. Use the Tableau workspace to create visualizations.
4. Build a range of essential chart types for analysis.
5. Create basic calculations, including quick table calculations.

Course Content:

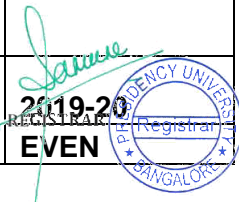
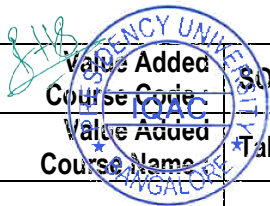
Module 1: Creating Basic Visualizations.

Module 2: Tableau Desktop UI.

Module 3: Filtering and Sorting Data.

Approval by the HOD.

Presidency University, Bengaluru		
School of Management		
Value Added Course Code	SOMVA036	
Value Added Course Name	Tableau for business	Academic Year : 2019-20
		Semester : EVEN



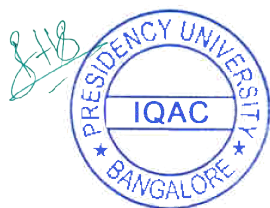
					Instructor-in-Charge :		Dr. Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300081	20192MBA0210	SUDHARANI PADHIARY	SO M	95 %	70	YE S	Completed the course
2	201920300161	20192MBA0211	SUFIYA KHAN	SO M	96 %	50	YE S	Completed the course
3	201920300061	20192MBA0212	SUMESH S	SO M	98 %	50	YE S	Completed the course
4	201920300099	20192MBA0213	SUNIT JENA	SO M	95 %	70	YE S	Completed the course
5	201920300091	20192MBA0214	SUPRIYA NAIK	SO M	96 %	50	YE S	Completed the course
6	201920300146	20192MBA0215	SURYODAYA SAHU	SO M	98 %	50	YE S	Completed the course
7	201920300043	20192MBA0216	SWETA YADAV	SO M	95 %	60	YE S	Completed the course
8	201920300231	20192MBA0217	SYED JUNAID AHMED	SO M	96 %	70	YE S	Completed the course
9	201920300223	20192MBA0218	TALARI HARSHA VARDHAN	SO M	98 %	50	YE S	Completed the course
10	201920300213	20192MBA0219	TEJASWINI M	SO M	95 %	50	YE S	Completed the course
11	201920300065	20192MBA0220	THALLAPALLE VENKATA NAGA LIKHITH	SO M	96 %	70	YE S	Completed the course
12	201920300221	20192MBA0221	THEJASVI D	SO M	98 %	50	YE S	Completed the course
13	201920300036	20192MBA0223	V R HEMANTH	SO M	95 %	50	YE S	Completed the course
14	201920300073	20192MBA0224	V S MOHAN KRISHNA	SO M	96 %	70	YE S	Completed the course
15	201920300119	20192MBA0226	VARUN UTHAMAN	SO M	95 %	70	YE S	Completed the course
16	201920300236	20192MBA0227	VENKATESH M	SO M	96 %	50	YE S	Completed the course
17	201920300100	20192MBA0228	VINAY RAJU ZACHARIAH	SO M	98 %	50	YE S	Completed the course
18	201920300189	20192MBA0229	VINOD R	SO M	95 %	70	YE S	Completed the course



19	20192030 0123	20192MB A0230	VISHNU P K	SO M	96 %	50	YE S	Completed the course
20	20192030 0024	20192MB A0231	WANDARISUK RYMBAI	SO M	98 %	50	YE S	Completed the course
21	20192030 0243	20192MB A0232	Y K MANJUNATH	SO M	95 %	70	YE S	Completed the course
22	20192030 0155	20192MB A0233	Y LEELA	SO M	96 %	50	YE S	Completed the course
23	20192030 0230	20192MB A0234	YASH RAGHAV	SO M	98 %	50	YE S	Completed the course
24	20192030 0247	20192MB A0235	ZAID AHMED N	SO M	98 %	50	YE S	Completed the course
25	20192030 0128	20192MB A0236	ZAMEER AHMED MUJAWAR	SO M	95 %	50	YE S	Completed the course
26	20192030 0251	20192MB A0237	BHAVANI BAI B J	SO M	96 %	70	YE S	Completed the course
27	20192030 0255	20192MB A0238	P VILAS	SO M	98 %	50	YE S	Completed the course
28	20192030 0253	20192MB A0239	ROHIT KUMAR	SO M	95 %	50	YE S	Completed the course
29	20192030 0250	20192MB A0240	SYED MANSOOR	SO M	96 %	70	YE S	Completed the course
30	20192030 0252	20192MB A0241	VISMAYA K V	SO M	95 %	50	YE S	Completed the course
31	20192030 0263	20192MB A0243	NIDESH M N	SO M	96 %	70	YE S	Completed the course
32	20192030 0262	20192MB A0244	HEMANTH M	SO M	10 %	5	NO	Not Completed the course



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Dr. Balaji Gopalan

Title of the Value Added Course: Social Media Marketing

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA037

Introduction to the Course: Social media strategy and planning have become essential elements of any overall marketing communications plan. However, as a relatively nascent field of marketing, and in an environment that is ever-changing, what constitutes best practice in this field is constantly evolving. This course is built on the premise that staying current with various platforms and technologies is less important than understanding how social media affects how we interact and do business day-to-day. This course will look at the various ways that social media has shaped and changed the field of marketing and the meaning of customer communication within the overall marketing plan.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand the impact that social media has had on marketing and how we define customer interaction.
2. Adopt higher level critical thinking by focusing on issues and impacts over technology and tactics.
3. Apply course theories and concepts to a wide variety of real world situations.

Course Content:

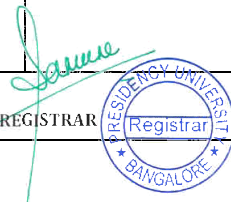
Module 1: Understanding the strategic need for digital and social media marketing.

Module 2: Execution plans for digital and social media marketing

Module 3: Assessing the impact of digital and social media marketing.

Approval by the HOD.

Presidency University, Bengaluru						
School of Management						
Value Added Course Code :	SOMVA037					
Value Added	Social Media Marketing			Academic Year :	2019-20	REGISTRAR

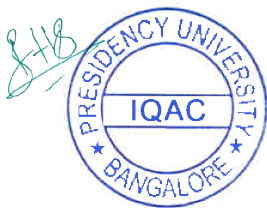


Course Name :							
					Semester :	EVEN	
					Instructor-in-Charge :	Dr. Balaji Gopalan	
				School	Attendance	Marks	Eligibility for Certificate
S. No	Roll No	Name				Y/N	Remarks
1	20182MBA0519	MOHD MUDASAR	SOM	95%	70	YES	Completed the course
2	20182MBA0520	MUTHAPPA K M	SOM	96%	50	YES	Completed the course
3	20182MBA0522	NAVEEN KUMAR V	SOM	98%	50	YES	Completed the course
4	20182MBA0523	NISCHAL L	SOM	95%	70	YES	Completed the course
5	20182MBA0524	PALLAVI N	SOM	96%	50	YES	Completed the course
6	20182MBA0525	POOJA S	SOM	98%	0	NO	Not Completed the course
7	20182MBA0526	PRADEEP C B	SOM	95%	60	YES	Completed the course
8	20182MBA0527	PRAJWAL RANGAPPAREDDY GARAPATTI	SOM	95%	70	YES	Completed the course
9	20182MBA0528	PRASHANTH R	SOM	96%	50	YES	Completed the course
10	20182MBA0529	PUNITHKUMAR K B	SOM	98%	50	YES	Completed the course
11	20182MBA0531	RAKSHATHI K GOWDA	SOM	95%	70	YES	Completed the course
12	20182MBA0532	RANJITH KUMAR D	SOM	96%	50	YES	Completed the course
13	20182MBA0533	ROHITH M	SOM	98%	50	YES	Completed the course
14	20182MBA0534	RUDRESH EATTINMANI	SOM	95%	60	YES	Completed the course
15	20182MBA0535	SAHANA MANJUNATH HEDGE	SOM	96%	70	YES	Completed the course
16	20182MBA0536	SANJU A K	SOM	98%	50	YES	Completed the course
17	20182MBA0537	SANJU SADASIVAN	SOM	95%	50	YES	Completed the course
18	20182MBA0539	SHIVAPRAKASHREDDY L	SOM	96%	70	YES	Completed the course
19	20182MBA0540	SHRUTI E BANUVALLI	SOM	95%	70	YES	Completed the course
20	20182MBA0542	SRIKRISHNAVELUR	SOM	96%	50	YES	Completed the course
21	20182MBA0543	SUDEEP K N	SOM	98%	50	YES	Completed the course
22	20182MBA0544	SUJAN SHETTY	SOM	95%	70	YES	Completed the course
23	20182MBA0545	SYED ZAIN AHMED	SOM	96%	50	YES	Completed the course

24	20182MBA0546	TANUSHA S N	SOM	98%	50	YES	Completed the course
25	20182MBA0547	THOUFIQ AHMAD	SOM	95%	0	NO	Not Completed the course
26	20182MBA0548	TRANZI K C	SOM	96%	70	YES	Completed the course
27	20182MBA0549	VIJAYALAKSHMI SHASHIDHAR KANAJ	SOM	98%	50	YES	Completed the course
28	20182MBA0550	VISHAL BASAVARAJ KANKANAWADI	SOM	95%	50	YES	Completed the course
29	20182MBA0551	Y RAJASEKHAR GOWD	SOM	96%	70	YES	Completed the course
30	20182MBA0552	YOGESH GOWDA M N	SOM	98%	50	YES	Completed the course
31	20182MBA0553	YUNIS	SOM	95%	50	YES	Completed the course
32	20182MBA0558	NUTAKKI PRASHANTH	SOM	96%	70	YES	Completed the course
33	20182MBA0559	NEETHA SHREE R	SOM	95%	70	YES	Completed the course
34	20182MBA9003	T VEDA KALYANI	SOM	96%	50	YES	Completed the course



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: OB

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value Added Course: Goal setting

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA038

Introduction to the Course: Everyone has something that they want to achieve. These goals can apply to any part of their lives and can range from simple to complex. Even on a daily basis, people have goals that they want to reach before the day is over. The nature or complexity of these goals do not always dictate their importance, but they all hold value for the individual who originally set them. Goals shape a person and guide them through different aspects of their life throughout their lifetime.

This course will explore goal setting for individuals, focusing on different areas of a person's life where goals can be applied. These include goals pertaining to people's personal relationships, their health and well-being, their finances, their professional and educational development, and for their overall lifetime. The course will also look at the different rules and guidelines involved in effective goal setting, planning, and achievement, as well as the value that goal setting has in society and in life.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

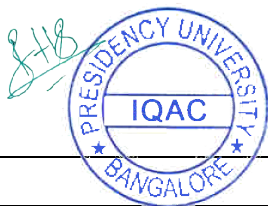
1. Start setting personal clear goals to boost your success
2. Create a concrete plan to reach their target using spreadsheets and goals setting activities.
3. Make the best decisions to level up your life.
4. Gain valuable time every day from your goal setting skills

Course Content:

Module 1: Goal Setting: Getting Started.

Module 2: The Importance of Setting Goals.

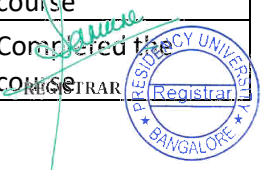
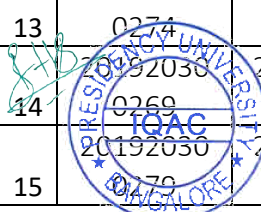
Module 3: Time Management for Goal Achievement.



Approval by the HOD.

	Presidency University, Bengaluru	
	School of Management	

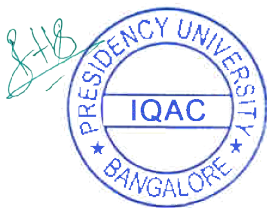
Value Added Course Code :		SOMVA038							
Value Added Course Name :		Goal setting			Academic Year :			2019-20	
					Semester :			EVEN	
					Instructor-in-Charge :			Dr. Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate		
S. No	UID No	Roll No	Name				Y/N	Remarks	
1	20192030 0258	20192MB A0245	MANJUNATH D	SO M	60 %	4	NO	Not Completed the course	
2	20192030 0259	20192MB A0246	DARSHAN R	SO M	98 %	70	YES	Completed the course	
3	20192030 0256	20192MB A0247	KRUTHI K U	SO M	95 %	50	YES	Completed the course	
4	20192030 0264	20192MB A0248	GLIBIN LORANCE	SO M	96 %	60	YES	Completed the course	
5	20192030 0268	20192MB A0249	SYED FUZAIL	SO M	98 %	60	YES	Completed the course	
6	20192030 0267	20192MB A0250	SABIR ALI	SO M	95 %	60	YES	Completed the course	
7	20192030 0266	20192MB A0251	DUVVURU SAIYASHWANTH REDDY	SO M	20 %	0	NO	Not Completed the course	
8	20192030 0265	20192MB A0252	SHIFALI ALBERT	SO M	98 %	70	YES	Completed the course	
9	20192030 0270	20192MB A0254	KODALI BRUNDA	SO M	95 %	50	YES	Completed the course	
10	20192030 0277	20192MB A0255	MISBA MOHUDIN BHAT	SO M	96 %	60	YES	Completed the course	
11	20192030 0275	20192MB A0256	MOHANKUMAR H	SO M	98 %	60	YES	Completed the course	
12	20192030 0272	20192MB A0257	MOHITH K	SO M	95 %	60	YES	Completed the course	
13	20192030 0274	20192MB A0259	SHAIK FAIZOON	SO M	96 %	60	YES	Completed the course	
14	20192030 0269	20192MB A0260	TANIA MAZUMDER	SO M	98 %	50	YES	Completed the course	
15	20192030 0270	20192MB A0262	ANKIREDDY SWAGATH REDDY	SO M	95 %	70	YES	Completed the course	



16	20192030 0211	20192MB A0263	AZAZ AHAMED KHAN	SO M	96 %	50	YE S	Completed the course
17	20192030 0278	20192MB A0264	GAUTHAMI R	SO M	98 %	70	YE S	Completed the course
18	20192030 0284	20192MB A0265	KAVANA N	SO M	95 %	50	YE S	Completed the course
19	20192030 0286	20192MB A0266	KURUVA SUDHAKAR	SO M	96 %	60	YE S	Completed the course
20	20192030 0282	20192MB A0267	MOHAMMED ASHKAR S V	SO M	98 %	50	YE S	Completed the course
21	20192030 0280	20192MB A0268	MULA YOGESWARA REDDY	SO M	95 %	75	YE S	Completed the course
22	20192030 0283	20192MB A0269	RANJITHA G V	SO M	96 %	60	YE S	Completed the course
23	20192030 0285	20192MB A0270	UMA P	SO M	98 %	50	YE S	Completed the course
24	20192030 0289	20192MB A0271	ANTONY ARJIS P S	SO M	95 %	70	YE S	Completed the course



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value Added Course: Financial statement Analysis

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA039

Introduction to the Course: The objective of this course is to provide the framework for analyzing a firm's past performance, estimating its future performance, and valuing its equity. The course integrates key concepts from accounting, finance, economics, and business strategy and applies them to financial decision-making. The course focuses on to interpret numbers in the financial statements. The course leaves with the ability to generate reasonably accurate (or at least logically consistent) forecasts of a firm's future financial performance, including revenues, earnings, asset balances and free cash flows.

Prerequisites of the course: Introductory financial accounting.

Course Outcomes: On successful completion of the course the students shall be able to:

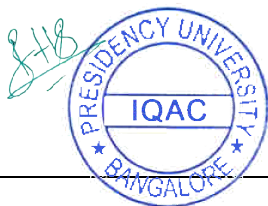
1. Identify and apply the tools of financial statement analysis, including appropriate technology
2. Integrate and apply finance and accounting concepts for valuation analysis, including appropriate technology
3. Evaluate the impact of financial reporting choices on the quality of accounting information including reported earnings.
4. Apply a set of diagnostics to assess the quality of the accounting in financial statements

Course Content:

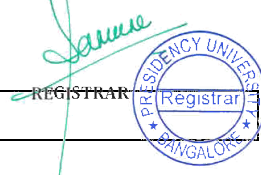
Module1: Introduction to the course; Financial Statement Analysis Techniques.

Module 2: Financial Statement Analysis Techniques.

Module 3: Forecasting and Valuation.

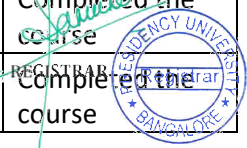
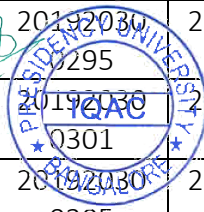


Approval by the HOD.



Presidency University, Bengaluru

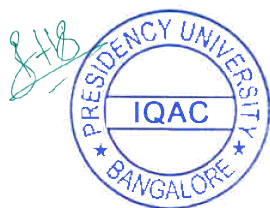
School of Management								
Value Added Course Code :		SOMVA039						
Value Added Course Name :		Financial statement Analysis			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300291	20192MBA0272	ATHUL V M	SO M	96 %	70	YE S	Completed the course
2	201920300353	20192MBA0273	D N DARSHINI BAI	SO M	98 %	60	YE S	Completed the course
3	201920300287	20192MBA0274	DURTHATI LAKSHMI MADHUMITHAA	SO M	95 %	50	YE S	Completed the course
4	201920300354	20192MBA0275	POOJA RAMGONDA PATIL	SO M	96 %	75	YE S	Completed the course
5	201920300292	20192MBA0276	PRINCE JAISWAL	SO M	98 %	60	YE S	Completed the course
6	201920300288	20192MBA0277	RAKSHITHA N	SO M	10 %	0	NO	Not Completed the course
7	201920300290	20192MBA0278	SATISHREDDY	SO M	96 %	70	YE S	Completed the course
8	201920300293	20192MBA0279	SARIN A R	SO M	98 %	50	YE S	Completed the course
9	201920300298	20192MBA0280	ARUN KUMAR T K	SO M	95 %	70	YE S	Completed the course
10	201920300297	20192MBA0282	DHANYA NAIR M V	SO M	96 %	50	YE S	Completed the course
11	201920300296	20192MBA0284	RESHMA M S	SO M	98 %	60	YE S	Completed the course
12	201920300271	20192MBA0285	SOUMYA MURALEEDHARA MENON	SO M	95 %	60	YE S	Completed the course
13	201920300295	20192MBA0286	SUSHMITHA P	SO M	96 %	60	YE S	Completed the course
14	201920300301	20192MBA0287	ASHWINI K	SO M	98 %	70	YE S	Completed the course
15	201920300305	20192MBA0288	CHANDAN H J	SO M	95 %	70	YE S	Completed the course



16	20192030 0050	20192MB A0289	CHIDEN DUKPA	SO M	96 %	60	YE S	Completed the course
17	20192030 0311	20192MB A0290	J HARSHINI	SO M	98 %	50	YE S	Completed the course
18	20192030 0310	20192MB A0291	JEEVITHA M	SO M	95 %	75	YE S	Completed the course
19	20192030 0309	20192MB A0292	MANOJ KUMAR N	SO M	96 %	60	YE S	Completed the course
20	20192030 0307	20192MB A0293	MOHAN G S	SO M	98 %	50	YE S	Completed the course
21	20192030 0302	20192MB A0294	NAVEENKUMAR D	SO M	95 %	70	YE S	Completed the course
22	20192030 0306	20192MB A0295	RENUKA J P	SO M	96 %	50	YE S	Completed the course
23	20192030 0303	20192MB A0296	SAGAR S	SO M	98 %	70	YE S	Completed the course
24	20192030 0308	20192MB A0297	SAJANA THOMAS	SO M	95 %	50	YE S	Completed the course
25	20192030 0300	20192MB A0298	Y KRISHNA VAMSI	SO M	95 %	60	YE S	Completed the course
26	20192030 0318	20192MB A0299	BINDUSHREE P	SO M	96 %	60	YE S	Completed the course
27	20192030 0317	20192MB A0300	FOUZIYA FATHIMA KHAN	SO M	98 %	60	YE S	Completed the course



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PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Anirban Kundu

Title of the Value Added Course: Negotiation skills

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA040

Introduction to the Course: Negotiation Skills are essential for businesses in informal everyday communications and formal activities, including lease, sales, delivery of services, and other legal contracts. This course is specially curated to help delegates enhance their Negotiation Skills to effectively contribute to their business success and gain an approach that brings up goodwill, despite the diversity in parties' interests. This training will benefit students in creating healthier relationships with the parties, providing valuable and long-lasting solutions to satisfy the other parties, and reducing the chance of merging problems and conflicts.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Identify and understand the different types of negotiation techniques
2. Recognize common negotiating techniques when they are being used against you
3. Enter into any negotiation environment feeling confident and prepared
4. Have a deeper understanding of the behavioral and personality-driven factors.

Course Content:

Module 1: Introduction to Negotiation Skills.

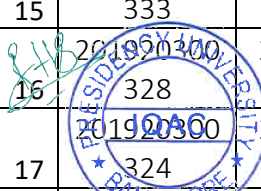
Module 2: Understanding Negotiating Strategies.

Module 3: Negotiating Behaviour and Personality Types.

Approval by the HOD.

Presidency University, Bengaluru		
School of Management		
Value Added Course Code : SOMVA040		
Value Added Course Name : Negotiation skills	Academic Year : 2019-20	REGISTRAR Registrar BANGALORE

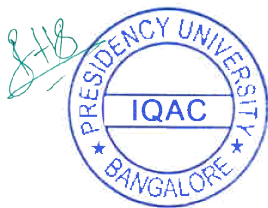
					Semester :		EVEN	
					Instructor-in-Charge :		Dr. Anirban Kundu	
				School	Attendance	Marks (50)	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300312	20192MBA0301	NARENDRABABU K N	SO M	96 %	60	YES	Completed the course
2	201920300321	20192MBA0302	NIKHIL N M	SO M	98 %	50	YES	Completed the course
3	201920300314	20192MBA0303	NILOTPAL NATH	SO M	95 %	75	YES	Completed the course
4	201920300322	20192MBA0305	SHEKAR N R	SO M	98 %	60	YES	Completed the course
5	201920300319	20192MBA0306	SNEHA S	SO M	95 %	50	YES	Completed the course
6	201920300315	20192MBA0307	VAIBHAV PAWAR	SO M	96 %	75	YES	Completed the course
7	201920300316	20192MBA0308	VIDYASHREE S	SO M	98 %	60	YES	Completed the course
8	201920300323	20192MBA0309	WASEEQ HUSSAIN JAN	SO M	95 %	60	YES	Completed the course
9	201920300329	20192MBA0310	A JOSHAN RAJ	SO M	96 %	50	YES	Completed the course
10	201920300332	20192MBA0311	GANAVI U M	SO M	98 %	75	YES	Completed the course
11	201920300327	20192MBA0312	JAINKARINI S	SO M	95 %	60	YES	Completed the course
12	201920300335	20192MBA0313	KESHAV MURTHY PRAKASH	SO M	96 %	50	YES	Completed the course
13	201920300330	20192MBA0314	LAVANYA B M	SO M	98 %	70	YES	Completed the course
14	201920300326	20192MBA0315	MAHAMMAD ATHEESH	SO M	95 %	50	YES	Completed the course
15	201920300333	20192MBA0316	MANOJ G	SO M	96 %	75	YES	Completed the course
16	201920300328	20192MBA0317	MEGHANA B S	SO M	98 %	60	YES	Completed the course
17	201920300324	20192MBA0318	MOHAMMAD RANWEEZ	SO M	95 %	60	YES	Completed the course
18	201920300325	20192MBA0319	MOHAMMAD SHAKEEL	SO M	96 %	50	YES	Completed the course



19	201920300 331	20192MB A0320	RASHMI N	SO M	98 %	75	YES	Completed the course
20	201920300 348	20192MB A0322	ABHISHEK V	SO M	95 %	60	YES	Completed the course
21	201920300 339	20192MB A0323	AJAY KIRAN G	SO M	96 %	50	YES	Completed the course
22	201920300 127	20192MB A0324	ANUSHREE SARKAR	SO M	98 %	75	YES	Completed the course
23	201920300 349	20192MB A0325	CHANDAN T R	SO M	10 %	7	NO	Not Completed the course
24	201920300 346	20192MB A0326	CHIRAG DHARI	SO M	95 %	50	YES	Completed the course
25	201920300 340	20192MB A0328	DILEEP KUMAR K	SO M	96 %	70	YES	Completed the course



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PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Prof. Vaishnavi N

Title of the Value Added Course: The Significance of Financial Modelling in Strategic Planning

Course Duration: [30 hours] [From From 20 January 2020 – 10 March 2020]

Course Code: SOMVA041

Introduction to the Course: The course would help students to work with large volumes of numerical data. However, the key to successfully handle such data is the ability to organize and structure it meaningfully to render them useful to senior management for decision making. This entails creation of robust and dynamic financial models facilitating accurate and efficient analysis of historical data and appropriate projection of financial performance.

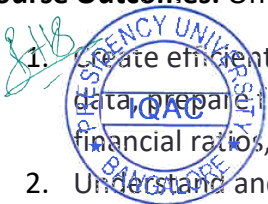
A robust and well-structured financial model is critical to achieving correct valuation analysis, which, in turn, fuels well-informed and appropriate strategic organizational decisions. The importance of sound financial modelling skills, deep understanding of valuation methods and the assessment of outputs of valuations for finance professionals is paramount.

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Basic understanding of Financial Management Concepts.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Create efficient, robust and flexible financial models to report and analyze historical data, prepare future projections and present integrated financial statements, key financial ratios, outputs in a logical, summarized and effective manner.
2. Understand and apply these skills with the help of examples specially revised to demonstrate alternate ways to compute various financial parameters.



- Understand basics of business valuation, various valuation methods and interpretation of the results of valuation.
- Develop well-structured, robust and dynamic financial models to perform independent business valuation.

Course Content:

Module1: Combining accounting, finance, and business metrics to create a forecast of a company's future results.

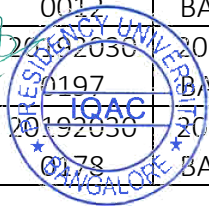
Module 2: Project a company's future financial performance.

Module 3: Valuing companies, determining whether a company should raise capital or grow the business organically or through acquisitions.

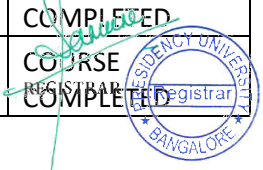
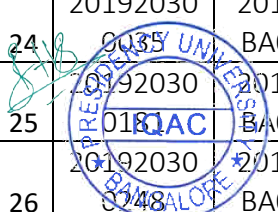


Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA041						
Value Added Course Name :		The Significance of Financial Modelling in Strategic Planning			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Vaishnavi N	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1	201920300112	20192MBA0034	ARJUN M	SO M	70 %	80	YE S	COURSE COMPLETED
2	201920300012	20192MBA0035	ARPIT BARIK	SO M	71 %	75	YE S	COURSE COMPLETED
3	201920300197	20192MBA0036	ARPITA BEHERA	SO M	85 %	85	YE S	COURSE COMPLETED
4	201920300178	20192MBA0037	ARUN BABU P	SO M	70 %	75	YE S	COURSE COMPLETED



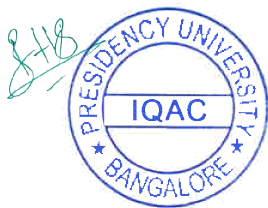
5	20192030 0018	20192M BA0038	ASHIK A D	SO M	70 %	76	YE S	COURSE COMPLETED
6	20192030 0207	20192M BA0039	ASHISH TAMANG	SO M	75 %	89	YE S	COURSE COMPLETED
7	20192030 0142	20192M BA0040	ASLAM B	SO M	85 %	85	YE S	COURSE COMPLETED
8	20192030 0159	20192M BA0041	ASWINRAAJU V	SO M	70 %	80	YE S	COURSE COMPLETED
9	20192030 0121	20192M BA0042	ATHIRA K R	SO M	85 %	80	YE S	COURSE COMPLETED
10	20192030 0196	20192M BA0043	AYESHA MARWAH	SO M	65 %	70	YE S	COURSE COMPLETED
11	20192030 0066	20192M BA0044	B TIRUNATH SAI	SO M	65 %	75	YE S	COURSE COMPLETED
12	20192030 0108	20192M BA0045	BALA KRUSHNA JENA	SO M	80 %	89	YE S	COURSE COMPLETED
13	20192030 0225	20192M BA0046	BALIJA GOWRI MANI CHANDANA	SO M	65 %	75	YE S	COURSE COMPLETED
14	20192030 0078	20192M BA0047	BANDLAMURI CHAITANYA	SO M	71 %	75	YE S	COURSE COMPLETED
15	20192030 0079	20192M BA0048	BANDLAMURI YUVA SAI	SO M	85 %	85	YE S	COURSE COMPLETED
16	20192030 0053	20192M BA0049	BHARAT KUMAR PAREEK	SO M	70 %	75	YE S	COURSE COMPLETED
17	20192030 0212	20192M BA0050	BHARAT RAJ	SO M	70 %	76	YE S	COURSE COMPLETED
18	20192030 0058	20192M BA0051	BHAVNA PRAKASH	SO M	75 %	89	YE S	COURSE COMPLETED
19	20192030 0175	20192M BA0053	C SREEVANI	SO M	85 %	85	YE S	COURSE COMPLETED
20	20192030 0214	20192M BA0054	CHADIPIRALLA KEERTHI	SO M	70 %	80	YE S	COURSE COMPLETED
21	20192030 0238	20192M BA0055	CHANDANA B	SO M	85 %	80	YE S	COURSE COMPLETED
22	20192030 0009	20192M BA0056	CHEEMALA REVANTH	SO M	65 %	70	YE S	COURSE COMPLETED
23	20192030 0242	20192M BA0057	CHINTHAPARTHI BHARATH KUMAR REDDY	SO M	65 %	75	YE S	COURSE COMPLETED
24	20192030 0035	20192M BA0058	CHOUDHURY SAMBIT KUMAR SAHOO	SO M	80 %	89	YE S	COURSE COMPLETED
25	20192030 0181	20192M BA0059	D AISHWARYA	SO M	65 %	12	N O	COURSE NOT COMPLETED
26	20192030 0248	20192M BA0060	DEEPTHI C S	SO M	85 %	80	YE S	COURSE COMPLETED



27	20192030 0193	20192M BA0062	DEVIKA MOHAN	SO M	65 %	70	YE S	COURSE COMPLETED
28	20192030 0100	20192M BA0063	DIKSHYA DEBADARSINI	SO M	65 %	75	YE S	COURSE COMPLETED
29	20192030 0017	20192M BA0064	DILSHAD M	SO M	80 %	89	YE S	COURSE COMPLETED
30	20192030 0162	20192M BA0065	DIVYA S N	SO M	65 %	75	YE S	COURSE COMPLETED
31	20192030 0055	20192M BA0066	DIYA S	SO M	71 %	75	YE S	COURSE COMPLETED
32	20192030 0109	20192M BA0069	ELBIN PAUL	SO M	24 %	13	N O	COURSE NOT COMPLETED



SoM-HOD





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General

Name of the Faculty Member: Prof. Vaishnavi N

Title of the Value Added Course: Interview and presentation skills

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA042

Introduction to the Course: Everyone has something that they want to achieve. These goals can apply to any part of their lives and can range from simple to complex. Even on a daily basis, people have goals that they want to reach before the day is over. The nature or complexity of these goals do not always dictate their importance, but they all hold value for the individual who originally set them. Goals shape a person and guide them through different aspects of their life throughout their lifetime.

This course will explore goal setting for individuals, focusing on different areas of a person's life where goals can be applied. These include goals pertaining to people's personal relationships, their health and well-being, their finances, their professional and educational development, and for their overall lifetime. The course will also look at the different rules and guidelines involved in effective goal setting, planning, and achievement, as well as the value that goal setting has in society and in life.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Acknowledge the importance and benefits of interview skills and techniques
2. Differentiate between Interview skills and techniques.
3. Plan and prepare for the interviews (self and the panel)
4. Prioritize the questions and carefully record the answers

Course Content:

Module1: Before the Interview

Module 2: During the Interview

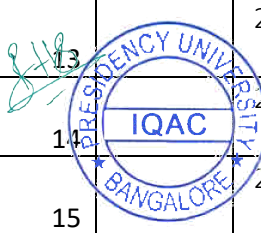
Module 3: Negotiating Compensation



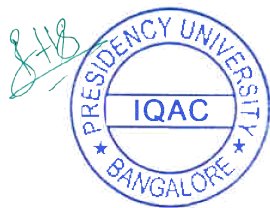
Approval by the HOD.



Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA042						
Value Added Course Name :		Interview and presentation skills			Academic Year :		2019-20	
					Semester :		ODD	
					Instructor-in-Charge :		Vaishnavi N	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0309	SINCHANA H S	SO M	20 %	8	NO	COURSE NOT COMPLETED
2		20182MB A0321	PARASH GUPTA	SO M	71 %	75	YES	COURSE COMPLETED
3		20182MB A0326	SINGH PRIYA ABHIJEETHSINGH	SO M	85 %	85	YES	COURSE COMPLETED
4		20182MB A0327	VAISHNAVI M	SO M	70 %	75	YES	COURSE COMPLETED
5		20182MB A0328	VEDAVATHI O S	SO M	70 %	76	YES	COURSE COMPLETED
6		20182MB A0350	BABU G	SO M	75 %	89	YES	COURSE COMPLETED
7		20182MB A0353	MOHAN PRASAD T M	SO M	85 %	85	YES	COURSE COMPLETED
8		20182MB A0359	RANJAN KUMAR S	SO M	70 %	80	YES	COURSE COMPLETED
9		20182MB A0365	PRIYANKA	SO M	85 %	80	YES	COURSE COMPLETED
10		20182MB A0368	ARBAZ AHMED SHARIFF	SO M	65 %	70	YES	COURSE COMPLETED
11		20182MB A0382	PRATHVIRAJ B	SO M	65 %	75	YES	COURSE COMPLETED
12		20182MB A0384	SUJITH K S NAIK	SO M	80 %	89	YES	COURSE COMPLETED
13		20182MB A0387	VIGNESH B BALIGA	SO M	65 %	75	YES	COURSE COMPLETED
14		20182MB A0393	PRAMODH K M	SO M	71 %	75	YES	COURSE COMPLETED
15		20182MB A0010	AMAN KUMAR SHAW	SO M	85 %	85	YES	COURSE COMPLETED



16	20182MB A0014	ANANDHU V PILLAI	SO M	70 %	75	YE S	COURSE COMPLETED
17	20182MB A0017	ANJALEENA AUGUSTINE	SO M	70 %	76	YE S	COURSE COMPLETED
18	20182MB A0018	ANJALI THAPA	SO M	75 %	89	YE S	COURSE COMPLETED
19	20182MB A0021	ARIJIT DHAR	SO M	85 %	85	YE S	COURSE COMPLETED
20	20182MB A0022	ARSHAD AHMED	SO M	70 %	80	YE S	COURSE COMPLETED
21	20182MB A0023	ARUN MOHAN	SO M	85 %	80	YE S	COURSE COMPLETED
22	20182MB A0028	ATHULLYA T K	SO M	65 %	70	YE S	COURSE COMPLETED
23	20182MB A0029	AYUSH AGRAWAL	SO M	65 %	75	YE S	COURSE COMPLETED
24	20182MB A0032	BAJAJ SUMATI SURESH	SO M	80 %	89	YE S	COURSE COMPLETED
25	20182MB A0038	CAMELIA DAS	SO M	65 %	75	YE S	COURSE COMPLETED
26	20182MB A0039	CAROLINA ANN JOHN	SO M	71 %	75	YE S	COURSE COMPLETED
27	20182MB A0043	DARSHAN GAJANAN SHET	SO M	85 %	85	YE S	COURSE COMPLETED
28	20182MB A0045	DEEPAK KUMAR MUDULI	SO M	70 %	75	YE S	COURSE COMPLETED
29	20182MB A0046	DEVI BALKRISHNA IYENGAR	SO M	70 %	76	YE S	COURSE COMPLETED
30	20182MB A0048	EKTA SRIVASTAVA	SO M	75 %	89	YE S	COURSE COMPLETED
31	20182MB A0050	FARHAN REZA	SO M	85 %	85	YE S	COURSE COMPLETED
32	20182MB A0051	G LAKSHMAN	SO M	70 %	80	YE S	COURSE COMPLETED
33	20182MB A0056	GIFTY P BINNY	SO M	85 %	80	YE S	COURSE COMPLETED
34	20182MB A0060	HARI KRISHNA P M	SO M	65 %	70	YE S	COURSE COMPLETED





PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Financial Management

Name of the Faculty Member: Prof. Vaishnavi N

Title of the Value Added Course: Financial Modelling in Strategic Planning

Course Duration: [30 hours] [From From 20 January 2020 – 10 March 2020]

Course Code: SOMVA043

Introduction to the Course: The course would help students to work with large volumes of numerical data. However, the key to successfully handle such data is the ability to organize and structure it meaningfully to render them useful to senior management for decision making. This entails creation of robust and dynamic financial models facilitating accurate and efficient analysis of historical data and appropriate projection of financial performance.

A robust and well-structured financial model is critical to achieving correct valuation analysis, which, in turn, fuels well-informed and appropriate strategic organizational decisions. The importance of sound financial modelling skills, deep understanding of valuation methods and the assessment of outputs of valuations for finance professionals is paramount.

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Basic understanding of Financial Management Concepts.

Course Outcomes: On successful completion of the course the students shall be able to:

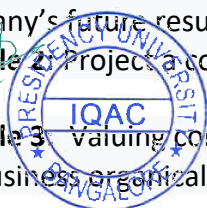
1. Create efficient, robust and flexible financial models to report and analyze historical data, prepare future projections and present integrated financial statements, key financial ratios, outputs in a logical, summarized and effective manner.
2. Understand and apply these skills with the help of examples specially devised to demonstrate alternate ways to compute various financial parameters.
3. Understand basics of business valuation, various valuation methods and interpretation of the results of valuation.
4. Develop well-structured, robust and dynamic financial models to perform independent business valuation.

Course Content:

Module 1: Combining accounting, finance, and business metrics to create a forecast of a company's future results.

Module 2: Project a company's future financial performance.

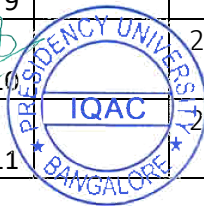
Module 3: Valuing companies, determining whether a company should raise capital or grow the business organically or through acquisitions.



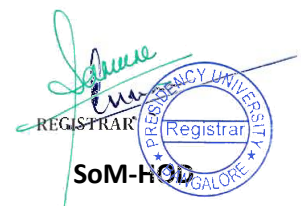
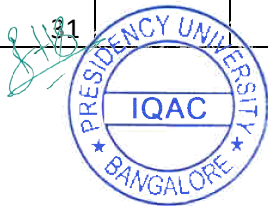


Approval by the HOD.

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA043						
Value Added Course Name :		Financial Modelling in Strategic Planning			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Vaishnavi N	
				School	Attendance	Marks	Eligibility for Certificate	
S. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0094	MANISHA THAPA	SO M	65 %	75	YE S	COURSE COMPLETED
2		20182MB A0096	MAYANKDEEP SINGH CHAUHAN	SO M	80 %	89	YE S	COURSE COMPLETED
3		20182MB A0108	P SUJEET KUMAR PRUSTY	SO M	65 %	10	NO	COURSE NOT COMPLETED
4		20182MB A0110	PERAM TEJASWINI	SO M	70 %	80	YE S	COURSE COMPLETED
5		20182MB A0112	PRAJWALA P	SO M	71 %	75	YE S	COURSE COMPLETED
6		20182MB A0120	RAJALAXMI SWAIN	SO M	85 %	85	YE S	COURSE COMPLETED
7		20182MB A0121	RAJAT THAPA	SO M	70 %	75	YE S	COURSE COMPLETED
8		20182MB A0124	RITI GANGULY	SO M	70 %	76	YE S	COURSE COMPLETED
9		20182MB A0129	ROMA KUMARI	SO M	75 %	89	YE S	COURSE COMPLETED
10		20182MB A0137	SAUMYA SINGH	SO M	85 %	85	YE S	COURSE COMPLETED
11		20182MB A0138	SHAHBAZ MIRDHA	SO M	70 %	80	YE S	COURSE COMPLETED



12		20182MB A0140	SHANLY RAVEENDRAN	SO M	85 %	80	YE S	COURSE COMPLETED
13		20182MB A0145	SHIVANGINI YADAV	SO M	65 %	70	YE S	COURSE COMPLETED
14		20182MB A0146	SHIVANI PANDEY	SO M	65 %	75	YE S	COURSE COMPLETED
15		20182MB A0147	SHUBHAM MISHRA	SO M	80 %	89	YE S	COURSE COMPLETED
16		20182MB A0149	SIDDHANT CHOUDHARY	SO M	65 %	75	YE S	COURSE COMPLETED
17		20182MB A0150	SONIA SARKAR	SO M	70 %	80	YE S	COURSE COMPLETED
18		20182MB A0151	SUBRAT KUMAR JENA	SO M	71 %	75	YE S	COURSE COMPLETED
19		20182MB A0155	TARUN TIKOO	SO M	85 %	85	YE S	COURSE COMPLETED
20		20182MB A0158	V V SREE HARIKA DEVI	SO M	70 %	75	YE S	COURSE COMPLETED
21		20182MB A0159	VENKATESH V	SO M	70 %	76	YE S	COURSE COMPLETED
22		20182MB A0167	AVISHEK MAJI	SO M	75 %	89	YE S	COURSE COMPLETED
23		20182MB A0146	SHIVANI PANDEY	SO M	65 %	75	YE S	COURSE COMPLETED
24		20182MB A0147	SHUBHAM MISHRA	SO M	80 %	89	YE S	COURSE COMPLETED
25		20182MB A0149	SIDDHANT CHOUDHARY	SO M	65 %	75	YE S	COURSE COMPLETED
26		20182MB A0150	SONIA SARKAR	SO M	70 %	80	YE S	COURSE COMPLETED
27		20182MB A0151	SUBRAT KUMAR JENA	SO M	71 %	75	YE S	COURSE COMPLETED
28		20182MB A0155	TARUN TIKOO	SO M	85 %	85	YE S	COURSE COMPLETED
29		20182MB A0158	V V SREE HARIKA DEVI	SO M	70 %	75	YE S	COURSE COMPLETED
30		20182MB A0159	VENKATESH V	SO M	70 %	76	YE S	COURSE COMPLETED
31		20182MB A0167	AVISHEK MAJI	SO M	75 %	89	YE S	COURSE COMPLETED





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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: General Management

Name of the Faculty Member: Dr. Arbinda Bhandari

Title of the Value Added Course: Light Music for Managers

Course Duration: [30 hours] [From 20 January 2020 – 10 March 2020]

Course Code: SOMVA044

Introduction to the Course: Music, is an effective tool to increase productivity and create a positive work environment. Light music has the power to evoke certain emotions, which can be beneficial in motivating workers and creating a more productive atmosphere. Music can also help boost concentration and focus when it comes to complex tasks. At the end of the day, the managers should result in improved productivity, better communication between co-workers, and an overall better work environment. The incorporation of instrumental music into a manager's daily routine should lead to an increase in motivation, focus and collaboration.

Prerequisites of the course: Nil.

Course Outcomes: On successful completion of the course the students shall be able to:

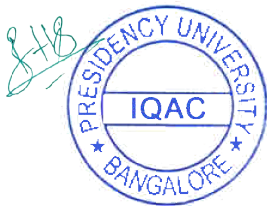
1. Understand the musical and physical characteristics of Light Music
2. Understand the potential benefits that come with incorporating Light music into their management style.
3. Create an environment using music for employees to stay on task.
4. Effective in directing all team members involved.

Course Content:

Module 1: Understanding the concept of beat, rhythm and tempo.

Module 2: Perception & Performers.

Module 3: Emotion & Motion.



Approval by the HOD
REGISTRAR

Presidency University, Bengaluru								
School of Management								
Value Added Course Code :		SOMVA044						
Value Added Course Name :		Light Music for Managers			Academic Year :		2019-20	
					Semester :		EVEN	
					Instructor-in-Charge :		Dr.Bhandari	
				School	Attendance	Marks	Eligibility for Certificate	
Sl. No	UID No	Roll No	Name				Y/N	Remarks
1		20182MB A0063	HIMAJA DAS	SO M	70 %	80	YE S	COURSE COMPLETED
2		20182MB A0065	ISHAN ABROL	SO M	71 %	75	YE S	COURSE COMPLETED
3		20182MB A0068	JAMMALAMADUGU APARNA SUSHMITHA	SO M	85 %	85	YE S	COURSE COMPLETED
4		20182MB A0072	JOSHI MAHITHA	SO M	70 %	75	YE S	COURSE COMPLETED
5		20182MB A0073	JUHI CHOWDHRY	SO M	70 %	76	YE S	COURSE COMPLETED
6		20182MB A0076	KATARU ANIL KUMAR REDDY	SO M	75 %	89	YE S	COURSE COMPLETED
7		20182MB A0079	KOTHARI RISHABH DEVEN	SO M	85 %	85	YE S	COURSE COMPLETED
8		20182MB A0080	KRISHNA PRASAD S	SO M	70 %	80	YE S	COURSE COMPLETED
9		20182MB A0081	KRISHNA DEV OJHA	SO M	85 %	80	YE S	COURSE COMPLETED
10		20182MB A0087	M K GOWTHAM KUMAR	SO M	65 %	70	YE S	COURSE COMPLETED

