

# ADVANCED CERTIFICATE PROGRAM

## PROGRAM ELIGIBILITY

HSC or SSC + 2yrs Experience

## FEE STRUCTURE

Advanced Certificate Program in Wealth Management	Program Fees
Admission Processing Fee	INR 1,200
One time Course Fees	INR 37,000 *
Term-wise Course Fees	INR 20,000 + INR 20,000 *

\*Excluding GST

Please note:

- The above-mentioned fee structure is subject to change at the discretion of the University. Any payment made via Demand Draft should be made in favour of "SVKM's NMIMS" payable at Mumbai.
- In addition, Students need to pay an examination fee of Rs 600/- per subject.
- EMI Facility (3, 6, 9, 12 months) available via credit cards of the following banks: HDFC Bank, ICICI Bank, Axis Bank, Citi Bank, Standard Chartered Bank, HSBC Bank, SBI, Kotak Mahindra Bank.

## ADVANCED CERTIFICATE PROGRAM IN DIGITAL MARKETING (ACPDM)

Adwords, Analytics, Social Media – the buzz words doing the rounds of every marketing manager's office in today's time and age. Digital Marketing is not an option any more.

*Program duration: 11 months*

## ADVANCED CERTIFICATE PROGRAM IN OPERATIONS MANAGEMENT (ACPIOM)

Operations management is a multi-disciplinary field which focuses on managing all aspects of any organization's operations. An operations manager's role is to apply ideas and technologies to increase productivity whilst reducing cost, improve flexibility to meet the ever-changing customer requirements whilst maintaining high quality customer service and assure a safe working environment for all employees.

*Program duration: 11 months*

## ADVANCED CERTIFICATE PROGRAM IN WEALTH MANAGEMENT (ACPWM)

The meteoric rise of the Indian economy coupled with the Government's "Made in India" initiative has given rise to many Ultra High Net worth Individuals. It is estimated that there are close to 146,600 HNI's in India and that this number will continue to grow every year.

*Program duration: 11 months*

# ADVANCED CERTIFICATE PROGRAM IN WEALTH MANAGEMENT

## OVERVIEW

Duration: 11 months

The meteoric rise of the Indian economy coupled with the Government's "Made in India" initiative has given rise to many Ultra High Net worth Individuals. It is estimated that there are close to 146,600 HNFs in India and that this number will continue to grow every year. It is therefore imperative to have professions who can advise these individuals on managing and growing their wealth.

The Advanced certificate program in Wealth Management will empower entry & mid-level managers or individuals, corporate executives, financial planners and wealth managers to add value to their analytical and cross-functional skills so as to drive performance across domains, industries, and borders. The comprehensive curriculum will prepare an individual to meet dual goals – to advance in one's career or build their own business by keeping all aspects of finance management in mind.

Program at a glance:

- Addressing exclusive topics on wealth management (financial planning, investment planning, retirement and estate planning), financial market, insurance-risk, portfolio management, and taxation.
- Separate work sheets with practical application of the concepts.
- Additional notes with regard to recent developments in the respective fields
- Extensive use of case studies and corporate examples to supplement theoretical inputs.
- 4 Hours Personal Contact Programs for application based subjects (PCP will be charged @250 per subject separately, the below mentioned fees does not includes the same)
- Discussion forum to decimate industry news & latest happenings.

## PROGRAM STRUCTURE

Program Structure

Semester 1

- Financial Accounting & Analysis
- Corporate Finance
- Financial Institutions and Markets
- Introduction to Financial Planning, Investment Planning, Retirement planning
- Marketing of Financial Services

Semester 2

- Strategic Financial Management
- Macro Economics
- Capital Market and Portfolio Management
- Taxation - Direct & Indirect
- Insurance & Risk Management

# ADVANCED CERTIFICATE PROGRAM IN OPERATIONS MANAGEMENT

## OVERVIEW

Duration: 11 months

Operations management is a multi-disciplinary field which focuses on managing all aspects of any organization's operations. An operations manager's role is to apply ideas and technologies to increase productivity whilst reducing cost, improve flexibility to meet the ever-changing customer requirements whilst maintaining high quality customer service and assure a safe working environment for all employees.

The Advanced Certificate program in Operations Management will provide an in-depth understanding and knowledge of the subject along with its organizational and managerial application. It will cover all important facets like Supply Chain Management, Enterprise Resource Planning (ERP), Warehouse and Procurement Management. It will also throw light on Operations and Supply Chain Strategies along with its applications.

Program at a glance:

- Impart the key skills for decision making in operational process
- Initiate improvements and changes in the operations strategy
- Analyse scenarios regarding expansions in the operations
- Apply operations management tools to business decision making
- Use specialized knowledge in operations management to solve business problems

## PROGRAM STRUCTURE

Program Structure

Term I

- Operations and Supply Management
- Enterprise Resource Planning
- Total Quality Management
- Project Management
- Procurement Management
- Service Operations Management

Term II

- World Class Operations
- Operations and Supply Chain Strategies
- Lean Six Sigma
- New Product Development and Managing Innovation
- Warehouse Management

# ADVANCED CERTIFICATE PROGRAM IN DIGITAL MARKETING

## OVERVIEW

Duration: 11 months

Overview:

Adwords, Analytics, Social Media – the buzz words doing the rounds of every marketing manager's office in today's time and age. Digital Marketing is not an option any more. Every brand worth their salt have realized the importance of Digital Marketing and have been heavily investing in this medium. Unlike traditional marketing, digital is an ever evolving field with its very own set of challenges.

The Advanced Certificate Program in Digital Marketing will help working professionals (especially those in traditional media) to gain a complete 360 degree knowledge in the digital marketing domain. The program is also ideal for individuals looking to kick-start their career in Digital Marketing. The program will help in acquiring the necessary skills and make them industry ready and well qualified to become an expert in the field of Digital Marketing.

Program at a glance:

- Explore Google ad words, Google analytics and other tools to assess performance
- Analyze the various digital and social media channels and options and pay attention to what fits the organizations budgets and its customers.
- Analyze the role digital media plays and how it can be leveraged to create the best marketing strategy.
- Research the target audience and define marketing goals and objectives based on the same.

## PROGRAM STRUCTURE

Program Structure:

Term I

- Introduction to Digital Marketing
- Search Engine Optimization
- Web Analytics
- Adwords
- Search Engine and Email Marketing
- Social Media Marketing

Term II

- Social Media Strategy
- Mobile Marketing
- Data Driven Marketing Strategy
- Visual Social Marketing
- Inbound Marketing