

SYLLABUS

BACHELOR OF MANAGEMENT STUDIES(B.M.S)

For Shri L P Raval College of Mass Media
& Management Studies

Principal





Shri L. P. Raval Education Trust's
**SHRI L. P. RAVAL COLLEGE OF
MASS MEDIA & MANAGEMENT**

(Affiliated to University of Mumbai, Recognised by NCTE & Govt. of Maharashtra)

Raval Nagar, Near New Post Office, Mira Road (E), 401 107. Tel.: 022 2811 9212 Fax : 022 0810 5638

Email : lpravalbedcollege@yahoo.in

Website : www.lpraval.org

**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“ENTREPRENEURSHIP AND IP STRATEGY”**

By IQAC & BMS

The overview:

This course explains how to combine entrepreneurship with efficient management of intellectual property. This business course lays out the various types of intellectual property (IP) and their related approaches. We take you through the schemes and policies through which your government may assist entrepreneurs, including incubators and research parks. We then unveil several business models and show you how to combine effective business management with efficient IP management to boost profits.

For Shri L P Raval College of Mass Media
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Course Summary

Course Title:	Value added certificate course entitled on Entrepreneurship and IP strategy
Course Objectives	<ul style="list-style-type: none"> ● To discuss intellectual property strategy to protect inventions and innovations of new ventures. ● To develop skills of commercial appreciation by allocating knowledge about substantive aspects of management, strategy and legal literature. ● The course will make participants appreciate the nature, scope and differences of IP, its different utilities and approaches ● The course will make participants to manage and strategize IP lifecycle effectively throughout the journey of start-up, in a time when it is aspired highly by the ● economy and society. ● Participants will learn the fundamentals and advanced strategies of IP. They will be given opportunity for understanding the same in MSME sector. They will be finally ● be provided brief exposure about the valuation techniques and audits of IP.
Course Outcomes	<ul style="list-style-type: none"> ● Entrepreneurship and Innovation minors will be able to find problems worth solving. ● Students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate real-world problems and projects.
Duration :	08 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 7 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO ENTREPRENEURSHIP</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> ● Introduction to entrepreneurship and intellectual property: Definition, concepts 	01
Week 2	<ul style="list-style-type: none"> ● Innovation and entrepreneurship 	01
<u>MODULE 2</u>	<u>IPR TRADEMARK PATENT COPYRIGHT</u>	<u>04</u>
Week 3	<ul style="list-style-type: none"> ● IPR: Trademark and entrepreneurship 	01
Week 4	<ul style="list-style-type: none"> ● IPR: Patent and entrepreneurship 	01
Week 5	<ul style="list-style-type: none"> ● IPR: Copyright and entrepreneurship 	01
Week 6	<ul style="list-style-type: none"> ● IPR: Industrial design and entrepreneurship 	01
<u>MODULE 3</u>	<u>ENTREPRENEURSHIP & IP STRATEGIES</u>	<u>02</u>
Week 7	<ul style="list-style-type: none"> ● IP strategy & entrepreneurship 	01
Week 8	<ul style="list-style-type: none"> ● Entrepreneurship & IP - Government initiatives 	01

Subarna
Course Coordinator

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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“CORPORATE FINANCE”

By IQAC & BMS

The overview:

In this course you will learn how companies decide on how much debt to take, and whether to raise capital from markets or from banks. You will also learn how to measure and manage credit risk and how to deal with financial distress. You will discuss the mechanics of dividends and share repurchases, and how to choose the best way to return cash to investors. You will also learn how to use derivatives and liquidity management to offset specific sources of financial risk, including currency risks. Finally, You will learn how companies finance merger and acquisition decisions, including leveraged buyouts, and how to incorporate large changes in leverage in standard valuation models.

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Course Summary

Course Title:	Value added certificate course entitled on Corporate Finance
Course Objectives	<ul style="list-style-type: none">● To provide students with knowledge and skills in taking corporate financial and investment decisions, develop analytic instruments to assess the effectiveness and efficiency of such decisions, and elaborate models of corporate financial management.● Students are able to apply modern models for the analysis of capital structure, dividend policy, the financial architecture of the company, financial corporate control and corporate governance
Course Outcomes	<ul style="list-style-type: none">● Understand how companies make financing, payout and risk management decisions that create value● Measure the effects of leverage on profitability, risk, and valuation● Manage credit risk and financial distress using appropriate financial tools● Understand the links between payout policies and company performance
Duration :	08 weeks
Start Date :	05 th July. 2021
End Date :	06 th Sep. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 7 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO CORPORATE FINANCE</u>	<u>02</u>
Week 1	: Introduction to Corporate Finance and Related Concepts (Sources of finance and risk and return)	01
Week 2	<ul style="list-style-type: none"> ● Time value of money and long-term investment decisions 	01
<u>MODULE 2</u>	<u>INVESTMENT DECISIONS</u>	<u>03</u>
Week 3	<ul style="list-style-type: none"> ● : Investing Decisions : Project appraisal and capital budgeting decisions 	01
Week 4	<ul style="list-style-type: none"> ● Financing Decisions: Cost of capital and its impact on firm valuation 	01
Week 5	<ul style="list-style-type: none"> ● : Financing Decisions: Capital structure theories and applications, concepts of leverage 	01
<u>MODULE 3</u>	<u>WORKING CAPITAL MANAGEMENT</u>	<u>02</u>
Week 6	<ul style="list-style-type: none"> ● : Working Capital Management: Profitability and liquidity, operating and cash conversion cycles 	01
Week 7	<ul style="list-style-type: none"> ● : Working Capital Management: Debtors, inventory, and payables 	01
<u>MODULE 4</u>	<u>PAYOUT DECISIONS</u>	<u>01</u>
Week 8	<ul style="list-style-type: none"> ● Payout Decisions: Dividend theories, models, and applications 	01

Subbarao
Course Coordinator

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“ORGANISATIONAL BEHAVIOUR”**

By IQAC & BMS

The overview:

Work is an inherent part of human behaviour. Most adults spend at least 30 percent of their life time in their workplace and/or in work related activities. Like in any other context, human behaviour in the organisational and work context is a complex phenomenon. Individual behaviour at work is a result of interaction between various individual, group and organisational level factors. Understanding how individuals and groups behave at work place will not only help improve their effectiveness but also nurture the quality of work life of the individuals. This course will help students to be cognizant of these workplace dynamics so that they make conscious decisions in their future work life as well as long term career.

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Course Summary

Course Title:	Value added certificate course entitled on Organizational Behavior
Course Objectives	<ul style="list-style-type: none"> ● To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations. ● To understand how individuals, groups and structure have impacts on organizational effectiveness and efficiency. ● To appreciate the theories and models of organizations in the workplace. ● To creatively and innovatively engage in solving organizational challenges. ● To learn and appreciate different cultures and diversity in the workplace.
Course Outcomes	<ul style="list-style-type: none"> ● To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up. ● To deeply understand the role of individuals, groups and structure in achieving organizational goals effectively and efficiently. ● To critically evaluate and analyze various theories and models that contribute to the overall understanding of the discipline. ● To develop creative and innovative ideas that could positively shape the organizations. ● To accept and embrace working with different people from different cultural and diverse backgrounds in the workplace.
Duration :	12 weeks
Start Date :	05- July- 2021
End Date :	06-Sep & 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO ORAGNIZATION</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> organization, behavior and organizational behavior, OB and Human Resource Management 	01
<u>MODULE 2</u>	<u>PERCEPTION AND PERSONALITY</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> understanding perception, Perceptual grouping, Social Perception, Implications for human resource management, classical and operant conditioning, learning in organizations. 	01
Week 3	<ul style="list-style-type: none"> Personality – a) Defining Personality, b) History of the concept, c) Key assumptions, d) biological and social determinants, e) Theories – Intrapsychic theory, social learning theory, self-theory, Trait and type theories f) Related concepts (locus of control, dogmatism, authoritarianism, Machiavellianism), g) measuring personality. 	01
Week 4	<ul style="list-style-type: none"> Attitudes – a) Definition, b) Key elements of attitudes, c) Attitudes and related concepts (Values, opinion, belief and ideology), e) Characteristics of attitudes, f) Attitude formation, g) Attitude measurement, h) Changing attitudes, i) Attitudes at workplace (job satisfaction, work attitude and organizational commitment), j) Prejudice and discrimination at workspace. 	01
Week 5	<ul style="list-style-type: none"> Emotions in workplace - a) Definition, b) Types of emotions, c) Related concepts (mood, temperament), d) Stress in workplace, e) General Adaptation Syndrome, f) Managing Stress, g) Psychosomatic disorders and stress h) emotional labor and emotional contagion. 	01
<u>MODULE 3</u>	<u>INTERPERSONAL DYNAMICS</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> Motivation – a) Definition, b) Process of motivation, c) Types of motives, d) Motivators at workplace, e) 	01

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	Motivation theories (Process and Content theories)	
Week 7	<ul style="list-style-type: none"> Interpersonal Dynamics – a) Definition, b) Psychological Contract, c) Trust and trust building, d) Prosocial behavior, e) Cooperation Vs Competition f) Conflict management, g) Levels and types of conflict at workplace, h) Conflict management Styles, i) Managing Negotiations 	01
Week 8	<ul style="list-style-type: none"> Power and Leadership - a) Defining Power, b) Sources of Power, c) Organizational politics, d) Leadership e) Managers Vs Leaders, f) Trait and Type approach to leadership g) Leadership style, h) Leadership Grid, i) Contingency Theories j) Contemporary issues 	01
Week 9	<ul style="list-style-type: none"> Team Dynamics – a) Groups and Teams, b) Types of Teams, c) Stages in group development, d) problems in team work (Free riding, social loafing, group think), e) Cross-cultural virtual teams. 	01
<u>MODULE 4</u>	<u>ORGANIZATIONAL CULTURE</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Organizational culture – a) Defining culture, b) levels of culture, c) cultural dimensions, d) high and low context cultures, e) Strong and weak organizational cultures, f) Expressions of organizational culture, g) Impact of culture on individuals, h) Organizational cultural change 	01
Week 11	<ul style="list-style-type: none"> Organization Change – a) Change in Organizations, b) Nature of the change process, c) Types of change, d) Impact of change, e) Managing resistance to change, f) Organizational Development interventions 	01
Week 12	<ul style="list-style-type: none"> Organizational Structure and Design – a) Basic dimensions of structure, b) Departmentalization, c) Organizational life cycle, d) Organizations as socio-technical systems, e) Organizational design and its impact on employees, f) Organizational boundary spanning 	01

Sudhakar
Course Coordinator

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“Strategic Management For Competitive Edge”**

By IQAC & BMS

The overview: This course prepares you to think strategically in an age when companies have become more valuable (in market cap terms). The importance of strategic management cannot be overemphasized in today's business. The course aims to expose participants to conceptual frameworks and various perspectives related to strategic management. The participants would learn to analyze competitive situations, develop strategy, use of various strategic tools and skillsets, and strategy implementation issues that are generally faced in real-life. These include familiarization with organization's internal and external environment analysis, competitor's analysis; crafting strategy including multi-business strategy and international business strategy; implementation and related issues such as resource allocation, organization structure, culture and leadership. The course essentially takes the viewpoints of senior and top management executives with a major focus on the enterprise as a whole, rather than each functional area.

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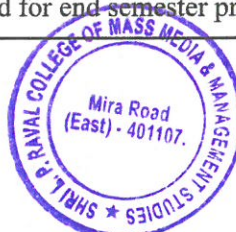


Course Summary

Course Title:	Value added certificate course entitled on Strategic Management For Competitive Edge
Course Objectives	<ul style="list-style-type: none"> ● Evaluating the internal and external factors that could impact the organization's ability to achieve its objectives. ● Putting the plan into action and making any necessary adjustments along the way ● To expose students to various perspectives and concepts in the field of Strategic Management ● The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations. ● To help students develop skills for applying these concepts to the solution of business problems ● To help students master the analytical tools of strategic management
Course Outcomes	<ul style="list-style-type: none"> ● Explain why the "doing" strategy is considered "the high point of managerial activity". ● Recognize and avoid the old, tired ideas about the strategy that is still out there, so you can adopt fresher, better ideas. ● Point out how doing strategy has changed because of advancing technology and globalization. ● Understand the basic concepts and principles of strategic management analyze the internal and external environment of business ● Develop and prepare organizational strategies that will be effective for the current business environment ● Devise strategic approaches to managing a business successfully in a global context.
Duration :	12 weeks
Start Date :	5th July 2021
End Date :	9th October, 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>Strategic Management Process</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> Basic concepts of corporate strategy, External Environmental Analysis 	01
<u>MODULE 2</u>	<u>Analysis of Internal Resources</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> Competitive Analysis 	01
Week 3	<ul style="list-style-type: none"> Internal Corporate analysis 	01
Week 4	<ul style="list-style-type: none"> Strategy Formulation, Strategic Choices 	01
Week 5	<ul style="list-style-type: none"> Multi-business strategy 	01
<u>MODULE 3</u>	<u>Formulation of Strategy</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> Strategies for competing in International market 	01
Week 7	<ul style="list-style-type: none"> Strategy Implementation 	01
Week 8	<ul style="list-style-type: none"> Strategy Implementation, Organizational culture and Leadership 	01
Week 9	<ul style="list-style-type: none"> Strategic Evaluation, Monitoring and Control 	01
<u>MODULE 4</u>	<u>CORPORATES</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Corporate Governance 	01
Week 11	<ul style="list-style-type: none"> Corporate Social Responsibility and sustainability 	01
Week 12	<ul style="list-style-type: none"> Strategic Enablers 	01

Sujana
Course Coordinator

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“MANAGING SERVICES”

By IQAC & BMS

The overview:

Service is the key economic engine for most developed countries and also for emerging economies like India. This course focuses on the interdisciplinary nature of Service Management seamlessly spanning Marketing, Operations, Technology and People Management. New Service Business Models will be explored that seek to balance People, Planet concerns with Profit objectives

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Course Summary

Course Title:	Value added certificate course entitled on Managing Services
Course Objectives	<ul style="list-style-type: none"> • This course focuses on the interdisciplinary nature of Service Management seamlessly spanning Marketing, Operations, Technology and People Management. New Service Business Models will be explored that seek to balance People, Planet concerns with Profit objectives.
Course Outcomes	<ul style="list-style-type: none"> • This course provides a practical, how-to guide for navigating these marketing challenges to bring innovative new products and services to market. With learning modules on product strategy, go-to-market strategies, and growth strategies, you will build your skills in understanding and applying the latest marketing strategies and tactics. • It also explains how to develop an informed marketing plan that aligns with customer needs based on real market research. • Learning the latest strategies for customer discovery, interviews and focus groups, product design, product development, content marketing, social media marketing, and marketing campaign management. • The course will provide a balance between conceptual discussions based on readings of concepts and practices, and applied, hands-on analysis with real projects
Duration :	8 weeks
Start Date :	10 th Jan., 2022
End Date :	10 th March, 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO SERVICE MARKETS</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> ● What is Service? ● Evolving Service Markets ● Product Service Systems ● The Service Act ● Seamless Service and The Service Customers 	01
Week 2	<ul style="list-style-type: none"> ● Service Management Elements ● Core Vs. Supplementary Services ● Intangibility of Services ● Response to IHIP Challenges ● Process & Promotion ● Process Issues in Service 	01
Week 3	<ul style="list-style-type: none"> ● Challenges of Services-1 ● Service Uniqueness-2 ● Consumer in the Services Flow-1 ● Service Consumer Behaviour-2 ● Customer Co Creation of Services-1 ● Customer Co Creation of Services-2 	01
<u>MODULE 2</u>	<u>POSITIONING AND MANAGING SERVICES</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> ● Positioning the Service Offering ● Important Vs. Determinant attributes ● Positioning & Brand Creation ● Positioning Maps ● Designing & Managing Service as a Process ● Balancing Demand & Capacity 	01
Week 5	<ul style="list-style-type: none"> ● Service Logistics & Service Channels ● E-Services ● Service Failure ● Service & the New Media ● Service Recovery 	

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	<ul style="list-style-type: none"> ● Integrating People & Process for Service Leadership 	01
Week 6	<ul style="list-style-type: none"> ● Pricing Fundamentals ● Pricing Fundamentals ● Service Pricing ● Service Pricing ● Revenue Management ● Revenue Management 	01
<u>MODULE 3</u>	<u>CUSTOMER SERVICE PRODUCTIVITY</u>	02
Week 7	<ul style="list-style-type: none"> ● Managing Service Productivity ● Developing the Relation Focused Service Excellence ● Customer as Co-creator 	01
Week 8	<ul style="list-style-type: none"> ● Service Entrepreneurs ● Service Professionals ● Service Business Models ● Service Globalization ● Creating Customer focused Service Leadership 	01

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Course Coordinator

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“MARKETING MANAGEMENT”

By IQAC & BMS

The overview:

The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today. At the end of the course, a participant will be able to understand and manage the core marketing management function.

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Course Summary

Course Title:	Value added certificate course entitled on Marketing Management
Course Objectives	<p>The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today.</p> <ul style="list-style-type: none"> At the end of the course, a participant will be able to understand and manage the core marketing management function.
Course Outcomes	<ul style="list-style-type: none"> For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix. For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning. For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.
Duration :	8 weeks
Start Date :	10 th Dec., 2021
End Date :	10 th Feb, 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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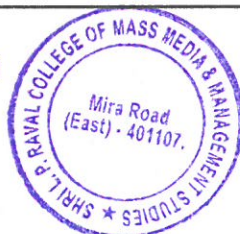


Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO MARKETING AND BUSINESS ENVIRONMENT</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> ● Defining Marketing ● Core concepts in Marketing ● Evolution of Marketing ● Marketing Planning Process ● Contemporary Issues and Practices 	01
Week 2	<ul style="list-style-type: none"> ● The value chain ● Core Competencies ● Strategic Planning Process ● PESTEL ● Competition Analysis ● SWOT Analysis 	01
Week 3	<ul style="list-style-type: none"> ● Role of Marketing Information ● System in Managerial Decision Making Process ● Components of Marketing Information systems 	01
<u>MODULE 2</u>	<u>MARKETING RESEARCH AND BUYER BEHAVIOR</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> ● The Marketing Research Process: An overview ● Defining the Management Decision Problem and Marketing Research Problem ● Framing Research Objectives and developing the research plan ● Exploratory vs. Conclusive Research 	01

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Week 5	<ul style="list-style-type: none"> ● Consumer Behavior ● Consumer buying process model ● What Influences Consumer Behavior ● Key Psychological Processes ● The Buying Decision Process: The Five Stage Model ● Other Theories of Consumer Decision Making ● Industrial Buyer Behavior 	01
Week 6	<ul style="list-style-type: none"> ● Concept of Buying Center ● Industrial buying process model ● Influence of Economic and Behavioral Factors ● Influence of Procurement Organization ● Role of Negotiation Process 	01
<u>MODULE 3</u>	<u>GENERIC MARKETING STRATEGIES</u>	02
Week 7	<ul style="list-style-type: none"> ● Defining Market Segmentation ● Bases of segmentation 	01
Week 8	<ul style="list-style-type: none"> ● Evaluation and Targeting Market Segments ● Brand Positioning and Differentiation 	01

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Course Coordinator

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“PROJECT MANAGEMENT”

By IQAC & BMS

The overview:

With the concept of managing Big Projects under costs and time constraints, it is imperative, that people working in manufacturing/process/service industry have a very good understanding of the general and advanced concepts of Project Management. It is with this motivation that this course is designed, to meet the demand in the market from, UG to PG students coming from a variety of fields, be it Engineering or Management.

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Course Summary

Course Title:	Value added certificate course entitled on Project Management
Course Objectives	<ul style="list-style-type: none"> • With the concept of managing Big Projects under costs and time constraints, it is imperative, that people working in manufacturing/process/service industry have a very good understanding of the general and advanced concepts of Project Management. • It is with this motivation that this course is designed, to meet the demand in the market from, UG to PG students coming from a variety of fields, be it Engineering or Managemen
Course Outcomes	<p>Upon successful completion of the Project Management Certificate program, the graduate...</p> <ul style="list-style-type: none"> • Assumes responsibility as a professional practitioner of project management, applying PM principles and practices while maintaining high standards of practice, making ethical judgments and decisions in a respectful, and sustaining professional standing through a commitment to life-long learning
Duration :	8 weeks
Start Date :	10 th Dec., 2021
End Date :	10 th Feb, 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

For Shri L P Raval College of Mass Media
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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>PROJECT MANAGEMENT-INTRODUCTION AND COST EVALUATION TECHNIQUES</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> ● Project Management ● Concepts ● Project Management Cycle 	01
Week 2	<ul style="list-style-type: none"> ● Risk associated with Projects Decision ● Tree Modeling 	01
Week 3	<ul style="list-style-type: none"> ● Cost Evaluation Techniques in Project Management ● GANNT Chart ● Precedence Diagrams 	01
<u>MODULE 2</u>	<u>PROJECT LIFE CYCLES AND CRITICAL CHAIN</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> ● PER ● CPM ● Project Life Cycles 	01
Week 5	<ul style="list-style-type: none"> ● Concepts of Scheduling ● GERT 	01
Week 6	<ul style="list-style-type: none"> ● Q-GERT ● Critical Chain ● Theory of Constraints 	01
<u>MODULE 3</u>	<u>ACTIVITY NETWORK AND PROJECT CONTROL TECHNIQUES</u>	<u>02</u>
Week 7	<ul style="list-style-type: none"> ● Activity Network Diagram ● Resource requirement ● Resource constraints ● Crashing of Jobs 	01
Week 8	<ul style="list-style-type: none"> ● Project Control Techniques ● Earned Value Project 	01

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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“ECONOMICS OF BANKING AND FINANCE
MARKETS”

By IQAC & BMS

The overview:

The course aims at providing adequate exposure to the basic concepts and policy issues related to the working of the financial markets nationally and globally. The course will cover basic economic theories related to banking and finance markets, and then will apply those to understand the working of both national and global monetary and other related economic variables. The course will follow a macroeconomic perspective and will discuss recent finance market developments and controversies. The course aims to develop the learning skills of the students in a way that they can apply their knowledge not only at the academic level but also at the managerial and leadership level in the field of financial sector.

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Course Summary

Course Title:	Value added certificate course entitled On Economics of Banking and Finance Markets
Course Objectives	<ul style="list-style-type: none"> ● The principal objective of this course is to introduce students to the basic concepts, theories and issues related to banking and finance. ● It introduces students to the established principles of bank and non-bank financial management, as well as to critical aspects of financial market operations. ● The course will explore these issues in a developing country context, with particular reference to the Caribbean. ● Students will be exposed to current monetary and financial information in order to improve their analytical skills, while simultaneously applying the concepts being presented.
Course Outcomes	<ul style="list-style-type: none"> ● To Understand the Dynamics of the Indian Banking Sector. ● To Analyze the Pertinent Issues in the Banking Sector . ● To Familiarize students with the Reforms in the Banking Sector. ● Comprehend the need, definition, functions and economic significance of financial institutions and markets. ● To Critically understand the evolving role of Central Banking and Grasp the conduct of monetary policy
Duration :	12 weeks
Start Date :	10 rd Dec. 2021
End Date :	10 rd Feb. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lect ures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> An Overview of the Financial Systems 	01
<u>MODULE 2</u>	<u>FINANCE MARKETS</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> Debt (bond) Markets 	01
Week 3	<ul style="list-style-type: none"> Debt (bond) Markets (Cont.) 	01
Week 4	<ul style="list-style-type: none"> Equity Markets 	01
Week 5	<ul style="list-style-type: none"> Banking sector 	01
<u>MODULE 3</u>	<u>ASYMMETRIC INFORMATION IN FINANCE MARKETS</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> Asymmetric information in finance markets and the rationale for regulations 	01
Week 7	<ul style="list-style-type: none"> Asymmetric information in finance markets and the rationale for regulations (Cont.) 	01
Week 8	<ul style="list-style-type: none"> Asymmetric information in finance markets and the rationale for regulations (Cont.) 	01
Week 9	<ul style="list-style-type: none"> Asymmetric information in finance markets and the rationale for regulations (Cont.) 	01
<u>MODULE 4</u>	<u>CENTRAL BANKING AND FINANCE OUTCOMES</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Central banking and finance market outcomes 	01
Week 11	<ul style="list-style-type: none"> Central banking and finance market outcomes(Cont.) 	01
Week 12	<ul style="list-style-type: none"> Central banking and finance market outcomes (Cont.) 	01

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SYLLABUS

BACHELOR OF ARTS IN MULTIMEDIA AND
MASS COMMUNICATION(B.A.M.M.C)

For Shri L.P.Raval College of Mass Media
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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“HUMAN RESOURCE DEVELOPMENT”

By IQAC & BAMMC

The overview:

The aims to equip students to develop themselves into a critically reflective and capable HRD practitioner, or a manager who can facilitate the learning of others. The major objective of the course is to explain and demonstrate the contribution of HRD in an organization and enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmers. Organizations are made up of people: their knowledge, skills, attitudes and interconnections. In order to survive and thrive, organizations need to facilitate the growth of all of these as part of a HRD strategy. Human Resource Development (HRD) is a key activity that systematically leads to the growth and development of people in organizations, and makes organizations more effective. The process of identifying needs and designing and delivering HRD interventions that are part of the course are crucial skills for all managers. The course will focus on the role of HRD in designing and implementing appropriate strategies in line with the business goals of their organization. The course will include topics related to design, development, implementation and evaluation of HRD programmers. In addition to HRD Process, it would cover a number of HRD interventions like coaching, mentoring, and counseling. The course will also address the competency mapping framework of HRD, role of HRD in career planning and development, organizational learning process and making organizations a learning organizations.

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Course Summary

Course Title:	Value added certificate course entitled on Human Resources Development
Course Objectives	<ul style="list-style-type: none"> ● To develop capability of all individuals working in an organization in relation to their present role. ● To develop team spirit. ● To develop co-ordination among different units of an organization. ● To develop organization health by continuous reveal of individual capability keeping pace with the technological changes. ● It practices in an organization should be to put efforts to develop the full potential of the work force. ● It can be make clear when we highlight the importance of HR in line with the examination process of the balding award which is given at an international level to a quality organization.
Course Outcomes	<ul style="list-style-type: none"> ● Encourage employee participation and creating a feeling of association with the organisation ● Help employees develop competencies and create a healthy and positive atmosphere ● Play the role of bridge between employees and organisation creating an environment of trust and respect ● Generate an effective and fair performance appraisal system for the employees ● to give positive feedback to employees & management and communicate critical feedback confidently ● Learn the skills of problem-solving and generate acceptability towards change
Duration :	12 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO HUMAN RESOURCE DEVELOPMENT</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> Emergent of HRD, Critical HRD roles, challenges for HRD 	01
Week 2	<ul style="list-style-type: none"> HRD in global perspective, HRD- Performance link, Strategic perspective of HRD 	01
Week 3	<ul style="list-style-type: none"> HRD Process Model: identification of HRD needs and Design and development of HRD programmes 	01
<u>MODULE 2</u>	<u>HRD PROCESS MODEL</u>	<u>04</u>
Week 4	<ul style="list-style-type: none"> Methods of Implantation, Evaluation of HRD programmes 	01
Week 5	<ul style="list-style-type: none"> Employee coaching and performance management: Coaching to improve poor performance, coaching analysis, coaching discussion, coaching skills 	01
Week 6	<ul style="list-style-type: none"> HRD interventions: Mentoring for employee development: Role of mentoring in development, understanding the role and responsibilities of mentor, mentee, implementing the mentoring process, mentoring relationship. 	01
Week 7	<ul style="list-style-type: none"> Employee counseling for HRD: Overview of counseling programs, employee assistance programme, stress management, employee wellness and health promotion 	01
<u>MODULE 3</u>	<u>FRAMEWORK OF HRD</u>	<u>02</u>
Week 8	<ul style="list-style-type: none"> Competency framework of HRD: why competency mapping? Understanding the competency mapping 	01

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	framework, steps in competency mapping	
Week 9	<ul style="list-style-type: none"> • Career Planning, management, and development: Career development stages and activities, role of individual and organization in career planning, Issues in career management 	01
<u>MODULE 4</u>	<u>INTELLECTUAL CAPITAL AND HRD ETHICS</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> • Intellectual capital (IC), its measurement and management: Components of IC, measurement models of IC, IC index and challenges for HR 	01
Week 11	<ul style="list-style-type: none"> • HRD, Organizational Learning, and learning organizations 	01
Week 12	<ul style="list-style-type: none"> • The future of HRD and HRD Ethics: Research, practice and education of HRD for innovation and talent development and management, Role of HRD in developing ethical attitude and behavior and development, Ethical problems with HRD roles 	01

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“HUMAN FACTOR ENGINEERING”**

IQAC & BAMMC

The overview:

To introduce the basic concepts and the important issues (related to theory and application) in ergonomics and human factors engineering for work system performance and product design improvement, and the use of these concepts and technologies to select jobs and situations in industries. The course is designed to teach the basic concepts and tools and techniques and methods employed in the broad area of human factors engineering focusing on anthropocentric principles in the work system design, work capacity and fitness for work, work posture and body mechanics, design of physical environment, design of manual material handling tools and hand tools, and ergonomic performance of different kinds of work systems.

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Course Summary

Course Title:	Value added certificate course entitled on Human Factor Engineering
Course Objectives	<ul style="list-style-type: none"> ● Identify the human factors/ergonomics problems attendees face. Work through solutions from a variety of industries. ● Apply the science of human factors —principles, equations, and models—to solve practical problems. ● Accept processes—design and test methods—to improve safety, system, and human performance. ● Find and use human factors data relevant to practical problems related to anthropometry, task times, human error, biomechanics, and many other topics. ● Learn to access relevant books, journal articles, conference papers, websites, design standards, and other information pertaining to each course topic.
Course Outcomes	<ul style="list-style-type: none"> ● Apply human factors engineering, including its principles and subspecialties. ● Evaluate a health informatics problem using human factors engineering concepts and methods. ● Critique scientific articles and other readings on human factors engineering. ● Synthesize knowledge from different areas of human factors engineering to solve a contemporary health informatics problem. ● Develop and communicate a research study proposal to apply human factors engineering to a contemporary health informatics issue.
Duration :	12 weeks
Start Date :	05 th July. 2021
End Date :	06 th Sept. 2021
Total Credits	5

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> Introduction to Human Factors and Ergonomics 	01
Week 2	<ul style="list-style-type: none"> Anthropometry in Workstation Design 	01
Week 3	<ul style="list-style-type: none"> Physiology, Workload, and Physical Work Capacity 	01
<u>MODULE 2</u>	<u>DESIGN AND APPLICATION</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> Design of Manual Material Handling Tasks 	01
Week 5	<ul style="list-style-type: none"> Ergonomic Design of Computer Workstations 	01
Week 6	<ul style="list-style-type: none"> Industrial Application: Work Posture for Tasks, Hand Tool Design 	01
<u>MODULE 3</u>	<u>MEASUREMENT AND EVALUATION OF PHYSICAL ENVIRONMENT</u>	<u>03</u>
Week 7	<ul style="list-style-type: none"> Measurement and Evaluation of Physical Environment: Visual Environment 	01
Week 8	<ul style="list-style-type: none"> Measurement and Evaluation of Physical Environment: Thermal Environment and Vibratory Environment 	01
Week 9	<ul style="list-style-type: none"> Measurement and Evaluation of Physical Environment: Auditory Environment 	01
<u>MODULE 4</u>	<u>ERGONOMIC PERFORMANCE</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Ergonomic Design for Manufacturing and Assembly 	01
Week 11	<ul style="list-style-type: none"> Human Factors Principles and Design of Shift Work 	01
Week 12	<ul style="list-style-type: none"> Ergonomic Performance of Work systems 	01

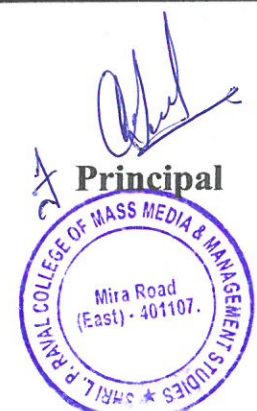


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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“INTRODUCTION TO MARKETING
ESSENTIALS”
By IQAC & BAMMC

The overview:

Marketing is a crucial function in any organization. For any product or service to be successful, it is important that it is communicated in the right way, to the right people, at the right time and in the right place! This is the main function of marketing. Having said that, it is not the only function of marketing. Marketing also involves an important and critical task of creating value for the customers. The course will provide the participants with the basic concepts of marketing. This course will explain what marketing is all about

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in the simplest of terms and lay the foundation to your pathway to excellence in the wonderful world of marketing.

Course Summary:

Course Title:	Value Added Certificate Course Entitled On Introduction to Marketing Essentials
Course Objectives	<ul style="list-style-type: none"> ● Understand what marketing is and differentiate between sales and marketing. ● Describe key marketing concepts and terminology. ● Prepare to commission research and put together a research brief. ● Demonstrate knowledge and practice steps needed to create a complete marketing strategy. ● List the components of a marketing plan. ● Recognize today's changes in marketing in response to the rise of technology, connectivity, social media and the internet.
Course Outcomes	<ul style="list-style-type: none"> ● Marketing essential lets you make a marketing plan and that is implemented for sales and customer plans.

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	<ul style="list-style-type: none"> ● Development of the marketing mix acknowledges the impact of the market environment on the basis of product, place, price, and promotion. ● Helps In learning effective targeting and marketing strategies for maximizing market share and earning more profit. ● Market segmentation techniques are taught in the marketing essentials course. ● One person will be capable of launching the new products effectively and efficiently and be able to achieve marketing objectives. ● Learn the customer behaviour who can affect the demand of the product and according to that product, strategy planning. ● Learn cost-effective market research techniques. ● Learn the advantages of market segmentation.
Duration :	5 weeks
Start Date :	5 th July. 2021
End Date :	6 th Sept. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO MARKETING</u>	<u>03</u>
Week 1	● What is Marketing	01
Week 2	● Segmentation and Targeting	01
Week 3	● Differentiation and Positioning	01
<u>MODULE 2</u>	<u>MARKETING STRATEGY</u>	<u>02</u>
Week 4	● Marketing Strategy – I: Product and Price	01
Week 5	● Marketing Strategy – II: Place and Promotion	01


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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“SERVICES MARKETING”

IQAC & BAMMC

The overview:

This course is designed in response to this global transformation of our economies towards services. This course provides a comprehensive review and analysis of service marketing issues, practices, and strategies. Through this course we will learn how service businesses should be managed to achieve customer satisfaction. In addition to studying key concepts, organizing frameworks, and tools of service marketing, you'll also be introduced to a wide array of organizations from around the world, especially India. Learning about the distinctive characteristic of services and how they affect both consumer behavior and marketing strategy will give you important insights- and perhaps create a competitive advantage for your own career.

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Course Summary

Course Title:	Value added certificate course entitled on Services Marketing
Course Objectives	<ol style="list-style-type: none"> 1. The course brings out the emerging service environment in India and the world. 2. It emphasises the distinctive aspects of Services Marketing. 3. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.
Course Outcomes	<ol style="list-style-type: none"> 1. Understand the Concept of Services and intangible products 2. Discuss the relevance of the services Industry to Industry 3. Examine the characteristics of the services industry and the modus operandi 4. Analyze the role and relevance of Quality in Services 5. Visualize future changes in the Services industry
Duration :	08 weeks
Start Date :	05 th July. 2021
End Date :	06 th Sept. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>FUNDAMENTALS OF SERVICE MARKETING</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> • New Perspectives on Marketing in the Service Economy, Consumer Behavior in the Service Context 	01
Week 2	<ul style="list-style-type: none"> • Consumer Behavior in the Service Context (Contd.), Positioning Services in Competitive Markets, Developing Service Products. 	01
<u>MODULE 2</u>	<u>PRICE AND PROMOTION OF SERVICES</u>	<u>03</u>
Week 3	<ul style="list-style-type: none"> • Developing Service Products (Contd.), Global Marketing of Services, Distributing Services through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management (Contd.) 	01
Week 4	<ul style="list-style-type: none"> • : Setting Prices and Implementing Revenue Management, Promoting Services and Educating Customers, Designing and Managing Service Processes (Contd.) 	01
Week 5	<ul style="list-style-type: none"> • Designing and Managing Service Processes (Contd.), Balancing Demand and Productive Capacity, Crafting Service Environment 	01
<u>MODULE 3</u>	<u>SERVICE PRODUCT AND BRANDING</u>	<u>02</u>
Week 6	<ul style="list-style-type: none"> • Managing People for Service Advantage, 	01

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	Managing Relationships and Building Loyalty	
Week 7	<ul style="list-style-type: none"> Managing Relationships and Building Loyalty (Contd.), Complaint Handling and Service Recovery, Improving Service Quality and Productivity 	01
<u>MODULE 4</u>	<u>SERVICE EXCELLANCE</u>	01
Week 8	<ul style="list-style-type: none"> : Improving Service Quality and Productivity (Contd.), Striving for Service Leadership, Creating the Seamless Service Firms 	01

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“INTERNATIONAL TRADE”**

By IQAC & BAMMC

The overview:

This course provides conceptual and theoretical framework with empirical evidences to understand recent developments in trade strategies and policy changes. Under the Pure Theory of Trade, the basis of trade, gains from trade, direction of specialization and its effects on factor of production are discussed. Various advanced theories on strategic trade and barriers are also incorporated. The discussions on Trade Policy introduce various aspects of protectionism with respect to tariff, quota, subsidies and some latest non-tariff measures (like SPSs and TBTs), trade blocs and regional trading arrangements. In short(a) to provide an analytical framework for understanding recent developments in trade issues(b) to explain country's policy strategies to deal with the latest complexities in trade restrictions and facilitation to enhance trade.

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Course Summary

Course Title:	Value added certificate course entitled on International Trade
Course Objectives	<ul style="list-style-type: none"> • This course deals with the theory and practice of international trade and of trade-related policies. • It focuses on analyzing the gains from trade, the changing patterns of trade, the income distributional consequences of liberalizing foreign trade, the relationship between trade, investment, and economic growth, and the reasons for and consequences of trade policies.
Course Outcomes	<ul style="list-style-type: none"> • Understand, at the level of formal analysis, the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications • Understand the principle of comparative advantage and its formal expression and interpretation within different theoretical models • Be familiar with the major recent developments in the world trading system, and be able to critically analyse key issues raised both by the current round of WTO negotiations and by the spread of regional trading arrangements • Develop communications skills through the presentation of your work, interactions during tutorial sessions, and appropriate use of the discussion
Duration :	12 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO INTERNATIONAL TRADE</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> ● Introduction to International Trade and Protectionism 	01
Week 2	<ul style="list-style-type: none"> ● Classical Theories of Trade – Basis for Trade 	01
Week 3	<ul style="list-style-type: none"> ● New Theories of Trade – More Complexities 	01
<u>MODULE 2</u>	<u>DIFFERENTIATE PRODUCTS AND TRADE TARIFFS</u>	<u>04</u>
Week 4	<ul style="list-style-type: none"> ● Differentiated Products and Intra-Industry Trade 	01
Week 5	<ul style="list-style-type: none"> ● Complete Versus Incomplete Specialization in Trade 	01
Week 6	<ul style="list-style-type: none"> ● Partial Equilibrium Analysis of Trade Protectionism – Tariff 	01
Week 7	<ul style="list-style-type: none"> ● : Non-Tariffs including TBTs and SPSs 	01
<u>MODULE 3</u>	<u>INTERNATIONAL TRADE AND FOREIGN EXCHANGE MARKET</u>	<u>03</u>
Week 8	<ul style="list-style-type: none"> ● WTO: Trade Blocks and Trade Blocs 	01
Week 9	<ul style="list-style-type: none"> ● BoP and Foreign Exchange Market 	01
Week 10	<ul style="list-style-type: none"> ● Trade and Foreign Exchange Market 	01
<u>MODULE 4</u>	<u>INTERNATIONAL TRADE ECONOMICS</u>	<u>02</u>
Week 11	<ul style="list-style-type: none"> ● Open Economy Macroeconomics 	01
Week 12	<ul style="list-style-type: none"> ● Trade and Economic Development 	01


Course Coordinator

For Shri L P Raval College of Mass Media
& Management Studies


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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“PRODUCT AND BRAND MANAGEMENT”**

By IQAC & BAMMC

The overview:

The structure of this course is based on one of the most important learning required for all the students seeking to join professional life and all the professionals seeking to excel including heads and leaders of institutions and Non-Profit and even Government Organizations. Its a combined package of two subjects to give its readers a comprehensive knowledge.

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Course Summary

Course Title:	Value added certificate course entitled on Product And Brand Management
Course Objectives	<ul style="list-style-type: none"> • The students have to learn all basic concepts in Product management to introduce innovative new products in the market • Every student has to understand the Customer Based Brand Equity model in order to build a superior brand. • Students have to realize the importance of the brand management processes to take effective branding decisions. • After the acquisition of product and brand knowledge, students can effectively test the product with various possibilities. • Students can successfully launch a product and do branding on applying the concepts learnt.
Course Outcomes	<ul style="list-style-type: none"> • Understand the basic concepts in product management and the steps involved in New product development process • Gain knowledge on branding and its applications • Appreciate brand management process and applying branding decisions effectively • Learn how to use and test products in the market • Identify the best way to launch a product and to build brand equity
Duration :	12 weeks
Start Date :	10 th Dec. 2021
End Date :	10 th Feb. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> • Introduction to Product Management 	01
<u>MODULE 2</u>	<u>PRODUT PLANNING AND DEVELOPMENT</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> • Product Planning 	01
Week 3	<ul style="list-style-type: none"> • Product Category Analysis 	01
Week 4	<ul style="list-style-type: none"> • Insight, Innovation and Design Thinking 	01
Week 5	<ul style="list-style-type: none"> • New Product development 	01
<u>MODULE 3</u>	<u>BRAND MANAGEMENT</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> • Brand and Brand Management 	01
Week 7	<ul style="list-style-type: none"> • Brand Equity and Value chain 	01
Week 8	<ul style="list-style-type: none"> • Brand Valuation and Brand Loyalty 	01
Week 9	<ul style="list-style-type: none"> • Brand Life cycles and Organizational Designs 	01
<u>MODULE 4</u>	<u>BRAND ARCHITECTURE AND EQUITY</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> • Brand Architecture 	01
Week 11	<ul style="list-style-type: none"> • Brand Equity Measurement 	01
Week 12	<ul style="list-style-type: none"> • Ethics and Spirituality for Product and Brand Management 	01


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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“STRATEGIC MANAGEMENT”**

By IQAC & BAMMC

The overview:

To assimilate the concepts of Strategic Management and the changes that have taken place in the market, esp. after the process of liberalization initiated by the Govt. of India in 1991. The participants will get an idea of the Basic Concepts, BoD and Corporate Responsibility, Environmental Landscape Analysis, Strategy - formulation, implementation, evaluation & control, Strategic Enablers - R&D, IT, KM, Technology, Strategic risk and other issues

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Course Summary

Course Title:	Value added certificate course entitled on Strategic Management
Course Objectives	<ul style="list-style-type: none">● To expose students to various perspectives and concepts in the field of Strategic Management.● The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.● To help students develop skills for applying these concepts to the solution of business problems.● To help students master the analytical tools of strategic management.
Course Outcomes	<ul style="list-style-type: none">● Understand the basic concepts and principles of strategic management analyze the internal and external environment of business● Develop and prepare organizational strategies that will be effective for the current business environment● Devise strategic approaches to managing a business successfully in a global context
Duration :	08 weeks
Start Date :	10 rd Dec. 2021
End Date :	10 rd Feb. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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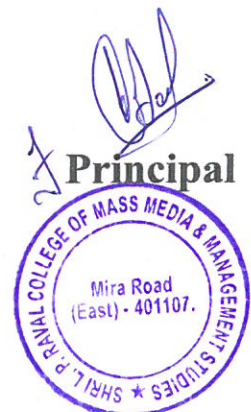
Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO STRATEGIC MANAGEMENT</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> Introduction to Strategic Management; Concept of Corporate Strategy; Strategic Management Process 	01
Week 2	<ul style="list-style-type: none"> Board of Directors - Role and Functions; Top Management - Role and Skills; Board Functioning - Indian Context 	01
<u>MODULE 2</u>	<u>ENVIRONMENTAL ANALYSIS</u>	<u>01</u>
Week 3	<ul style="list-style-type: none"> Environmental Scanning; Industry Analysis; Synthesis of External Factors; External Factors Analysis Summary (EFAS) Internal Scanning; Value Chain Analysis ;Synthesis of Internal Factors; Internal Factors Analysis Summary (IFAS) 	01
<u>MODULE 3</u>	<u>STRATEGY FORMULATION AND IMPLEMENTATION</u>	<u>02</u>
Week 4	<ul style="list-style-type: none"> Strategy Formulation; Strategic Factors Analysis Summary (SFAS) Business Strategy; Corporate Strategy Functional Strategy Strategic Choice 	01
Week 5	<ul style="list-style-type: none"> Strategy Implementation Organization Structure; Corporate Culture; Diversification; Mergers and Acquisitions 	01
<u>MODULE 4</u>	<u>STRATEGY EVALUATION AND CONTROL</u>	<u>03</u>
Week 6	<ul style="list-style-type: none"> Evaluation and Control; Strategic Information Systems 	01
Week 7	<ul style="list-style-type: none"> Other Strategic Issues; R&D, IT 	01
Week 8	<ul style="list-style-type: none"> KM, Technology; Strategic Risk and other issues 	01


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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“The Competitive Edge”**

By IQAC & BAMMC

Course overview:

This course prepares you to think strategically in an age when companies have become more valuable (in market cap terms). The importance of strategic management cannot be overemphasized in today's business. The course aims to expose participants to conceptual frameworks and various perspectives related to strategic management. The participants would learn to analyze competitive situations, develop strategy, use of various strategic tools and skillsets, and strategy implementation issues that are generally faced in real-life. These include familiarization with organization's internal and external environment analysis, competitor's analysis; crafting strategy including multi-business strategy and international business strategy; implementation and related issues such as resource allocation, organization structure, culture and leadership. The course essentially takes the viewpoints of senior and top management executives with a major focus on the enterprise as a whole, rather than each functional area.

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Course Summary

Course Title:	Value added certificate course entitled on The Competitive Edge
Course Objectives	<ul style="list-style-type: none"> ● Evaluating the internal and external factors that could impact the organization's ability to achieve its objectives. ● Putting the plan into action and making any necessary adjustments along the way ● To expose students to various perspectives and concepts in the field of Strategic Management ● The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations. ● To help students develop skills for applying these concepts to the solution of business problems ● To help students master the analytical tools of strategic management
Course Outcomes	<ul style="list-style-type: none"> ● Explain why the "doing" strategy is considered "the high point of managerial activity". ● Recognize and avoid the old, tired ideas about the strategy that is still out there, so you can adopt fresher, better ideas. ● Point out how doing strategy has changed because of advancing technology and globalization. ● Understand the basic concepts and principles of strategic management analyze the internal and external environment of business ● Develop and prepare organizational strategies that will be effective for the current business environment ● Devise strategic approaches to managing a business successfully in a global context.
Duration :	12 weeks
Start Date :	15-12-2021
End Date :	15-02-2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

For Shri L P Raval College of Mass Media & Management Studies

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>Competitive Edge & Strategic Management Process</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> ● Basic concepts of corporate strategy, External Environmental Analysis 	01
<u>MODULE 2</u>	<u>Analysis of Internal Resources</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> ● Competitive Analysis 	01
Week 3	<ul style="list-style-type: none"> ● Internal Corporate analysis 	01
Week 4	<ul style="list-style-type: none"> ● Strategy Formulation, Strategic Choices 	01
Week 5	<ul style="list-style-type: none"> ● Multi-business strategy 	01
<u>MODULE 3</u>	<u>Formulation of Competitive Strategy</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> ● Strategies for competing in International market 	01
Week 7	<ul style="list-style-type: none"> ● Strategy Implementation 	01
Week 8	<ul style="list-style-type: none"> ● Strategy Implementation, Organizational culture and Leadership 	01
Week 9	<ul style="list-style-type: none"> ● Strategic Evaluation, Monitoring and Control 	01
<u>MODULE 4</u>	<u>CORPORATES</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> ● Corporate Governance 	01
Week 11	<ul style="list-style-type: none"> ● Corporate Social Responsibility and sustainability 	01
Week 12	<ul style="list-style-type: none"> ● Strategic Enablers 	01


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SYLLABUS

BACHELOR OF COMMERCE(ACCOUNTING
AND FINANCE)[BAF]

For Shri L P Raval College of Mass Media
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**“VALUE ADDED CERTIFICATE COURSE
ENTITLED ON”**

“FINANCIAL ACCOUNTING”

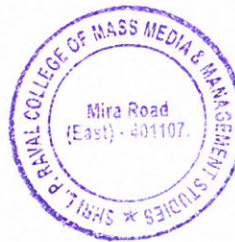
By IQAC & BAF

The overview:

The basic concept of financial accounting and reporting is that the reader of financial reports rather than the accountants who prepare them. This course is designed with the objective that help the participant to become intelligent users of accounting information also understands the basic accounting and financial terminology. Understands how events affect firm value and how financial transaction are recorded.

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Course Summary

Course Title:	Diploma In Financial Accounting
Course Objectives	<ol style="list-style-type: none">1. Understand the process of recording and classifying the business transactions and events .2. Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.3. Understand the role of IFRS/Ind-AS in accounting discipline.4. Understand and analyze the financial statements from the perspective of different stakeholders using ratio analysis.
Course Outcomes	<ol style="list-style-type: none">1. To familiarize with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.2. Role of IFRS in accounting discipline.3. The concept of management quality analysis and wealth creation.
Duration :	8 weeks
Start Date :	23rd August, 2021
End Date :	28th October, 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.



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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO FINANCIAL ACCOUNTING</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> Introduction and Scope of Accounting Financial Statements Balance Sheet 1 Balance Sheet 2 Balance Sheet 3 	01
Week 2	<ul style="list-style-type: none"> Balance Sheet 4 Balance Sheet 5 Profit and Loss Account 1 Profit and Loss Account 2 Profit and Loss Account 3 	01
Week 3	<ul style="list-style-type: none"> Depreciation 1 Depreciation 2 Inventory Valuation Cash Flow Statement 1 Cash Flow Statement 2 	01
<u>MODULE 2</u>	<u>STATEMENT OF CASH FLOW</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> Cash Flow Statement 3 Cash Flow Statement 4 Cash Flow Statement 5 Corporate Governance Corporate Governance: Global Models 	01
Week 5	<ul style="list-style-type: none"> Corporate Governance: Enron Case Accounting Standards and Principles Evolution of Accounting Recording of Financial Transactions Zee Case: Profit & Loss and Balance Sheet 	01
Week 6	<ul style="list-style-type: none"> Zee Case: Balance Sheet Hindalco Case: Profit & Loss and Balance Sheet Hindalco Case: Balance Sheet and Cash Flow Statement Interpretation and Analysis of Financial Statements Ratio Analysis and Interpretation 1 	01

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<u>MODULE 3</u>	<u>RATIO ANALYSIS AND INTERPRETATION</u>	<u>02</u>
Week 7	<ul style="list-style-type: none"> Ratio Analysis and Interpretation 2 Interpretation and Analysis of Financial Statements: Shipping Corp. of India 1 Interpretation and Analysis of Financial Statements: Shipping Corp. of India 2 Interpretation and Analysis of Financial Statements: Shipping Corp. of India 3 Interpretation and Analysis of Financial Statements: Shipping Corp. of India 4 	01
Week 8	<ul style="list-style-type: none"> Financial Statement Analysis: TCS Case 1 Financial Statement Analysis: TCS Case 2 Financial Statement Analysis: RIL Case 1 Financial Statement Analysis: RIL Case 2 Revision of Course 	01


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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“OPERATIONS AND SUPPLY CHAIN”

By IQAC & BAF

The overview:

This course introduces the viewer to the basics of Operations and Supply Chain Management. The concepts in Operations Management are restricted to the planning and operational decisions within an organization while the supply chain concepts are for a network of organizations. The main emphasis of the course is on the basic concepts and on quantitative modeling of the various decision problems.

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Course Summary

Course Title:	Value added certificate course entitled on Operation and Supply Chain
Course Objectives	<ol style="list-style-type: none"> 1. Develop an understanding of the importance of operations in the formulation of the business strategy and the conduct of supply chain operations. 2. Develop an in-depth understanding of logistics operating areas and their interrelationship. 3. Strengthen integrative management analytical and problem-solving skills.
Course Outcomes	<ol style="list-style-type: none"> 1. Understand fundamental supply chain management concepts 2. Apply knowledge to evaluate and manage an effective supply chain. 3. Understand the foundational role of logistics as it relates to transportation and warehousing. 4. How to align the management of a supply chain with corporate goals and strategies.
Duration :	11 weeks
Start Date :	5 TH July 2021
End Date :	6 th Sept. 2021
3Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

For Shri L P Raval College of Mass Media
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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>03</u>
Week 1	• Forecasting Week	01
Week 2	• Facility layout and location.	01
Week 3	• Capacity and aggregate planning Week	01
<u>MODULE 2</u>	<u>INVENTORY MANAGEMENT</u>	<u>02</u>
Week 4	• Inventory management	01
Week 5	• Scheduling models and applications	01
<u>MODULE 3</u>	<u>CONCEPTS OF SUPPLY CHAIN</u>	<u>05</u>
Week 6	• Introduction to supply chain.	01
Week 7	• Value of information and supply chain integration	01
Week 8	• Outsourcing	01
Week 9	• Transportation decision	01
Week 10	Distribution and logistics in supply chain	01
<u>MODULE 4</u>	<u>INFORMATION TECHNOLOGY IN SUPPLY CHAIN</u>	<u>01</u>
Week 11	• Information technology in supply chain.	01

Supurna
Course coordinator

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“VALUE ADDED CERTIFICATE COURSE

ENTITLED ON”

“DESIGN THINKING”

By IQAC & BAF

The overview:

Design thinking is a systematic method of solving problems. This method is unique that it starts and ends with humans. The design thinkers start by observing, interviewing or just plain experiencing a situation. Then, they proceed to improve the situation of the humans by solving problems for them. Many industries and institute recognize the need for design thinking - e.g., ICT, manufacturing, sales, marketing.

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Course Summary

Course Title:	Value Added Certificate Course Entitled On Design Thinking
Course Objectives	<ol style="list-style-type: none"> 1. To recognize the latest and future issues and challenges in innovation. 2. To expose the student with state of the art perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles. 3. To develop an advance innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation. 4. To prepare the mindset and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models especially outside their regular operating atmosphere. 5. To recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions. 6. To propose a concrete, feasible, viable and relevant innovation project/challenge
Course Outcomes	<ol style="list-style-type: none"> 1. To immerse students into the world of innovation as a systematic process of tackling relevant business and/or social problems. 2. To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions. An innovation new ventures, value propositions, new products or services. 3. Using a practical hands-on approach, this workshop will support student in the sketching, conception and early development of an innovation challenge, which is a critical input for the innovation course. 4. To exercise their foresight and insight muscles in the process of opportunity identification/creation.
Duration :	4 weeks
Start Date :	23rd August 2021
End Date :	27th October, 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>DESIGN THINKING & ANALYZE PHASE</u>	<u>03</u>
Week 1	<ul style="list-style-type: none">● Introduction to Design Thinking	01
Week 2	<ul style="list-style-type: none">● Empathize Phase: Customer Journey Mapping	01
Week 3	<ul style="list-style-type: none">● Analyze Phase: 5-Whys and how we might...	01
<u>MODULE 2</u>	<u>FREE BRAINSTORMING & PROTOTYPE</u>	<u>01</u>
Week 4	<ul style="list-style-type: none">● Solve Phase: Ideation: Free Brainstorming & Make/Test Phase: Prototype	01


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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“ENTREPRENEURSHIP”

By IQAC & BAF

The overview:

This course provides a detailed overview of entrepreneurship as the foundation of business growth and value creation in the national economy. It provides multiple constructs for entrepreneurs to be successful, and pathways for their companies to achieve sustainable growth. Each week/module of the course will cover one specific theme/topic with conceptual perspectives as well as practical examples.

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Course Summary

Course Title:	Value Added Certificate Course entitled on Entrepreneurship
Course Objectives	<ul style="list-style-type: none"> · Understanding basic concepts in the area of entrepreneurship, · Understanding the role and importance of entrepreneurship for economic development, · Developing personal creativity and entrepreneurial initiative, · Adopting of the key steps in the elaboration of business idea, · Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial venture
Course Outcomes	<ol style="list-style-type: none"> 1. Analyze the business environment in order to identify business opportunities. 2. Identify the elements of success of entrepreneurial ventures. 3. Consider the legal and financial conditions for starting a business venture. 4. Evaluate the effectiveness of different entrepreneurial strategies. 5. Specify the basic performance indicators of entrepreneurial activity.
Duration:	15 weeks
Start Date:	20 th Aug 2021
End Date:	20 th Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO ENTREPRENEURSHIP</u>	<u>05</u>
Week 1	<ul style="list-style-type: none"> • Entrepreneurial Journey. 	01
Week 2	<ul style="list-style-type: none"> • Entrepreneurial Discovery. 	01
Week 3	<ul style="list-style-type: none"> • Ideation and Prototyping 	01
Week 4	<ul style="list-style-type: none"> • Testing, Validation and Commercialization 	01
Week 5	<ul style="list-style-type: none"> • Disruption as a Success Driver. 	01
<u>MODULE 2</u>	<u>TECHNOLOGICAL INNOVATION</u>	<u>02</u>
Week 6	<ul style="list-style-type: none"> • Technological Innovation and Entrepreneurship – 1 	01
Week 7	<ul style="list-style-type: none"> • : Technological Innovation and Entrepreneurship –.2 	01
<u>MODULE 3</u>	<u>DIFFERENT CONCEPTS IN ORGANIZATION</u>	<u>03</u>
Week 8	<ul style="list-style-type: none"> • Raising Financial Resources 	01
Week 9	<ul style="list-style-type: none"> • : Education and Entrepreneurship 	01
Week 10	<ul style="list-style-type: none"> • Beyond Founders and Founder-Families. 	01
<u>MODULE 4</u>	<u>ORGANIZATIONAL STRUCTURE & DESIGN</u>	<u>05</u>
Week 11	<ul style="list-style-type: none"> • India as a Start-up Nation 	01
Week 12	<ul style="list-style-type: none"> • : National Entrepreneurial Culture 	01
Week 13	<ul style="list-style-type: none"> • Entrepreneurial Thermodynamics 	01
Week 14	<ul style="list-style-type: none"> • Entrepreneurship and Employment 	01
Week 15	<ul style="list-style-type: none"> • Start-up Case Studies 	01

Sushma
Course coordinator

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“STRATEGY AND TECHNOLOGY”

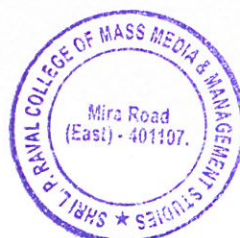
By IQAC & BAF

The overview:

About the Course: A study of strategy is essential for professionals to help their enterprises and organizations in developing the vision, mission, and goals, crafting a strategy that can accomplish the goals through execution. In the strategic management process, technology plays a vital role. This course “Strategy and Technology” brings together the domains of strategy and technology to create multiple frameworks for enterprise growth and sustainability. The concepts are illustrated through illuminating case examples and where appropriate enduring practical developments are translated into conceptual frameworks. This course will be useful for a broad spectrum of students and working professionals to develop and hone their strategic skills integrating multiples technology insights.

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Course Summary

Course Title:	Value Added Certificate Course entitled on Strategy and Technology
Course Objectives	<ul style="list-style-type: none"> • Understanding basic concepts Strategy. • Understanding the role and importance of the vision, mission, and goals, • Understanding the competitive strategy, • Understanding the use of technology in strategy • Understanding the role of technology in finance and business
Course Outcomes	<ul style="list-style-type: none"> • Knowledge of the basic concepts, principles and practices associated with strategy formulation and implementation. • Ability to integrate and apply knowledge gained in basic concepts to the formulation and implementation of strategy from holistic and multi-functional perspectives. • Acquisition of skills to analyse and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective. • To develop an understanding of use of Information Technology as a Strategic Tool for Business Management.
Duration :	12 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO STRATEGY</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> ● Structural and Strategic Analysis 	01
Week 2	<ul style="list-style-type: none"> ● Strategy Information 	01
Week 3	<ul style="list-style-type: none"> ● Strategy Execution 	01
<u>MODULE 2</u>	<u>COMPETITIVE STRATEGY</u>	<u>03</u>
Week 4	<ul style="list-style-type: none"> ● Competitive Strategy. 	01
Week 5	<ul style="list-style-type: none"> ● Buyers, Suppliers and Competitors. 	01
Week 6	<ul style="list-style-type: none"> ● Structural Analysis and Competitive Strategy Dynamic Strategy Equilibrium 	01
<u>MODULE 3</u>	<u>STRATEGY AND TECHNOLOGY</u>	<u>03</u>
Week 7	<ul style="list-style-type: none"> ● Dynamic Strategy Equilibrium 	01
Week 8	<ul style="list-style-type: none"> ● Technology and Competitive Strategy 	01
Week 9	<ul style="list-style-type: none"> ● Technology as Strategy Driver 	01
<u>MODULE 4</u>	<u>TECHNOLOGY AND BUSINESS</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> ● Technology and Finance 	01
Week 11	<ul style="list-style-type: none"> ● Technology and Business 	01
Week 12	<ul style="list-style-type: none"> ● Technology Case Studies 	01

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**“VALUE ADDED CERTIFICATE COURSE
ENTITLED ON”
“CORPORATE SOCIAL RESPONSIBILITY”**

By IQAC & BAF

The overview:

The course introduces participants to the field of Corporate Social Responsibility. The course begins with a discussion on the history of CSR activities, and moves through planning, implementation, evaluation and development of the CSR cycle in profit making organizations. The course concludes with a discussion on how the field of CSR is likely to develop in future. INTENDED AUDIENCE: Students from all disciplines can enroll for this course. PRE-REQUISITES: Nil INDUSTRY SUPPORT: All corporate organizations

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Course Summary

Course Title:	Value Added Certificate Course Entitled On Corporate Social Responsibility
Course Objectives	<ol style="list-style-type: none"> 1. To understand the concept of CSR and the theoretical underpinnings. 2. To understand the stakeholder approaches. 3. Provide an experiential, integrative, substantive, and high quality experience surrounding issues of Corporate Social Responsibility 4. To provide participating students with a truly unique curriculum experience with field experience.
Course Outcomes	<p>1 To understand the importance of approaching issues of social, ethical and environmental responsibility strategically, and how contemporary CSR has moved from 'how the money is spent' to 'how the money is made'.</p> <p>2 To understand the motives that drive companies' CSR engagement, and which are mainly driven by instrumental consideration as well as a response to stakeholder pressure for greater responsibility.</p> <p>3 To recognize that a key tension in CSR lies in balancing the need for compliance in order to act according to standardized templates of CSR and meet societal expectations, and the need for differentiation in order to be perceived as 'more sustainable' than the competition.</p> <p>4 To anticipate future challenges in CSR such as digitalization and the sustainable development goals (SDGs) that will dominate the debate about the limits of CSR in the future.</p>
Duration :	8 week
Start Date :	10 th Jan. 2022
End Date :	10 th March 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	Introduction to CSR	<u>02</u>
Week 1	What and Why of CSR	01
Week 2	Emergence of CSR: History and current scenario	01
<u>MODULE 2</u>	Stakeholders	<u>03</u>
Week 3	Organization, Government, Society and Regulatory Environments	01
Week 4	Planning and Implementing CSR activities	01
Week 5	Evaluating and developing CSR activities	01
<u>MODULE 3</u>	Corporates and Social Responsibility	<u>03</u>
Week 6	Corporate Governance	01
Week 7	CSR and Sustainability	01
Week 8	Future Directions	01


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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“CUSTOMER RELATIONSHIP

MANAGEMENT”

By IQAC & BAF

The overview:

Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. Businesses aim to win and keep customers. Their competitors also seek to do the same. Even the most successful firms, with excellent marketing programs for attracting customers, have trouble with customer retention. In this course, you will learn how to shift from a short-term customer transaction-based mode of operation to a long-term relationship mode and understand the benefits of having strong customer relations.

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Course Summary

Course Title:	Value added certificate course entitled on Customer Relationship Management
Course Objectives	<ol style="list-style-type: none"> 1. To make the students understand the organizational need, benefits and process of creating long-term value for individual customers 2. To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies. 3. To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations
Course Outcomes	<ul style="list-style-type: none"> • Understand the basic concepts of Customer relationship management. • To understand marketing aspects of Customer relationship management. . • Learn basics of analytical Customer relationship management. . • Understand basics of operational Customer relationship management.
Duration :	6 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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	to people and society. Tests, assessments and training sessions to hone skills would be included	
Week 6	<ul style="list-style-type: none"> Happiness at work: Getting rid of daily hassles Happiness and efficiency, happiness and creativity, and various other key components like innovation and follow would be addressed in these units. Fine tuning work-life balance: Strategies to develop happiness Through units as well as assessment tools participants would be guided through techniques to hone their work-life balance – a key component of success as well as happiness. 	01
Week 7	<ul style="list-style-type: none"> Becoming happier: State & trait of happiness This week would focus on sustaining and enhancing what has been learnt so far through both theoretical as well as training inputs. 	01
Week 8	<ul style="list-style-type: none"> Creating happiness: Making a difference for others Happiness needs to spread. These units would focus on networking and sustaining what has been learnt by sharing with others. Post-test assessments would also be used to tests changes that have been brought about during the 12 weeks of the course. 	01

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>03</u>
Week 1	<ul style="list-style-type: none"> • Introduction to CRM 	01
Week 2	<ul style="list-style-type: none"> • Building Customer Relationships 	01
Week 3	<ul style="list-style-type: none"> • Economics of CRM 	01
<u>MODULE 2</u>	<u>CRM APPLICATIONS</u>	<u>02</u>
Week 4	<ul style="list-style-type: none"> • CRM Applications 	01
Week 5	<ul style="list-style-type: none"> • CRM in Business Markets 	01
<u>MODULE 3</u>	<u>CRM IMPLEMENTATION</u>	<u>01</u>
Week 6	<ul style="list-style-type: none"> • CRM implementation 	01

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“E- BUSINESS”

IQAC & BAF

The overview:

The Internet has changed the way companies carry out their businesses. The primary objective of this course is to introduce concepts, tools and approaches to electronic business to the post- graduate and undergraduate students. Further, the subject will help the students to develop skills to manage businesses in the digital world.

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Course Summary :

Course Title:	Value added certificate course entitled on E- Business
Course Objectives	<ul style="list-style-type: none">● Develop an understanding of the importance of operations in the formulation of the business strategy and the conduct of supply chain operations.● Develop an in-depth understanding of logistics operating areas and their interrelationship.● Strengthen integrative management analytical and problem-solving skills.● Recognize the e-business concepts and how it is different from e-commerce.● Recognize the e-business models and infrastructure● Students will learn how e business concepts are applied to different fields
Course Outcomes	<ul style="list-style-type: none">● Analyze the impact of E-commerce on business models and strategy.● Describe the major types of E-commerce.● Explain the process that should be followed in building an E-commerce presence.● Identify the key security threats in the E-commerce environment.
Duration :	12 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> Introduction to E-Business 	01
<u>MODULE 2</u>	<u>FUNCTIONAL AREAS OF E-BUSINESS</u>	<u>03</u>
Week 2	<ul style="list-style-type: none"> Making Functional Areas E-Business Enabled : Value chain and supply chain, inter and intra organizational business processes, ERP 	01
Week 3	<ul style="list-style-type: none"> Making Functional Areas E-Business Enabled : E-Procurement 	01
Week 4	<ul style="list-style-type: none"> Making Functional Areas E-Business Enabled : E-marketing, E-Selling, E-Supply Chain Management 	01
<u>MODULE 3</u>	<u>TECHNOLOGIES OF E-BUSINESS</u>	<u>04</u>
Week 5	<ul style="list-style-type: none"> Technologies for E-Business: Internet and Web based system 	<u>01</u>
Week 6	<ul style="list-style-type: none"> Technologies for E-Business: Security and payment systems 	01
Week 7	<ul style="list-style-type: none"> Technologies for E-Business: Supply chain integration technologies (EDI, RFID, Sensors, IoT, GPS, GIS) 	01
Week 8	<ul style="list-style-type: none"> Technologies for E-Business: Supply chain integration technologies (Web services and cloud) 	01
<u>MODULE 4</u>	<u>DECISION SUPPORT IN E-BUSINESS</u>	<u>04</u>
Week 9	<ul style="list-style-type: none"> Decision Support in E-Business: Web analytics 	01
Week 10	<ul style="list-style-type: none"> Decision Support in E-Business: Customer behavior modeling 	01
Week 11	<ul style="list-style-type: none"> Decision Support in E-Business: Auctions 	01
Week 12	<ul style="list-style-type: none"> Decision Support in E-Business: Recommended systems 	01

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SYLLABUS

**Bachelor of Science
in
Hospitality Studies
(B.Sc.HS)**

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“RESEARCH METHODOLOGY”

By IQAC & B.SC HS

The overview:

The course covers all the conceptual and methodological issues that go into successful conduction of research. That includes philosophy of science, the methodological issues in measurement, proposing and testing hypotheses, scientific communication and the ethical issues in the practice of science.

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Course Summary

Course Title:	Value added certificate course entitled on Research Methodology
Course Objectives	<ul style="list-style-type: none"> ● The main objective of this course is to introduce the basic concepts in research methodology in social science. ● This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. ● This will also enable the students to prepare report writing and framing Research proposals.
Course Outcomes	<ul style="list-style-type: none"> ● Students who complete this course will be able to understand and comprehend the basics in research methodology and applying them in research/ project work. ● This course will help them to select an appropriate research design. ● With the help of this course, students will be able to take up and implement a research project/ study. ● The course will also enable them to collect the data, edit it properly and analyze it accordingly. Thus, it will facilitate students' prosperity in higher education. ● The students will develop skills in qualitative and quantitative data analysis and presentation. ● Students will be able to demonstrate the ability to choose methods appropriate to research objectives.
Duration :	12weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> Philosophy of Science (subjective versus objective, materialism versus idealism, causality, etc.) 	01
Week 2	<ul style="list-style-type: none"> Logical Reasoning (inductive logic, deductive logic, syllogistic logic) 	01
Week 3	<ul style="list-style-type: none"> : History of development of science and the influence of philosophy 	01
<u>MODULE 2</u>	<u>RESEARCH HYPOTHESIS</u>	
Week 4	<ul style="list-style-type: none"> What Scientists Actually Do 	01
Week 5	<ul style="list-style-type: none"> Forming a Hypothesis 	01
Week 6	<ul style="list-style-type: none"> Techniques of Scientific Measurement 	01
Week 7	<ul style="list-style-type: none"> Testing of hypothesis 	01
<u>MODULE 3</u>	<u>METHODS OF RESEARCH</u>	<u>03</u>
Week 8	<ul style="list-style-type: none"> Methods of Theoretical Research 	01
Week 9	<ul style="list-style-type: none"> The Art of Scientific Communication 	01
<u>MODULE 4</u>	<u>PRESENTATION OF RESEARCH</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Presentation in Seminars and Conferences 	01
Week 11	<ul style="list-style-type: none"> Sponsored Research 	01
Week 12	<ul style="list-style-type: none"> Ethical Conduct in Science 	01


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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“SOFT SKILLS”

By IQAC & B.SC HS

The overview:

Soft Skills, a buzz word today has attracted the attention of students, professionals and entrepreneurs all over the world. Employability, being the major concern today, every individual aims at getting coveted jobs. Employability today is commensurate with proving multiple skills in varied situations in a fast changing world. Hence, everyone aspiring for jobs today has to prove one's mettle in various situations where one requires to be armed with different skills, which, collectively come under Soft Skills. The course aims at creating awareness among the stock holders of the corporate world in which the role of individuals as team players and also as responsible leaders materializes to a great extent. The course, with its interactive and need based modules, will address various challenges of communication as well as behavioral skills faced by individuals at workplace and organizations in bridging the gaps through effective skills of interviews, group discussions, meeting management, presentations and nuances of drafting various business documents for sustainability in today's global world.

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Course Summary

Course Title:	Value added certificate course entitled on Soft Skills
Course Objectives	<ul style="list-style-type: none"> ● To encourage the all-round development of students by focusing on soft skills. ● To make the engineering students aware of the importance, the role and the content of soft skills through instruction, knowledge acquisition, demonstration and practice. ● To develop and nurture the soft skills of the students through individual and group activities. ● To expose students to right attitudinal and behavioral aspects and to build the same through activities
Course Outcomes	<ul style="list-style-type: none"> ● Effectively communicate through verbal/oral communication and improve the listening skills ● Write precise briefs or reports and technical documents. ● Actively participate in group discussion / meetings / interviews and prepare & deliver presentations. ● Become more effective individual through goal/target setting, self-motivation and practicing creative thinking. ● Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.
Duration :	12 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO SOFT SKILLS</u>	<u>01</u>
Week 1	Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development	01
<u>MODULE 2</u>	<u>COMMUNICATION SKILLS</u>	<u>04</u>
Week 2	Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage	01
Week 3	Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening	01
Week 4	Negotiation Skills, Culture as Communication, Organizational Communication	01
Week 5	Communication Breakdown, Advanced Writing Skills, Principles of Business Writing	01
<u>MODULE 2</u>	<u>PROFESSIONAL SKILLS</u>	<u>04</u>
Week 6	Business Letters, Business Letters: Format and Style, Types of Business Letter	01
Week 7	Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data	01
Week 8	Structure of Report, Report Style, Group Communication Skills	01
Week 9	Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics	01
<u>MODULE 4</u>	<u>PRESENTATION SKILLS</u>	<u>03</u>
Week 10	Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation Week	01
Week 11	Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé	01
Week 12	Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar	01


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**VALUE ADDED CERTIFICATE
COURSE
ENTITLED ON
“THE SCIENCE OF HAPPINESS
AND WELL BEING”**

By IQAC & B.SC HS

The overview:

Positive psychology, well being and the science of happiness have become almost a craze today with its stress, change and speed. Excellence for the Science of Happiness is designed to take one step by step through the science as well as the discovery of the road to happiness. It introduces students to the fundamental concepts, the causes, the mechanism, the effect, as well as the practice of happiness from a scientific and analytical perspective. A must for any professional, it is highly recommended for everyone.

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Course Summary

Course Title:	Value added certificate course entitled on The Science of Happiness And Well Being
Course Objectives	<ul style="list-style-type: none"> ● To obtain a basic understanding of Positive emotions, strengths and virtues ● the concepts and determinants of happiness and well-being, and ● To become aware of contextual and cultural influences on health and happiness.
Course Outcomes	<ul style="list-style-type: none"> ● This course provide an insight to see the importance of positive emotions, Strength and Virtues in everyday life and society, ● It helps to use the strength and virtues in improving human behavior and mental health, ● This course helps to understand the biological, social, psychological and spiritual determinants of Happiness and well-being, ● Give an insight of the Indian philosophy of happiness and life satisfaction in context of Karma, Moksha and destiny and role of socio-demographic and cultural factors in Happiness and well-being ● Helps in evaluation of the similarities and differences at the level of Health and Happiness in contemporary Indian rural and urban population
Duration :	08 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION OF HAPPINESS</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> Operationalizing happiness: Defining happiness 	01
Week 2	<ul style="list-style-type: none"> Understanding the construct of happiness: The science of happiness These five modules would introduce the key concepts that make up the science of happiness, and create the basic ground for the sessions to follow. It would also include pretests to assess current happiness and other related parameters. 	01
<u>MODULE 2</u>	<u>FACTORS INFLUENCING HAPPINESS</u>	<u>02</u>
Week 3	<ul style="list-style-type: none"> Factors influencing happiness: Biological, psychological & socio-cultural factors These modules would focus on the key components influence happiness through talks, case studies and self-learning tasks. 	01
Week 4	<ul style="list-style-type: none"> Unanswered questions: What makes us happy? The modules in this week would focus on the myths as well as the simple secrets of happiness and how to make the act successful through understanding and practice. Happiness: The dynamics within: Key ingredients of happiness These modules would address the key ingredients with scientific evidence, case studies and online assignments and assessments 	01
<u>MODULE 3</u>	<u>TRAIN YOURSELF IN HAPPINESS</u>	<u>04</u>
Week 5	<ul style="list-style-type: none"> Train yourself in Happiness: Two short modules on Mindfulness These sessions would take us through the science as well as the art of mindfulness through online practice sessions and training aids. Happiness in the social context: Three modules on Emotional Intelligence. Emotions play a key role in happiness and need to be addressed in their various ways in response 	01

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VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“MIND EDUCATION”

By IQAC & B.SC HS

The overview:

Introduction to Mind education In an increasingly globalized world, to stay ahead of competition and succeed, mere knowledge and skill no more suffices. The Mind Education Course aims at creating global leaders in every field who possess the special wisdom that others do not have thereby making them singular individuals who will be much in demand internationally. We wish to mold such leaders who possess the mindset of 'You First' instead of 'Me First'. In every field whether it be education, IT, Medicine etc. such leaders are direly needed. This is why the mind education lectures educate the hearts of people to learn the value of self-control and happiness, creating a much better environment in the class or workplace and building leaders with bright & clean hearts.

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Course Summary

Course Title:	Value added certificate course entitled on Mind Education
Course Objectives	<ul style="list-style-type: none">● To mould a clean mindset in individuals based on values to reduce the possibility for corruption, crimes and injustice.● .To improve quality of expert educators enabling them to nurture leaders of the next generation with a mindset of serving others.● To cultivate a mindset that overcomes one's limitations and frame of thought challenging themselves and opening up infinite possibilities.● To instill a healthy mindset that allows students to break free from themselves (addictions, depression, personal problems) and experience true change in their lives.
Course Outcomes	<ul style="list-style-type: none">● To mould a clean mindset in individuals based on values to reduce the possibility for corruption, crimes and injustice.● To improve quality of expert educators enabling them to nurture leaders of the next generation with a mindset of serving others.
Duration :	13 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

For Shri L P Rava College of Mass Media
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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION OF MIND EDUCATION</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> ● Importance and necessity of mind education 	01
Week 2	<ul style="list-style-type: none"> ● Knowledge based education vs wisdom based education 	01
<u>MODULE 2</u>	<u>DESIRE AND SELF CONTROL</u>	<u>03</u>
Week 3	<ul style="list-style-type: none"> ● - Desire and Self-control 	01
Week 4	<ul style="list-style-type: none"> ● Wounds of the heart: Causes and Cure 	01
Week 5	<ul style="list-style-type: none"> ● Listening: Wisdom to gain hearts 	01
<u>MODULE 2</u>	<u>MANAGING HEART</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> ● Importance and necessity of contemplating 	01
Week 7	<ul style="list-style-type: none"> ● Change in perspective (Placebo Effect) 	01
Week 8	<ul style="list-style-type: none"> ● Managing the heart 	01
Week 9	<ul style="list-style-type: none"> ● The other side 	01
Week 10	<ul style="list-style-type: none"> ● Exchanging heart-to-heart conversation 	01
<u>MODULE 4</u>	<u>ESSENTIAL CONDITIONS FOR HAPPINESS</u>	<u>02</u>
Week 11	<ul style="list-style-type: none"> ● The cause of fear and its solution 	01
Week 12	<ul style="list-style-type: none"> ● Essential conditions for happiness 	01

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“BASICS OF HEALTH PROMOTION AND
EDUCATION INTERVENTION”**

By IQAC & B.SC HS

The overview:

This course is designed to provide the learners a comprehensive understanding about Health Promotion and Education Interventions. Health Promotion and Education Interventions are key competencies for public health professionals. After completion of this course the participants will be able to define and understand the needs for health promotion and education interventions. The participants will also be able to plan, implement, and evaluate Health Promotion and Education Interventions

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Course Summary

Course Title:	Value added certificate course entitled on Basics of Health Promotion and Education Intervention
Course Objectives	<ul style="list-style-type: none"> ● Health promotion courses aim to engage and empower individuals and communities to choose healthy behaviors, and make changes that reduce the risk of developing chronic diseases and other morbidities. ● Defined by the World Health Organization, health promotion: “enables people to increase control over their own health.
Course Outcomes	<ul style="list-style-type: none"> ● Assess individual and group health education and promotion needs Analyze and interpret health related data concerning needs and interests in social and cultural environments. ● Distinguish between behaviors that foster and those that hinder well-being. ● Identify needs for health education programs based on obtained data.
Duration :	08 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION OF HEALTH PROMOTION</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> ● Concepts of health promotion including history 	01
Week 2	<ul style="list-style-type: none"> ● Health behavior, health communication and Health Literacy 	01
<u>MODULE 2</u>	<u>ROLE OF SOCIAL DETERMINANTS</u>	<u>01</u>
Week 3	<ul style="list-style-type: none"> ● Information Education Communication (IEC), Behavior Change Communication (BCC), and Social and Behavior Change Communication (SBCC), and their applications in different settings (including role of social determinants of health) 	01
<u>MODULE 2</u>	<u>HEALTH PROMOTION EDUCATION</u>	<u>04</u>
Week 4	<ul style="list-style-type: none"> ● Need assessment for health promotion (including health behavior models) 	01
Week 5	<ul style="list-style-type: none"> ● Planning and implementing a HPE intervention 	01
Week 6	<ul style="list-style-type: none"> ● Designing of messages and pretesting 	01
Week 7	<ul style="list-style-type: none"> ● Materials and methods 	01
<u>MODULE 2</u>	<u>HEALTH PROMOTION EVALUATION</u>	<u>01</u>
Week 8	<ul style="list-style-type: none"> ● Evaluation of HPE intervention 	01


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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“YOGA AND POSITIVE PSYCHOLOGY”

By IQAC & B.SC HS

The overview:

Management involves managing money, material, machine and men. While first three factors can be managed in objective manner when it comes to managing 'men' it is essentially managing 'minds'. To manage or lead minds of others a manager needs to manage his or her own mind. Managing mind which can also be termed as managing 'self' requires systematic reflection on 'self'. The course is weaved around the methods of strengthening of physical, emotional, intellectual aspects of 'self' based on the principles and practices of Yoga and Positive Psychology.

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Course Summary

Course Title:	Value added certificate course entitled on Yoga and Positive Psychology
Course Objectives	<ul style="list-style-type: none"> ● Positive Psychology is the scientific study of the individual characteristics and environmental conditions that allow human beings to flourish. ● This course takes an empirical and experiential approach to helping individuals understand and use course content to enhance their lives.
Course Outcomes	<ul style="list-style-type: none"> ● Effectively communicate through verbal/oral communication and improve the listening skills ● Write precise briefs or reports and technical documents. ● Actively participate in group discussion / meetings / interviews and prepare & deliver presentations. ● Become more effective individual through goal/target setting, self-motivation and practicing creative thinking. ● Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.
Duration :	12 weeks
Start Date :	23 rd Aug. 2021
End Date :	23 rd Oct. 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO SOFT SKILLS</u>	<u>01</u>
Week 1	<ul style="list-style-type: none"> Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development 	01
<u>MODULE 2</u>	<u>COMMUNICATION SKILLS</u>	<u>04</u>
Week 2	<ul style="list-style-type: none"> Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage 	01
Week 3	<ul style="list-style-type: none"> : Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening 	01
Week 4	<ul style="list-style-type: none"> : Negotiation Skills, Culture as Communication, Organizational Communication 	01
Week 5	<ul style="list-style-type: none"> : Communication Breakdown, Advanced Writing Skills, Principles of Business Writing 	01
<u>MODULE 2</u>	<u>PROFESSIONAL SKILLS</u>	<u>04</u>
Week 6	<ul style="list-style-type: none"> Business Letters, Business Letters: Format and Style, Types of Business Letter 	01
Week 7	<ul style="list-style-type: none"> : Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data 	01
Week 8	<ul style="list-style-type: none"> Structure of Report, Report Style, Group Communication Skills 	01
Week 9	<ul style="list-style-type: none"> : Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics 	01
<u>MODULE 4</u>	<u>PRESENTATION SKILLS</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation Week 	01
Week 11	<ul style="list-style-type: none"> Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé 	01
Week 12	<ul style="list-style-type: none"> Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar 	01

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**VALUE ADDED CERTIFICATE COURSE
ENTITLED ON
“DAIRY AND FOOD PROCESS AND
PRODUCT TECHNOLOGY”**

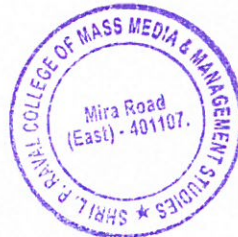
By IQAC & B.SC HS

The overview:

This course will cover basics of dairy (liquid food) food processing and preservation technologies required in any dairy and food processing industries. The basic knowledge on dairy food processing is intermingled with most of the unit operations at some or other stage of processing. Since, this basic aspect of food processing and preservation is not taught in most of the Agricultural engineering institutions elaborately, a comprehension of these aspects of processing and preservation will enrich the knowledge base of the students in general.

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Course Summary

Course Title:	Value added certificate course entitled on Dairy and Food Process and Products Technology
Course Objectives	<ul style="list-style-type: none"> ● The basic objective of this course is to provide fundamental knowledge about Principles of Management, Industrial Economics & Intellectual Property Rights. ● This will help the students in analyzing the current economic scenario as well as give the required skills to develop and protect the ideas & skills they possess.
Course Outcomes	<ul style="list-style-type: none"> ● To develop analytical skills in food industry and apply knowledge in the field of community nutrition. ● To solve complex problems and acquire analytical skills using latest techniques and tools to find out the solution for food, environmental safety ● To extend the knowledge on various food processing technologies by further research ● To design project in formulation, standardization of new products and clinical supplementation for starting Small Scale Industries (SSI) or Medium Scale Industries (MSI)
Duration :	12 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

For Shri L P Raval College of Mass Media
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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION</u>	<u>02</u>
Week 1	<ul style="list-style-type: none"> • Basic principles and methods of food processing and preservation. Emerging Technologies in food processing. Food additives and preservatives 	01
Week 2	<ul style="list-style-type: none"> • Food laws and standards. Effect of processing on acceptability and nutritive value of food. 	01
<u>MODULE 2</u>	<u>PHYSIO-CHEMICAL PROPERTIES AND STRUCTURE OF MILK</u>	<u>05</u>
Week 3	<ul style="list-style-type: none"> • Physico-chemical properties and structure of milk and milk constituents 	01
Week 4	<ul style="list-style-type: none"> • Chemical and microbial spoilage of milk and milk products; Fluid milk Processing, packaging and distribution 	01
Week 5	<ul style="list-style-type: none"> • : Common dairy processes – cream separation (standardization), pasteurization, sterilization and Homogenization 	01
Week 6	<ul style="list-style-type: none"> • : Process technology for manufacture of evaporated milk, condensed milk, dried milk, malted milk, infant and baby foods, ice-cream, cheese, butter, fermented milk and indigenous dairy products 	01
Week 7	<ul style="list-style-type: none"> • : Methods and procedures for sampling and testing of milk and milk products. Laws and standards for milk and milk products. 	01

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<u>MODULE 3</u>	<ul style="list-style-type: none"> ● <u>BRAND MANAGEMENT</u> 	02
Week 8	<ul style="list-style-type: none"> ● Technological processes for industrially manufactured foods of commercial importance, from plant and animal origin 	01
Week 9	<ul style="list-style-type: none"> ● Cereals, vegetables, fruits, meats, poultry and egg products; Bakery, pasta and confectionary products, ready to eat foods, fermented foods, alcoholic and non- alcoholic Beverages, tea, coffee and cocoa, fabricated foods 	01
<u>MODULE 4</u>	<u>FOOD PACKAGING</u>	<u>03</u>
Week 10	<ul style="list-style-type: none"> ● Packaging materials; Characteristics, properties and their design. Packaging requirement for Different processed and unprocessed foods 	01
Week 11	<ul style="list-style-type: none"> ● Working Principles of various type of fillers : form-fill- seal machine. 	01
Week 12	<ul style="list-style-type: none"> ● Gas packaging and modified atmosphere Package design. Shelf life prediction of foods in packages. Quality control in Food packaging. Product safety and packaging regulations. 	01

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VALUE ADDED CERTIFICATE COURSE

ENTITLED ON

“CUSTOMER RELATIONSHIP MANAGEMENT”

By IQAC & B.SC HS

The overview:

Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this business and management course is to equip you with a sound foundation of CRM concepts and best practices so you can implement CRM practices successfully for long-term profitability.

Businesses aim to win and keep customers. Their competitors also seek to do the same. Even the most successful firms, with excellent marketing programs for attracting customers, have trouble with customer retention.

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Course Summary

Course Title:	Value added certificate course entitled on Customer Relationship Management
Course Objectives	<ul style="list-style-type: none"> ● To make the students understand the organizational need, benefits and process of creating long-term value for individual customers ● To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies. ● To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations
Course Outcomes	<ul style="list-style-type: none"> ● Understand the basic concepts of Customer relationship management. ● To understand marketing aspects of Customer relationship management. ● Learn basics of analytical Customer relationship management. ● Understand basics of operational Customer relationship management.
Duration :	06 weeks
Start Date :	10 th Jan. 2022
End Date :	10 th Mar. 2022
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.

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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO CRM</u>	<u>02</u>
Week 1	Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM	01
Week 2	The why's and how's of building relationships with customers.	01
<u>MODULE 2</u>	<u>ECONOMICS OF CRM</u>	<u>01</u>
Week 3	Lifetime value of customer, Activity based costing for customer profitability analysis	01
<u>MODULE 3</u>	<u>CRM APPLICATIONS</u>	<u>02</u>
Week 4	Applications of CRM in different industries	01
Week 5	CRM practices in Business Markets	01
<u>MODULE 4</u>	<u>CRM IMPLEMENTATION</u>	<u>01</u>
Week 6	CRM implementation process, precautions related to CRM implementation.	01

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