



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
 Chitrakar Ketkar Marg, Behind M. L. Dahanukar College, Vile Parle (East), Mumbai – 400 057.
 Tel.: 022 3106 1594, Email: admin@ptvaim.com, Web: www.ptvaim.in

Value Added Certificate Courses (30 hours min.) for MMS Students

PTVAIM believes in incorporating various courses to enhance skills and empowers students to keep abreast of the professional world, by providing these courses at no cost.

Course Name	Objectives
Advanced Excel	<ul style="list-style-type: none"> To incorporate critical thinking skills to design and create spreadsheets. To understand and to create personal and/or business spreadsheets in excel following current professional and/or industry standards. To develop better computation skills and create analytical models for data analysis.
Personal Branding and Soft Skills Development	<ul style="list-style-type: none"> To hone student's employability skills and make them understand the importance of building a good personal brand to leverage their corporate competence.
Mutual Fund V-A by National Institutes of Securities Market (NISM)	<ul style="list-style-type: none"> To prepare the students on the concepts of Mutual funds. The candidates after clearing the NISM VA exam will not only be able to make a much-informed decision on investments but will also be able to guide others on their financial planning. <p>Future benefits of the course:</p> <ol style="list-style-type: none"> NISM VA certified candidates can apply for career opportunities with the BFSI Industry. NISM VA certified candidates can also start their own advisory business which will help them in increasing their income.
Corporate Readiness Program	<ul style="list-style-type: none"> To equip students with a diverse set of soft skills essential for personal and professional development. Across three semesters, the program aims to cultivate goal-setting abilities, enhance etiquette, time management, personality development, grooming, public speaking, team management, interview skills, and effective group discussion and presentation techniques.
Indian Knowledge System (IKS)	<ul style="list-style-type: none"> To develop in the students - a deeper understanding about the subject matter of Indian Knowledge systems as well as the important dimensions. To convey the intricacies of Indian philosophy in general and its interconnect to Indian knowledge systems in particular. To establish the relevance of the Indian knowledge systems for Self-development and social progress (especially duty centric approach and concern for the society).



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Financial Modelling	<ul style="list-style-type: none"> • To equip students with skills to create and analyse comprehensive financial models. • To help the students master spreadsheet techniques, understanding financial statements and developing the ability to build dynamic models for forecasting and decision making. • To able the students to learn valuation methods and gain practical insights into financial modelling for various industries.
Digital Marketing	<ul style="list-style-type: none"> • To sensitize students to need, importance and types of digital platforms and their relevance in modern day marketing. • To help students understand various digital marketing strategies and customized requirements of varied types of business.
Universal Human Values (UHV)	<ul style="list-style-type: none"> • The Universal Human Values Cell, formed as per the guidelines of AICTE and NEP, conducts activities to instil a sense of tolerance, and societal harmony. The activities revolve around the theme of understanding self, happiness, harmony, inclusivity, promotion of peace, and celebration of communal and socioeconomic diversities in the society. • The specific objectives are: <ul style="list-style-type: none"> • To help the student to see the need for developing a holistic perspective of life. • To sensitise the student about the scope of life – individual, family (inter-personal relationship), society and nature/existence. • Strengthening self-reflection. • To develop more confidence and commitment to understand, learn and act accordingly. • The purpose is to help develop a holistic perspective about life. A self-reflective methodology of teaching is adopted. It opens the space for the student to explore his/her role (value) in all aspects of living – as an individual, as a member of a family, as a part of the society and as an unit in nature.
Yoga Sessions	<ul style="list-style-type: none"> • To empower students both academically and personally. • Emphasis will be placed on enhancing physical and mental well-being through yoga focusing on balance, flexibility, strength, mindful breathwork, and meditation techniques. This comprehensive approach not only enhances student's physical fitness but also equips them with stress- management tools, improved concentration, and emotional resilience. • Self-reflection practices will be cultivated, promoting personal growth and the integration of yoga principles into daily life. The course is designed to align with Universal Human Values



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	(UHV), emphasizing qualities like compassion, integrity, and mindfulness for overall personal and social well-being.
English Communication	<ul style="list-style-type: none"> • Communication is an integral part of business processes. When it comes to interpersonal skills, Language and communication through language as a medium is very important. Since Management students are from diverse socio economic and educational background, it is observed that few students find it difficult to communicate in English language. To develop command over the international business language, a course on English communication was designed for students. The course is offered to all students
Basics of Financial Market	<ul style="list-style-type: none"> • To enhance the financial literacy of Management students, a course on basics of financial market was offered. • To make students grasp the fundamentals of stock market. • To understand and evaluate the essentials of fundamental and technical analysis of a firm.
HR Analytics	<ul style="list-style-type: none"> • HR Analytics aims at understanding, analysing and effectively handling people's problem in the organization. • To bridge the gap between the students' skill sets and the industry expectations.
Information Security	<ul style="list-style-type: none"> • 21st Century is a digital age, and information is key to everything. Organisations today have started a mandate towards their employees to undergo Information security awareness training. To abreast students with latest market trend and make them corporate ready, a course on information security is offered to students.