


Value Added Courses 2022-23

Sl. No.	Name of the Courses	Course Code	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
1	The Cultivation of Human Values alone is Education(PEP)	VAC02	15 hours	181	181
2	Neuro Business Leadership		30 hours	40	40
3	Corporate Wellness	VAC-H03	30 hours	35	35
4	Aural-Oral Skills	VAC-01	30 hours	170	170
5	Social Media Marketing Effectiveness Program	VACM2201	30 hours	63	63
6	Technofication of Finance	VAC-F101	40 hours	38	38
7	Advanced MS Excel with ChatGPT Program	VACG02	20 hours	120	120


Principal
Sri Lanka School of Management

Batch
2022-23

Advance MS Excel With ChatGPT.

Value Added Course
VAC Co1

About the Course:

This Add-on course is being introduced to the students of the Second semester to equip the students with the analytical skills that will help them to excel with ChatGpt Tool them in their professional career. This course has been designed for 30 hours. Bothe the theoretical and practical exposure will be given to the students

Course objectives:

Microsoft Excel is a widely used spreadsheet software that allows you to organize, analyze, and visualize data. While I can't directly interact with Excel files or perform actions within Excel, I can certainly help you with various Excel- related tasks, answer questions, provide formulas, and offer guidance on how to use Excel effectively.

Batch Size

The courses will run with a batch size of 170 i.e. there will be multiple batches during a particular semester.

ASTHA SCHOOL OF MANAGEMENT

261, Panchamukhi Vihar, Atala, Balianata, Bhubaneswar-752101, Odisha
www.asthaeducation.in

Syllabus

Module-1

Learning the total features of the Microsoft excel, Create outlines in Excel, Excel Chart, Format Charts, Chart Design, Richer Data Labels, Conditional Formatting. Excel - Instant Data Analysis, Excel-Sorting Data by Color, Advanced Excel-Slicers, Advanced Excel -Flash Fill

Module- 2

Advanced Excel Data Model, Advanced Excel Power Pivot, Excel External Data Connection, Advanced Excel-Pivot Table Tools, Use of various formulas, Create and write complex formulas, perform data lookups, Create and use IF statements, Use Excel's data functions, Create and use data validation rules

Module -3

Create and use data validation rules, Use Goal Seek and Solver, Create and use macros, Troubleshoot and audit formulas, Work with functions to manipulate strings of text And data, Forecasting and financial formula application, Preparation of projected financial statements, developing financial models/business model, developing financial models/business model, Developing financial models/business model.

The Batch Begins from: 08/10/2023

Evaluation Process:

The course will be evaluated by both written and skill test.

The full mark will be:50

Marks Personal Interview for Theory assessment:10

Marks Computer based skill test:40 marks

For Further Details, Contact

Contact: Dr.Sthiti Prangyan Biswal, Finance

Phone Number: 7749953121

Technofication in Finance

A 40-Hours Immersive Certificate Program



ASTHA SCHOOL OF MANAGEMENT

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala, Balianata,

Bhubaneswar, Odisha 752101

www.asthaeducation.in

"Technofication in Finance" is a dynamic and intensive 40-hours certificate program meticulously crafted for MBA students of ASTHA School of Management, aspiring to grasp the pivotal role of technology in shaping the future of finance. This program delves into the realm of financial technology (FinTech) to help students comprehend, apply, and navigate the evolving landscape of finance augmented by technological innovation.



Throughout the course, participants will embark on a transformative journey, exploring the intersection of cutting-edge technologies and traditional finance. By focusing on hands-on learning, industry insights, and strategic thinking, this program aims to prepare future finance leaders to embrace, adapt, and drive advancements in the financial industry.



Course Outcomes

- Understand the core principles and historical evolution of FinTech.
- Explore the diverse technologies driving the FinTech revolution.
- Analyze the impact of FinTech on traditional finance, financial markets, and consumer behavior.
- Investigate real-world applications and use cases of FinTech across various financial domains.
- Foster critical thinking and innovative problem-solving skills to address contemporary challenges in finance.
- Develop a future-oriented mindset to envision and prepare for the evolving landscape of finance.

Certification

Participants will receive a certificate upon successful completion of the program, showcasing their commitment to gaining expertise at the convergence of finance and technology.



Course Description

This course delves into the integration of technology in the finance sector, examining its impact on processes, products, and overall financial landscape. Students will gain insights into fintech innovations, blockchain, AI, machine learning, and their applications in finance.

Module 1: Introduction to Technofication in Finance (4 hours)

Overview of Technological Evolution in Finance
Current Landscape and Trends

Module 2: Fintech Innovations (8 hours)

Fintech Ecosystem and Key Innovations
Fintech Technologies and Applications

Module 3: Blockchain and Cryptocurrencies (7 hours)

Understanding Blockchain Technology
Cryptocurrencies and Applications
Regulatory Considerations

Module 4: AI and Machine Learning in Finance (7 hours)

Introduction to AI and Machine Learning
Applications in Financial Services
Hands-on: Implementing ML Algorithms

Module 5: Cybersecurity in Financial Technology (4 hours)

Importance of Cybersecurity
Common Cyber Threats and Best Practices

Module 6: Technological Disruption and Future of Finance (4 hours)

Disruptive Technologies: Future Trends
Implications for Traditional Finance

Module 7: Presentation (6 hours)

Group Project: Applying Technofication in Finance
Presentations and Discussions

Assessment:

Quizzes, Group Projects and Presentations
Participation and In-class Activities



Learning Methodology

FINTECH

Continuous Assessment

Lectures

Experiential Learning

Assignments

Digital Learning

Case studies

Project Work

LIMITED SEATS
APPLY NOW

For New Batch Registration are open

Career Opportunities

IT, security, and regulatory professionals

Venture capital professionals

Investment Analyst & Consultants

Fintech Sales and Marketing

Software companies who sell to financial services

Financial services professionals

Banking professionals

Financial Product developers

ASTHA
School of Management



To Enroll Contact

Prof. Nandita Mohapatra

Asst. Professor (Finance)

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Value Added Course

Social Media Marketing Effectiveness Program

VAC M2201
Session : 2022-23



Course Coordinator:

Dr. Abhijit Mohanty

Assistant Professor - Marketing

ASTHA School of Management

Bhubaneswar

www.asthaeducation.in

Overall Course Overview:

This course provides an in-depth understanding of social media marketing strategies and tactics to effectively engage audiences and drive business growth. Students will explore various social media platforms, analyze audience behavior, and develop comprehensive marketing plans tailored to specific business objectives.

Course Objectives:

- To comprehend the role of social media in modern marketing practices.
- To analyze the demographics and behaviors of audiences across different social media platforms.
- To develop effective social media marketing strategies aligned with business goals.
- To implement and manage social media campaigns utilizing various tools and techniques.
- To evaluate and optimize social media performance through analytics and metrics.

Course Outcome:

- By the end of the course, students will be able to:
- Identify the strengths and weaknesses of different social media platforms.
- Create comprehensive social media marketing plans tailored to specific target audiences.
- Execute social media campaigns effectively, utilizing best practices and industry trends.
- Analyze campaign performance metrics to assess effectiveness and optimize strategies for better results.
- Demonstrate proficiency in using social media marketing tools and platforms.

Course Outline:

Module 1:

Understanding Social Media Platforms Introduction to Social Media Marketing Overview of Major Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.) Understanding Audience Behavior and Preferences Content Creation and Curation for Social Media Social Media Advertising Basics

Module 2:

Developing Social Media Marketing Strategies Setting SMART Goals for Social Media Marketing Target Audience Identification and Segmentation Brand Identity and Voice in Social Media Creating Engaging Content Strategies Influencer Marketing and Collaboration

Module 3:

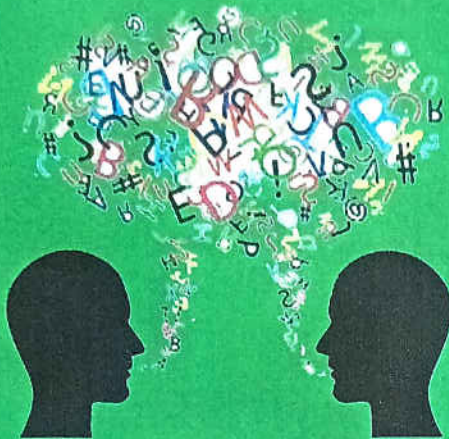
- Understanding Social Media Platforms
- Developing Social Media Marketing Strategies
- Implementing and Analyzing Social Media Campaigns Implementing and Analyzing Social Media Campaigns
- Social Media Campaign Planning and Execution Paid Advertising on Social Media Platforms Social Media Analytics and Performance Measurements
- A/B Testing and Optimization Techniques Social Media Crisis Management



COMMUNICATION

Aural - Oral Skills

May 2023 - July 2023



ABOUT THIS COURSE

Communication Development - Aural - Oral Skills course is initiated to remedy and enhance the proficiency in English language. The purpose is to make learners enhance their English language level to that of a business professional.

Objectives :

- 1) To learn professional English as used in the business context.
- 2) To enhance listening and speaking skills.

Course Outcomes:

Module I :Spoken Communication (19.5 hrs.)

- Understanding English phonetics
- Place and manner of articulation.
- Syllable Structure and word stress
- Accent & intonation
- Making short speeches & conversations.

Module II : Listening Skills (10.5 hrs.)

- Listening Barriers
- Listening techniques (critical evaluative, empathetic)
- Listening Comprehension
- Listening practice

Evaluation:

Speech Making :	20 Marks
Conversation :	20 Marks
Listening Test :	30 Marks
Project (Self introduction Video) :	30 Marks

COURSE OUTLINE & SCHEDULE

Session & Duration	Subject Topics	Delivery mode	Learning Outcomes	Action Verbs as per Blooms Taxonomy	KSA Component*
1 (1.5)	Understanding Eng. Sounds Vowels & Consonants		Remember & understand the Sounds	Relate	K
2-4 (4.5)	Place and manner of articulation		Remember & Apply	Relate classify Describe	
5(1.5)	Syllable structure mono, di and poly		Under & Apply	Classify Describe	KS
6-7(3.0)	Accent & Word stress		Under & Apply	Classify Describe	KS
8(1.5)	Intonation—Rise, Fall, fall - rise Use		Under & Apply	Classify Describe	SA
9-11(4.5)	Short speeches		Apply create	Relate classify Describe & Create	SA
12-13	Conversations		Apply Create	Relate classify Describe & Create	SA
14(1.5)	Listening barriers		Remember & understand	Relate classify	K
15(1.5)	Listening Techniques		Remember & Understand, Apply	Relate classify Describe	KS
16-17 (3)	Listening Comprehension (Meaning and DM)		Remember & Understand, Apply , Create	Relate classify Describe & Create	KSA
18-20 (4.5)	Listening Practice		Apply , Create	Relate classify Describe & Create	KSA

COURSE FACILITATORS



Prof. Dr. Sharmila Subramanian
(Course Instructor)



Mr. MD. ASIF KHAN
(Course Co-ordinator)

Prof. Dr. Sharmila Subramanian has around 20 years of experience in teaching. She completed her doctoral degree in the area of Corporate Interpersonal Communication from the department of English, Utkal University. Her interdisciplinary study provides an insight into the use of language in interpersonal communication in the business world. It elaborates the urges and the meaning associated with various types of interpersonal communication.

Prof. Subramanian is the recipient of the prestigious Indira's National Award, 2012 for Best B-School teacher who teaches Communication. She is also the receiver of the Shirdi Sai award, 2010 for contributing towards teaching and education in the state.

Prof. Subramanian is a Post Graduate in English with Linguistics and Language Teaching as specialization from Utkal University. She has a Post Graduate Diploma in Human Resource Development from NIHRD, and a Post Graduate Diploma in Journalism and Mass Communication from IGNOU. She did her four-year integrated graduation in English and Education (BA BED.) from Regional Institute of Education, Bhubaneswar. She has always been a first class and distinction holder.

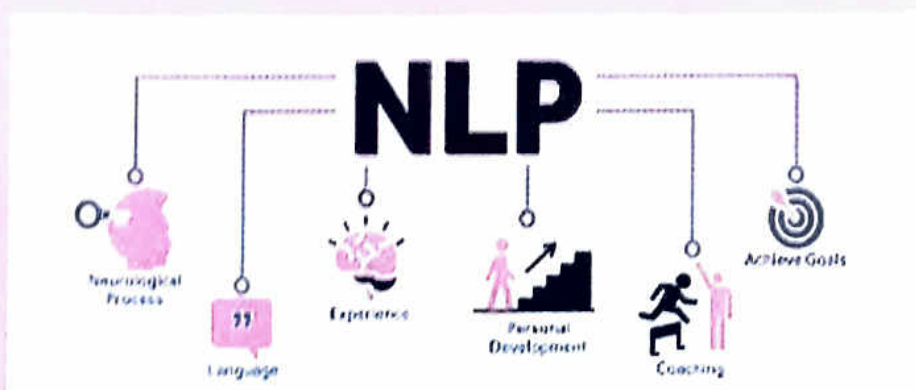
Mr. MD. ASIF KHAN has undergone MBA in ASTHA School of Management. He has 2 years experience in Multi Level Marketing (MLM). He also has experience in Event Management as a event manager in PURI BEACH CARNIVAL (India's 2nd Biggest Beach Carnival) for consecutively 2 year 2017 & 2018, and also worked as a Event coordinator for the event of PRESIDENT OF INDIA at Puri. Then he joined Just Dial Ltd. as Certified Internet Consultant (CIC) at Bangalore.

Then he finally finds his strength in teaching and finally decides to join academics industry and handles paper like IT & ERP, Organizational Behaviour, Human Resource Management & Compensation Management which sets the essential forces and function towards his work.

COURSE FACILITATORS



Certificate Course On



NEURO Business Leadership WITH NEURO LINGUISTIC PROGRAMMING

02 to 14 December 2022

**Centre For Human Development &
Neuro Linguistic Research
Mumbai**

OVERVIEW


Achievement, execution excellence, communication, customer centricity, more performance & continuous improvement of results have always been the scope for practices in the corporate setup & business arena. Organizations are in continuous search of processes which can truly enhance the results of individuals, teams, departments & also of the organization.

We always wonder, as to how is it that some people deliver exceptional performance however others just about manage to do to justice to the jobs they undertake.



In today's fiercely competitive world, managerial excellence to strengthen personal excellence of employees is the key to success. Therefore, Highly effective managers have a broad range of skills that enables them to create a strategic plan, articulate that plan, let the team strategize achieving set goals, and inspire them to perform at their best every step of the way. For some, these managerial leadership qualities will come naturally while for others, it will take ongoing professional development & experience to hone their skills. Therefore, the managerial leadership need to focus on developing the psychological maturity of self for higher performance which can be done better with the science of NLP. Thus, in order to bridge the gap between excellence and average performance one need to discover the power of NLP. NLP works on identification of limiting patters and offers ways of overcoming them to work in our favor.

Therefore, everyone who continues this journey of Business Management must learn this science that helps them more than any other science that will help them to let people achieve what they are placed for their outcome.



Today professional colleges have good number of students who are perfectly fit for the industry, and they are able to get the job successfully through campus placements. However, when students are trained then they get their employability much better. However along with rosy picture, there are also gloomy sides. It is always a fact that although College's attempt to offer many things to the professional students to make them employable, but still there remains a gap when an individual passes out the course to be the right choice for the organization. This gap limits the candidate to be industry ready. Further it is observed that many students do not get themselves tuned with the updated industry knowledge that leads them to "functionally less competitive" and "professionally under-prepared". Therefore, candidates face problems in their employability perspective after passing out.

To enhance the conversion rate, the Campus to Corporate Training Programmes is imparted to all the final year students to enhance the competency among students with respect to various behavioural skills and domain specific areas like finance, HR etc. A dedicated team of trainers will equip the students to cope up with corporate challenges, by conducting training programs using the latest training methodologies.

This way the strength of the students is upgraded to ensure that they face the challenges of the competitive world. The Campus-To-Corporate Training Program consists of a complete package required to face campus recruitment drive and come out with flying colours. This Industry Standard development process contribute effectively in their job from day-one itself by minimizing the casual and professional approach and enhancing the employability possibility.

Course OUTCOMES

Students will be able to:

Understand the
Science of Human
Excellence

Connect with
People faster

Equip with the
science of Goal
Setting

Calibrate the
Thoughts of Others



Bring in
Flexibility in
self/ others

Practice
Convincing
Communication

Deal with
Performance
Limitations

Understand
the Science of
Creating
Choices

Apply NLP in
Profession

COMPETENCIES TO BE ADDRESSED



Result Orientation



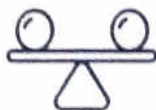
Managerial Leadership



Mentoring



Team Success



Emotional Stability



Business Growth

Course CURRICULUM – Part -1

Introduction to NLP

1

Construct of NLP

2

Neurological Levels

3

Representations & Learning Style

4

Rapport & Rapport Response

5

Hierarchy of Ideas

6

Milton Linguistics

7

NLP Processes

8

Time Based Orientation

Course CURRICULUM – Part - 2

Application of NLP to Professional Acumen

Result Orientation	Influencing Skills
Dealing with Ambiguity	Professional Networking
Social Media Presence	Listening & Communication
Business Presentation	Positioning and Etiquette

Course CURRICULUM – Part-3

Application of NLP to Placement Preparation

**Subject
Knowledge**

**Projects &
Dissertations**

**Behavioural
Competencies**

**Sectoral
Roundup**

**Business
Roundup**

**Group
Discussions**

**Effective
Communication**

**Company
Information**

**Personal
Interview**




30 Hour Duration Per Batch of 40 Students



30 Hours Live Interactive & Practice Based Session



Certificate of Completion from CHDNLR



Combination of NLP, Professional Acumen and Placement Preparation by Trained Experts



Peer feedback on Corporate Readiness



Reflective Team Based Assignments

OVERVIEW



Dr. RKS Mangesh Dash
President, Master Trainer NLP



Asst. Prof. MD. ASIF KHAN
(Course Co-ordinator)

Sample CERTIFICATE



CERTIFICATE

This Certificate is Awarded to



On Successful Completion of 30 hours Value Added Course (02 - 14 December 2022) on

"Neural Business Leadership with Neuro Linguistic Programming"

And has undergone All the Necessary Concepts, Processes &
Tools Required to Merit this Certificate.

Prof. (Dr) Sharmila Subramanian
Principal
ASTMA School of Management

Dr. RKS Mangesh Dash
Master Trainer NLP
CHDNLR

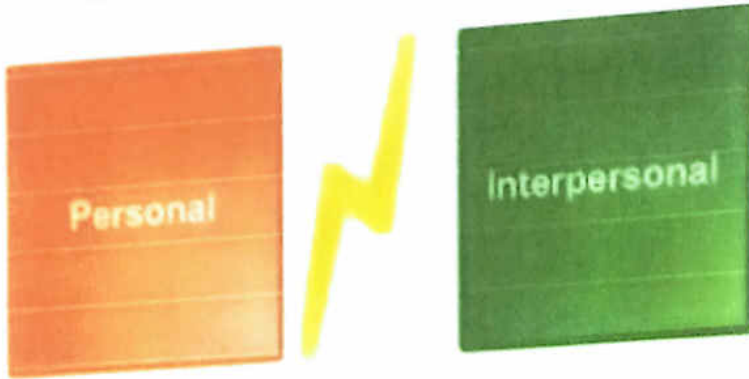


"The cultivation of Human Values alone is Education"



PERSONAL EFFECTIVENESS PROGRAM (VAC 02)

12 December 2022 to 06 February 2023



COURSE OVERVIEW

This Personal Effectiveness course provides practical guidance and it will help to enhance personal effectiveness through improved self-awareness, active Listening, effective communication, positive thinking, self-confidence.

The course will enable to improve a personal action plan identifying key changes to make and skills to practice to build self-confidence.



Program Objectives:

- To bring clarity of thought and purpose in the life of the learner
- To enhance the effectiveness level of individuals in everyday activities.
- To Increase the confidence and help in developing a more positive personality.
- To Improve interpersonal skills, able to put into practice his/her ethical values, such as justice, integrity, refusal of violence and ban to kill – even in a crisis situation.
- To Improve ability to communicate effectively and also respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.
- To Provide with inputs and skills, which will help in being more effective and productive for the organization.

Course outline:

Module 1

Personal values and universal human values

Understanding personal values - Instrumental (Rokeach's) and Terminal - Personal value

Assessment

Understanding Universal human values- Universal brother hood and peace- focus Group

Assessment

4 Sanskrit Sloka's for universal values.

Quotes on brotherhood from the Mother

Quotes on brotherhood from Islam Bahai, Christianity, Sikhism, Jainism, Buddhism, Parsi,

Zoroastrianism.

Module 2: Personal Effectiveness

Exploring Self - MBIT, JOHARI, SWOT (Psychometric Assessments) + Counseling +

Reflection Diary

Physical fitness and self regulation outbound + debriefing + R.D

Meditation (Practice)

Reading Newspaper (Practice) & other books

Module 3 :Developing Emotional Intelligence

Self Awareness

Self Regulation

Social Awareness

Relationship Management

Evaluation:

- Discussion on Reflection Diary : 20 Marks
- Presentation on self values using SWOT and other psychometric test : 20 Marks
- Speech on Universal Human Values : 10 Marks
- Quiz test (GK) : 20 Marks
- Physical test (Out bound) : 20 Marks
- Recitation (Sloka's) :10 Marks

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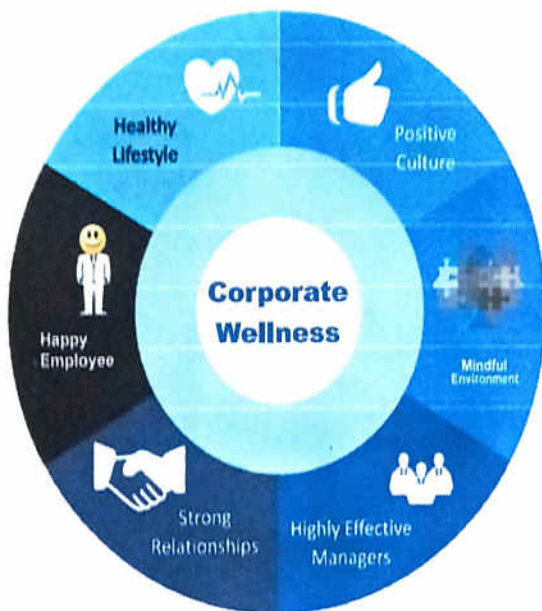
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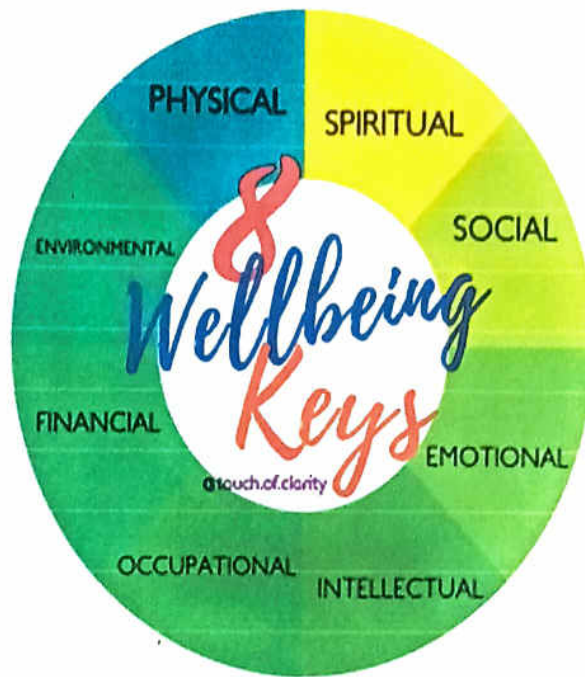
“Let’s build a culture of Corporate Eudemonia”



CORPORATE WELLNESS

(VAC H03)

06 March 2023 to 30 March 2023



Course overview:

A happy, satisfied, healthy workforce is the key to business success. Modern workplace is on the cusp of transformation from the traditional mode to a flexi-working mode. High-performance companies clearly understand the health-and-work behavior equation which is being surveyed by more than 75 percent of high-performing companies'. Put simply; employee health status directly influences employee work behavior, work attendance and on-the-job performance. Therefore it has become very much critical to enhance employee well being for productive and engaged workforce.

Hence this course will elaborate on the reasons as to why well being at the workplace is much needed and how it should be manage so as to create a positive work culture and reinforce work cohesion with long term goals and objectives. This course will help the students to nurture industry relevant skills and personal awareness such as handling conflict, managing stress, healthy life style, etc .



Learning Outcomes:

- The students will be engaged in a series of sessions to understand the dimensions of well being.
- They will get immersive experience on the concept , where they will be exposed to some practical and simulative exercises on mindfulness, knowing one self, stress handling and other related activities that will help them in accentuating productive healthy habits.
- They will gain insight about the science and the value of well being at the workplace
- They will be able to develop their evidence based approach to understand their personal issues and workplace scenario.
- The entire course is activity based learning and case based approach that will enrich the students' skills and knowledge to improve organizational effectiveness by fostering an organizational culture which focuses on employee health and well being.

Session outline:

Module I (12:00hrs) No. of classes - 8

Dimensions of employee well-being

Handling Workplace issue and Challenges- Stress management, conflict management.

Module II (9:00 hrs) No. of classes - 6

Knowing about yourself - Mindfulness, Self - assertiveness, Emotional Intelligence

Module III (9:00 hrs) No. of classes - 6

Best practices in Workplace Well being , Work place spirituality , Work life balance

Delivery mode- Interactive & Activity based Learning.

Total classes - 20 classes. Duration -1.30hrs.

Continuous Evaluation: Quiz (30), Group Presentation(30), Expression through enactment, (Role play) (20), Poster creation(20)

Course Coordinator: Asst. Prof. Abhipsa Mishra



ASTHA

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