



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

Online Course: Advanced Certificate Course in Management

Summary

Course Type:	Certificate
Duration:	6 Months
Category:	Management
Credit Points:	20
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 7500/-

Program Structure:

- Accounting & Financial Management
- Business & Corporate Law
- Global Business Environment & Economics
- Human Resource & Organizational Behaviour
- Modern Business Organisation & Management

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

Course Layout

Accounting and Financial Management

Chapter 1: Introduction to Accounting

Introduction - Definition and meaning of Accounting - Importance and scope of Accounting - Methods of Accounting - Glossary of important Accounting Terms - Branches of Accounting - Accounting Concepts - Accounting Conventions - Capital and Revenue Receipts and Payments - Forms of Business Organisations - Groups Interested In Accounting Information - The Profession Of Accounting - Summary - Self Assessment Questions

Chapter 2: Process of Accounting

Introduction - Types of Accounts - Golden Rules of Accounting - Journalizing - Ledger Posting - Subsidiary books - Trial Balance - Exercises on Accounting - Summary - Key Words - Self Assessment Questions

Chapter 3: Closing Adjustment Entries

3.01 Introduction - 3.02 Depreciation Accounting - 3.03 Methods of Depreciation - 3.04 Exercises on Depreciation Accounting - 3.05 Adjustment entries - 3.06 Exercises on Adjustment entries - 3.07 Rectification of Errors - 3.08 Exercises on Rectification of errors - 3.09 Bank Reconciliation Statement - 3.10 Causes for difference in balances - 3.11 Exercises on Bank Reconciliation Statement - 3.12 Summary - 3.13 Key Words - 3.14 Self Assessment Questions

Chapter 4: Preparation of financial statements

4.01 Introduction - 4.02 Profitability Statement - 4.03 Balance Sheet - 4.04 Profit and Loss Appropriation Account - 4.05 Guidelines for Preparation of financial statements - 4.06 Preparation of financial statements - 4.07 Exercises on financial statements - 4.08 Summary - 4.09 Key Words - 4.10 Self Assessment Questions

Chapter 5: Cost Accounting

5.01 Introduction - 5.02 Types of cost - 5.03 Cost Centre - 5.04 Material Cost - 5.05 Labour Cost - 5.06 Overhead Expenses - 5.07 Preparation of Cost Sheet - 5.08 Summary - 5.09 Key Words - 5.10 Self Assessment Questions

Chapter 6: Cost, Volume and Profit Relationship

6.01 Introduction - 6.02 Formulas for various cost calculations - 6.03 Cost, Volume and Profit Relationship - 6.04 Economy of Scale - 6.05 Marginal Costing - 6.06 Break Even Analysis - 6.07

Formulas for Break Even Analysis - 6.08 Exercises on Break Even Analysis - 6.09 Summary - 6.10 Key Words - 6.11 Self Assessment Questions

Chapter 7: Introduction to Financial Management

7.01 Introduction - 7.02 Meaning and Importance of Financial Management - 7.03 Duties and Responsibilities of Finance Officer - 7.04 Theories of Capitalisation - 7.05 Sources of finance - 7.06 Share Capital - 7.07 Debt Capital - 7.08 Summary - 7.09 Key Words - 7.10 Self Assessment Questions

Chapter 8: Capital Structure, Cost of Capital & Leverages

8.01 Introduction - 8.02 Capital Structure - 8.03 Theories of Capital Structure - 8.04 Cost of Capital - 8.05 Cost of Equity - 8.06 Cost of Preference Shares - 8.07 Cost of Debt - 8.08 Weighted Average Cost of Capital - 8.09 Concept of Leverages - 8.10 Exercises on Leverages - 8.11 Summary - 8.12 Key Words - 8.13 Self Assessment Questions

Chapter 9: Working Capital Assessment

9.01 Introduction - 9.02 Meaning and Importance of Working Capital - 9.03 Factors affecting Working Capital Requirement - 9.04 Working Capital Cycle. - 9.05 Tandon Committee Recommendations - 9.06 Nayak Committee Recommendations - 9.07 Assessment of Working Capital Requirement - 9.08 Working Capital Ratios - 9.09 Exercises on Working Capital Requirement - 9.10 Summary - 9.11 Key Words - 9.12 Self Assessment Questions

Chapter 10: Working Capital Management

10.01 Introduction - 10.02 Meaning and Importance of Working Capital Management - 10.03 Cash Management - 10.04 Exercises on Cash Management - 10.05 Receivables Management - 10.06 Exercises on Receivables Management - 10.07 Material Management - 10.08 Exercises on Material Management - 10.09 Summary - 10.10 Key Words - 10.11 Self Assessment Questions

Chapter 11: Profit and Dividend Management

11.01 Introduction - 11.02 Meaning and Importance of Profit Management - 11.03 Profitability Ratios - 11.04 Dividend Policy - 11.05 Types of Dividend - 11.06 Dividend Theories - 11.07 Exercises - 11.08 Summary - 11.09 Key Words - 11.10 Self Assessment Questions

Books and References

- Financial Accounting: A Managerial Perspective by Narayanaswamy

- *Financial Accounting For Management | 5th Edition by N Ramachandran and Ram Kumar Kakani*

Business and Corporate Law

Chapter 1: Indian Contract Act, 1872

1.1 Introduction - 1.2 Essentials of Valid Contract - 1.3 Offer (or Proposal) and Acceptance - 1.4 Role of communication in a contract - 1.5 Consideration - 1.6 Competence to Contract - 1.7 Free Consent - 1.8 Unlawful consideration or object - 1.9 Types of Contracts - 1.10 Discharge of a contract - 1.11 Performance of a Contract - 1.12 Breach of Contracts - 1.13 Special types of Contracts - 1.14 Contract of Indemnity - 1.15 Contract of Guarantee - 1.16 Contract of Bailment - 1.17 Contract of Pledge - 1.18 Contract of Agency - 1.19 Summary - 1.20 Key Words - 1.21 Self Assessment Questions

Chapter 2: Sales of Goods Act 1930

2.1 Introduction - 2.2 Contract of Sale - 2.3 Contract of Sale Vs Agreement to Sell - 2.4 Goods - 2.5 Price - 2.6 Transfer of Ownership - 2.7 Rights of an Unpaid Seller - 2.8 Conditions and Warranties - 2.9 Doctrine of "Caveat Emptor" - 2.10 Sale by Auction - 2.11 Summary - 2.12 Key Words - 2.13 Self Assessment Questions

Chapter 3: Negotiable Instruments Acts, 1981

3.1 Introduction - 3.2 What is a Negotiable Instrument? - 3.3 Negotiation - 3.4 Promissory note - 3.5 Bill of exchange - 3.6 Cheque - 3.7 Classification of Instruments - 3.8 Parties to a Negotiable Instrument - 3.9 Crossing - 3.10 Endorsement - 3.11 Paying Banker - 3.12 Collecting Banker - 3.13 Bouncing of a Cheque - 3.14 Summary - 3.15 Key Words - 3.16 Self Assessment Questions

Chapter 4: The Companies Act 2013

4.1 Introduction - 4.2 Important Definitions - 4.3 Meaning and features of a company - 4.4 Classification of companies - 4.5 Formation of a Company - 4.6 Memorandum of Association - 4.7 Articles of Association - 4.8 Prospectus - 4.9 Share capital - 4.10 Shareholder democracy - 4.11 Management and administration - 4.12 Meetings - 4.13 Board of Directors - 4.14 Independent directors - 4.15 Financial Reports - 4.16 Audit - 4.17 Dividend - 4.18 Compromises, arrangements and amalgamations - 4.19 Revival and rehabilitation of sick companies - 4.20 Corporate social responsibility - 4.21 Acceptance of deposits - 4.22 Winding Up of a company - 4.23 Summary - 4.24 Key Words - 4.25 Self Assessment Questions

Chapter 5: THE CONSUMER PROTECTION ACT-1986

5.1 Introduction - 5.2 Rights of a consumer - 5.3 Important Definitions - 5.4 Consumer Protection Councils - 5.5 Consumer Disputes Redressal Agencies - 5.6 Penalties - 5.7 Summary - 5.8 Key Words - 5.9 Self Assessment Questions

Chapter 6: Information Technology Act 2000

6.1 Introduction - 6.2 Important Definitions - 6.3 Electronic Commerce - 6.4 Digital Signatures - 6.5 The licensing process - 6.6 Civil Wrongs under ITAct - 6.7 Cyber Crimes - 6.8 Overview of other relevant provisions - 6.9 Summary - 6.10 Key Words - 6.11 Self Assessment Questions

Chapter 7: Laws related to Intellectual Property Rights

7.1 Introduction - 7.2 The Trade Marks Act, 1999 - 7.3 Infringement of trade marks - 7.4 Passing off of the Intellectual Property - 7.5 Copyright Act, 1957 - 7.6 Term of copyright - 7.7 Registration of Copyrights - 7.8 Infringement of Copyrights - 7.09 Summary - 7.10 Key Words - 7.11 Self Assessment Questions

Chapter 8: Indian Patents Act, 1970

8.1 Introduction - 8.2 Important Definitions - 8.3 What are not inventions - 8.4 Application for Patent - 8.5 Exclusive Marketing rights - 8.6 Grant and sealing of patent - 8.7 Patent office - 8.8 Working of patented inventions - 8.9 Infringement of a patent - 8.10 Penalties - 8.11 Patent agents - 8.12 International arrangements - 8.13 Important Amendments - 8.14 Summary - 8.15 Key Words - 8.16 Self Assessment Questions

Chapter 9: Partnership Laws

9.1 Introduction - 9.2 The Indian Partnership Act - 9.3 Rights, Authorities and Liabilities of Partners - 9.4 Minor as a Partner - 9.5 Reconstruction and dissolution of Partnership - 9.6 Limited Liability Partnership Act, 2008 - 9.7 Incorporation by registration - 9.8 Relationship of partners - 9.9 Financial Disclosures - 9.10 Investigation - 9.11 Winding up and dissolution - 9.12 Penalties - 9.13 Summary - 9.14 Key Words - 9.15 Self Assessment Questions

Books and References

- Complete Understanding of Commercial Law| Corporate law| Industrial Law by Priyanka Raychaudhuri
 - Business and Corporate Laws by Tulsian P.C.
- Global Business Environment and Economics**

Chapter 1: Introduction To Managerial Economics

Introduction - Definition of Managerial Economics - Nature of Managerial Economics - Business Problem - Objectives of Business Economics - Scope of Business Economics - Process of Business Decision Making - Importance of Business Economics - Summary - Self Assessment Questions - - - - -

Chapter 2: Demand Analysis

Definition of Demand - Types of Demand - Laws of Demand - Demand Schedule - Demand Curve - Exceptions to Laws of Demand - Elasticity of Demand - Types of Elasticity of Demand - Summary - Assessment Questions - - - - -

Chapter 3: Law of Supply

Introduction to Concept of Supply - Definition of supply - Factors affecting Supply - Law of Supply - Supply Curve - Market Structure and the Supply Curve - Assessment Questions -

Chapter 4: Cost and Revenue Concepts

Meaning and Definition of Cost - Types of Costs - Determinants of Cost - Meaning of Revenue - Concept of Revenue - Relation between AR and MR Curves - Importance of Revenue Costs - Summary - Self Assessment Questions -

Chapter 5: Production Function

Introduction - Theory of Production - Production Functions - Factors of Production - Law of Variable Proportions - Summary - Self Assessment Questions -

Chapter 6: Market Structure

Introduction - Definition of Market - Characteristics of market - Market structure - Forms of market structure - Summary - Self Assessment questions

Chapter 7: Business Cycle

Introduction and Definition of Business Cycle - Features of Business Cycles - Phases of Business Cycles - Causes of business cycle - Role of the Business Cycle in Economics - Economic advantages of a boom-bust cycle - Summary - Assessment questions

Chapter 8: Inflation

Introduction and Definition of Inflation - Types of Inflation - Causes of inflation - Effects of inflation - Advantages of inflation - Disadvantages of inflation - Summary - Self Assessment questions

Chapter 9: Deflation

Introduction and definition of deflation - Causes of deflation - Effects of deflation - Ways to fix deflation - Advantages of Deflation - Disadvantages of Deflation - 10 Things You Should and Should Not Do During Deflation - Summary - Self Assessment questions

Chapter 10: Economic Policies

Introduction - Creation Of Credit - Monetary Policy - Fiscal Policy - Summary - Self Assessment questions

Chapter 11: External Environment

Introduction to foreign trade - Need for Foreign Trade - Objectives of Foreign Trade - Nature of Foreign Trade - Advantages and Disadvantages of Foreign Trade - Globalization - Summary - Self Assessment Questions

Books and References

- *Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution by Mansi Kapoor*
- *The Global Business Environment: Challenges and Responsibilities by Janet Morrison*

Human Resource and Organizational Behaviour

Chapter 1: Human Resource Management: Functions & Role

1.1 Introduction - 1.2 Meaning of Human Resources - 1.3 Meaning & Definition of Human Resource Management - 1.4 Importance of Human Resource Management - 1.5 Objectives of Human Resource Management - 1.6 Functions of Human Resource Management - 1.7 Role of a Human Resource Manager - 1.8 Qualifications and qualities of Human Resource Manager - 1.9 Duties and Responsibilities of Human Resource Manager - 1.10 Evolution & Development of Human Resource Management - 1.11 Recent Developments in Human Resource Management - 1.12 Summary - 1.13 Questions for Self Assessment

Chapter 2: Human Resource Planning, Recruitment, Selection And Placement

Meaning and Objectives of Human Resources Planning - Importance of Human Resource Planning - Benefits of Human Resource Planning - Process of Human Resource Planning - Problems in Human Resources Planning - Recruitment - Selection - Selection Methods - Job Description - Job Specification - Tests used for selection of candidates - Placement - Summary - Questions for Self Assessment

Chapter 3: Training and Induction

3.1 Introduction - 3.2 Induction Programme - 3.3 Objectives of Induction - 3.4 Training - 3.5 Importance and benefits of Training - 3.6 Training Need Identification - 3.7 Methods of Training - 3.8 Advantages of Training - 3.9 Training Evaluation - 3.10 Recent Trends in Training - 3.11 Summary - 3.12 Questions for Self Assessment

Chapter 4: Performance Management

1.1 Introduction - 1.2 Meaning, Need and Objectives - 1.3 Performance Appraisal - 1.4 Methods of Performance Appraisal - 1.5 Uses of Performance Appraisal - 1.6 Limitations and Challenges of Performance Management - 1.7 Summary - 1.8 Questions for Self Assessment

Chapter 5: Compensation Management

1.1 Compensation - 1.2 Definitions and Concepts - 1.3 Objectives of Compensation Management - 1.4 Principles and Techniques of Wage Fixation - 1.5 Meaning/Definitions of Job Evaluation - 1.6 Job Evaluation Methods/ Techniques - 1.7 Problems of Job Evaluation - 1.8 Merit Rating - 1.9 Wage Incentives - 1.10 Bonus - 1.11 Summary - 1.12 Questions for Self Assessment

Chapter 6: Fundamentals Of Organizational Behaviour

1.1 Introduction - 1.2 Definitions of Organizational Behaviour - 1.3 Significance of Organizational Behaviour - 1.4 Evolution of OB - 1.5 Summary - 1.6 Questions for Self Assessment

Chapter 7: Individual Process And Behaviour

1.1 Attitudes - 1.2 Personality and Values - 1.3 Perception - 1.4 Motivation - 1.5 Summary - 1.6 Questions for Self Assessment

Chapter 8: Fundamentals Of Interpersonal Behaviour And Groups

- 1.1 Foundation of Group Behaviour - 1.2 Summary - 1.3 Self-Assessment Questions

Chapter 9: Team Building

9.1 Group vs. Teams - 9.2 Team Building - 9.3 Managing Teams - 9.4 Summary - 9.5 Questions for Self Assessment

Chapter 10: Leadership

1.1 Introduction - 1.2 Leader VS Manager - 1.3 Leadership styles - 1.4 Leadership skills - 1.5 Summary - 1.6 Questions for Self Assessment

Chapter 11: Organization System

11.1 Definitions - 11.2 Approaches to Organizational Culture - 11.3 How to get employees to follow the culture - 11.4 Summary - 11.5 Questions for Self Assessment

Chapter 12: Managing Change

1.1 Organizational Change - 1.2 Implementing Organizational Change - 1.3 Summary - 1.4 Self Assessment Questions

Books and References

- Handbook of Organizational Behaviour and Human Resources by Swati Sharma
- Organizational Behaviour and Human Resource Management: A Guide to a Specialized MBA Course (Management and Industrial Engineering) by Carolina Machado and J. Paulo Davim

Modern Business Organization and Management

Chapter 1: Introduction to Business Organization

1.1 Concepts of business, industry and interrelationship - 1.2 Significance of Business - 1.3 Characteristic features of business - 1.4 Nature and Scope - 1.5 Setting up a business Enterprise - 1.6 Summary - 1.7 Self Assessment Question

Chapter 2: Organizations

2.1 Concept of Organization - 2.2 Nature and Characteristics - 2.3 Principles of Organization - 2.4 Types of Organization - 2.5 Organization Chart - 2.6 Summary - 2.7 Self assessment

Chapter 3: Forms of Business Organisation

3.1 Sole Trading Concern - 3.2 Partnership Firm - 3.3 Joint Hindu Business - 3.4 Joint Stock Company - 3.5 Summary - 3.6 Self Assessment Questions

Chapter 4: Introduction to Management

4.1 Concept and definition of Management - 4.2 Functional areas of Management - 4.3 Characteristics of Management - 4.4 Management Roles - 4.5 Definition of Leadership and qualities of a successful leader - 4.6 Leader versus Manager - 4.7 Summary - 4.8 Self Assessment Questions

Chapter 5: Management Thoughts

5.1 Introduction- Evolution of Management Thought - 5.2 Scientific management of F.W. Taylor - 5.3 Administrative Management by Henry Fayol - 5.4 Modern Management Approaches - 5.5 Future of Leadership and Management - 5.6 Summary - 5.7 Self Assessment Questions

Chapter 6: Planning and Decision Making

6.1 Concept of Planning - 6.2 Nature and characteristics of Planning - 6.3 Types of Planning - 6.4 Limitations of Planning - 6.5 Steps in Planning Process - 6.6 Decision making process - 6.7 Process of decision making - 6.8 Modern method of planning and decision making - 6.9 Summary - 6.10 Self Assessment

Chapter 7: Delegation and Decentralization

7.1 Definition of delegation of authority - 7.2 Process of Delegation - 7.3 Principles of Delegation - 7.4 Barriers to Effective Delegation - 7.5 Measures to Make Delegation effective - 7.6 Decentralization - Meaning and nature - 7.7 Advantages of Decentralization - 7.8 Delegation versus Decentralization - 7.9 Summary - 7.10 Self Assessment Questions

Chapter 8: Entrepreneur and Entrepreneurship

8.1 Introduction - 8.2 Meaning of Entrepreneur - 8.3 Qualities of Entrepreneur - 8.4 Types of Entrepreneur - 8.5 Functions of Entrepreneur - 8.6 Entrepreneurship Caselet - 8.7 Summary - 8.8 Self Assessment Questions

Books and References

- Modern Business Organisation and Management by Tn Chhabra
- Business Organisation and Management by P.C. Tulsian

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation - 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS - (MCQ Type)

- *Passing Criteria – 40%*

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.