PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Program on Payroll Management

Course Description

Handling and preparing the payroll for the business' employees has been just one task of the accounting department. The employee who handles the payroll tasks in an accounting department must follow specific procedures and must work toward setting objectives. Common payroll objectives include maintaining the employees' hours and payments, calculating commissions and bonuses, prepare tax payments for each paycheck, and print payroll reports for the master budget and expense budget.

Course Objective

- To prepare a detailed salary record of all the employees in an organization; Generate Pay Slips through the calculation of salary; ensure the proper use of manpower
- To provide a payroll system that will rapidly process payroll computation
- To design a one click management of salary and employee record
- To create a payroll system with varied level access control
- To train people with accounting experience and to provide complementary skills in payroll management
- Use the appropriate tax tables to determine the applicable withholding tax.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affiliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Program on Payroll Management

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Brief introduction on software development process (6 Hours)** Importance of software development process to build quality product, phases of SDLC, importance of stake holder ideas and requirements, identification of new skills and requirements, gap identification and analysis.
Unit – 2	**Payroll Management System (PMS) (8 Hours)** Introduction to PMS, its limitations, importance at organization level, stages of payroll process, how an organization can be helped to achieve its business goals by automating the payroll management system and know how to customize individual PMS and how to manage problems. An overview of PMS service providers and features of leading service providers, hands on session.
Unit – 3	**Salary calculation considering different pay structure (3 Hours)** Salary components and their calculations, salary breakup calculation, CTC. **Leave management system (LMS) (3 Hours)** Why leave management is important?- an overview, limitations of LMS, functionalities of effective leave management system, how LMS can help organizations by saving money and improving operations?- hands on session.
Unit – 4	**Advanced Salary Calculation: (6 Hours)** Introduction, key terms and concepts, arrear calculation, income tax calculation procedure, ful and final settlement, hands on session.
Unit-5	**Utilities/ Tools, Comparative study between manual process and automated process (4 Hours)** Cloud based payroll services: introduction, services, tools, advantages and challenges. Hands on session.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Advanced Excel

Course Description

Learn the most advanced formulas, functions and types of financial analysis to be an Excel power user. This advanced Excel training course builds on our free Excel Crash Course and is designed specifically for spreadsheet users who are already proficient and looking to take their skills to an advanced level. This advanced tutorial will help you become a world-class financial analyst for careers in investment banking, private equity, corporate development, equity research and FP&A. By watching the instructor build all the formulas and functions right on your screen, you can easily pause, rematch, and repeat exercises until you've mastered them.

Course Objective

- To develop a theoretical and practical understanding among students about the importance of excel use in today's competitive global business.
- Set up the chart function of Excel to represent numeric data in multiple formats.
- Differentiate between formulas and functions in Excel.
- Access and manipulate data using the database functions of Excel.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Advanced Excel

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Excel Basics (6 Hours)** Introduction to spreadsheets, Office and Excel overview, Basic text and cell formatting, Basic arithmetic calculation, Special paste, Freeze pane, Auto completion of series, Sort and filter, Charts, Data validation
Unit – 2	**Advanced Excel Capabilities (12 Hours)** Conditional formatting Importing data and text to columns, Functions, Mathematical, String, IF, AND, OR, Match, Search, Vlookup, Data Validation, Creating drop down, Lists using different data sources, Adding Pictures and Shapes to a Worksheet.
Unit – 3	**Spread Sheet Working with Excel (12 Hours)** Workbook Protection, Keyboard Shortcuts, Creating and Updating Subtotals, Formatting functions, pivot table, formulas, text to columns, conditional format, chart features, working with graphics in EXCEL using worksheets as database in accounting, Recording and editing Macros.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Program on Digital Marketing

Course Description

This course is designed for practical learning, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses. The course also empowers students with the right skills required to be professional digital marketers. The program, which also covers the labs, tools and other short courses, is delivered through streaming video lessons by top-notch authors, speakers and consultants.

Objectives:

- Exploring the emerging tools offered by the internet.
- Understand and estimate the mindset of the online consumer.
- Design tools to enhance online consumer experiences.
- Monitor, evaluate and iterate traffic-building activities for marketers.
- Evaluate internet-marketing metrics and identify KPI.
- Benefit the marketers through better consumer segmentation, forecasting consumer trends and consumer analytics.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Digital Marketing

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Digital Marketing – An Overview and Introduction : (6 Hours)** Introduction, The changing face of advertising, the technology behind digital marketing, Key terms and concepts, What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
Unit – 2	**Content Marketing (6Hours)** Why content? – An overview, the growth of content marketing in the digital age, Technical and architectural strategies: Content strategies: Offsite optimization strategies, Click-through and site conversion strategies: Social Media and Internet Audience Profiling Case study
Unit – 3	**Mobile Marketing Practitioner (6 Hours)** Introduction, Key terms and concepts, the role of mobile in personal communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online and Pay per Click Practitioner
Unit – 4	**Social Media Channels: (6 Hours)** Introduction, Key terms and concepts, Social media channels, Social networking, Content creation, Bookmarking and aggregating, Location and social media, Tracking social media campaigns Social media marketing: Rules of engagement Tools of the trade Advantages and challenges.
Unit – 5	**Email Marketing (6 Hours)** Introduction, Key terms and concepts, Email strategy and planning, Step-by-step process Tools of the trade, Advantages and challenges. Display Advertising, Digital Brand Strategies Other important elements of DM channels

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Technical Analysis

Course Description

Our Technical analysis is imperative module for stock traders. The course module not only intends to prepare students for NSE examination – NCFM series. Benefit investors to make a financially sound investment decision. Technical analysis is a term used to define the process to predict market price movements on scope and demand & supply of the market. Importantly, it is a skill set for day traders to manage risk.

Course Objective

The Course aims to facilitate the Students in Technical Analysis as well in practice by:

- To learn simplified techniques to trade in Intraday, Swing Trade, Momentum Trade, and Futures & Options.
- To learn technical analysis moving average, and evening star.
- To make Master in essential tools like candles charts, bars charts, line charts, oscillators etc.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Technical Analysis

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Introduction to Technical Analysis (6 Hours)** Meaning of Technical Analysis, Major Factor behind technical analysis, Advantages of Technical Analysis, Difference between Fundamental and Technical Analysis, Career and scope in Technical Analysis.
Unit – 2	**History Behind Technical Analysis (6 Hours)** Role of Technical Analysis in Live Market, History of Technical Analysis.
Unit – 3	**Types of Charts (6 Hours)** Bar chart, Line chart, Point & figure chart, Candlesticks Patterns.
Unit - 4	**Implementing Chart and Candlestick Patterns (6 Hours)** Support & Resistance levels, Trends, Moving Average, P Gaps, Volume.
Unit - 5	**Technical analysis indicators (6 Hours)** Relative strength index, Rate of change index (ROC), Stochastic (%K D), Larry William %R, Moving average convergence & divergence (MACD), MACD Histogram, Bollinger ban, Real time computer presentation.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Program on Healthcare Management

The healthcare industry has shifted from volume-based care to value-based care: More than ever, healthcare organizations have to prioritize patient engagement and health outcomes. Patients have become more involved with their own health. Providers must adjust how they engage their target audience to remain relevant and ensure success — in short: They must adapt and lead in a patient-centric approach. According to the Bureau of Labor Statistics, the demand for medical and health services managers is expected to grow by 18% through 2028, a rate much faster than average across all occupations. The Certificate in Healthcare Management was designed to equip healthcare professionals with key marketing concepts, tools, and case studies so they can transform patient interactions into positive customer experiences.

The Certificate in Healthcare Management is designed for various professionals wanting to learn more about a patient-centric healthcare organization and apply new innovative approaches.

Objectives:

- The certificate program is intended to provide students with a broad perspective of the topics related to management with emphasis on health care delivery.
- To address the concerns of the hospital administrators / executives / supervisors and equip them with the knowledge required to increase effectiveness and efficiency.
- To keep the students abreast of the latest trends in health care management with topics designed to address contemporary issues in a Health Care Organization.
- To assess the effectiveness of a healthcare marketing plan.
- To acquire and practice leadership and managerial skills that will positively affect performance as a healthcare manager.
- To Evaluate and interpret major themes, issues and trends in global healthcare.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Program on Healthcare Management

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Introduction to Healthcare Management: (6 Hours)** Introduction to management, Concept of healthcare management, Understand the specific nature and characteristics of healthcare services and hospital administration Principles of healthcare management: foundations for a changing health care system. An overview of the health system. The healthcare industry: A Managerial model
Unit – 2	**Management in Industry and Healthcare (6Hours)** The functions of Management, expectations from the manager, Values and ethics in management, Machiavelli and healthcare management, Consumer Wants, Patient Needs, The New Economics of Healthcare, Healthcare Management within a Business Framework
Unit – 3	**Structure and Staffing of Healthcare organization (6 Hours)** Healthcare Organizational Structures, Typical Hospital Structure, Ways To Improve Hospital Structure And Patient Care, Administration Services—Informational Services Therapeutic Services Support Services
Unit – 4	**Leadership & Conflict Resolution in Health Care Institutions (6 Hours)** Meaning of Interpersonal conflicts, reasons for conflicts, levels of conflict, impact of interpersonal conflict in healthcare setting on patient care, strategies to resolve interpersonal conflict, role of leaders in conflict management, need for strategic approach to conflict management.
Unit – 5	**The Past, Present and Future of Healthcare Quality (6 Hours)** Paths to quality healthcare standards, the regulatory route, the learning science route, management science route. Quality assurance in healthcare industry, global dimension.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Goods and Services Tax

Course Description

The Government has implemented the country's most ambitious indirect tax reform, i.e. Goods and Services Tax from 1st July, 2017. With a view to enable the students to understand the essentials of this new law on GST& Indirect Taxes. With the objective of the PESIAMS has introduced the Certificate Course on GST. The objective of this Course is to enhance the knowledge as well as to provide a venue for the students in the global service market.

Course Objectives:

The Course aims to facilitate the Students in industry as well in practice by:

- To expose the students to the basic concepts of GST, develop the knowledge about the provisions under the Act,
- Providing specialized and updated knowledge in the area of GST in a systematic manner
- Enhancing analytical and problem solving skills for decision making
- Impart the idea about levy, collection of tax, tax credit and explain the application of GST in business practices.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Goods and Services Tax

Total 30 Hours

Unit	Course Inputs
Unit – 1	**GST in India – An Introduction: (3 Hours)** Concept of GST, Need for GST in India, Framework of GST as introduced in India, Benefits of GST and Constitutional Provisions.
Unit – 2	**Important Definitions: (3 Hours)** Discussion on definition of goods, service, Business, composite and mixed supply, Continuous Supply, taxable supply and non-taxable supply, supplier and recipient, exempt supply and zero-rated supply, NIL rated supplies, consideration and non-monetary consideration.
Unit – 3	**Levy and Collection of Tax: (6 Hours)** GST Rate Structure, Supply, Scope of Supply, Composite and Mixed Supplies; Levy and Collection; Composition Levy; Exemptions; Person Liable to pay GST; Supply of Goods or Services or both to or by Special Economic Zone. Reverse Charge; Electronic Commerce Operators.
Unit – 4	**Time Value and Place of Supply under GST: 6 hours** Time of Supply; Value of Supply and Place of Supply; Change in Rate of Tax in respect of Supply; Exempt Supply**;** Problems on Time and Place of Supply, Value of Supply, Value of Taxable Supply, Invoice Value, GST Payable. **Registration under GST:** Introduction, Persons not liable for Registration; Compulsory Registration in Certain Cases; Procedure; Concept of Distinct Person under GST; Deemed Registration; Cancellation of Registration; Revocation of Registration.
Unit-5	**Input Tax Credit (ITC): 6 hours** Introduction, Eligibility for taking Input Tax Credit (ITC); Blocked Credits; Method of Reversal of Credits; Input Tax Credit in Special Circumstances; Input Tax Credit in respect of Goods sent for Job-work; Distribution of Credit by Input Service Distributor (ISD), Recovery of Excess Credit by ISD-Availing and Utilization of ITC; Computation of GST; Problems on ITC.
Unit-6	**Payment of Tax, TDS and TCS under GST: 6 hours** Computation of Tax Liability and Payment of Tax; Interest on Delayed Payment of Tax; Refund of Tax; Tax Deduction at Source (TDS); Collection of Tax at Source (TCS); Computation of Interest on Delayed Payment of Tax.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Stock Market Operations

Course Description

This Certificate course in stock market operations is a 30 hour programme formulated for those who wish to enter the stock market and become Stock Market Dealers, Equity Analyst, Stock Analyst, System Operators'. The objective of this course is to equip the students with necessary stock market conceptual framework and practical knowledge so that students can apply the same in researching equity markets for wealth creation. The best in this course introduces the students to the process of how to find and analyze companies, determine the risk of a stock investment or trade, proper entry and exist time of the stock. Further, it is a basic programme in Job Oriented Series with Placement Records.

Course Objectives:

The Course aims to facilitate the Students in Stock Market Operations as well in practice by:

- To familiarize the students to the basic ideas of stock market and develop the knowledge about the SEBI Act,
- To increase the efficiency of the students associated with the capital market and to enable them to keep pace with the changing environment.
- It involves case studies which will help the students to understand better by providing practical knowledge to analyze capital markets.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Stock Market Operations

Total 30 Hours

Unit	Course Inputs
Unit – 1	**Capital Market and its Operation: (8 Hours)** Basic knowledge of Capital Market (Primary Market & Secondary Market), Major Market Participants, Major Exchanges and Indices, Legal Framework and Regulations, Trading and Trading Membership, Clearing and Settlement Process and Fundamental Valuation Concepts Glimpse of various trading software (ODIN, NEAT, NOW) Practical training of market operations.
Unit – 2	**Derivative Markets and its Operations : (8 Hours)** Introduction to Derivatives, Type of Derivative Contracts, Understanding of Future, Forward, Option and SWAP, Future Contracts, Mechanism & Pricing of Forwarding Contracts, Understanding of Options and it's (Call & Put), Trading, Clearing, and Settlement, Risk Management in Derivatives, Regulatory Frame Work, Accounting of Derivatives and Practical classes for Trading and Methodology.
Unit – 3	**Commodity Market: (8 Hours)** Understanding Commodity Market, Live Trading in Commodities- MCX and NCDEX and International commodity Vs Domestic Commodity.
Unit - 4	**Currency Market: (6 Hours)** Currency Derivative and its History, Forward, Future and Options of Currency Derivative, Trading, Clearing, Settlement & Risk Management of Currency Futures, Different Strategy Use for Currency Derivative Trading and Live Trading practices in Currency Derivative Segment.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Course Outline for CA/CS Foundation

Paper-1: Principles and Practice of Accounting

(One Paper- Three Hours – Marks) (Descriptive)

1. Theoretical Framework
2. Accounting Process
3. Bank Reconciliation Statement
4. Inventories
5. Concept and Accounting of Depreciation
6. Accounting for Special Transactions
7. Final Accounts of Sole Proprietors
8. Final Statements of Not-for-Profit Organization's
9. Introduction to Company Accounts
10. Basic Accounting Ratios (Profitability, Solvency, Liquidity and turnover)

Paper-2: Business Laws and Business Correspondence and Reporting

(One Paper- Three Hours – Marks) (Descriptive)

Section A: Business Laws (60 Marks)

1. The Indian Contract Act, 1872
2. The Sale of Goods Act, 1930
3. The Indian Partnership Act, 1932
4. The Limited Liability Partnership Act, 2008
5. The Companies Act, 2013

Section B: Business Correspondence and reporting (40 Marks)

Part - I: Communication

1. Communication

Part – II: Sentence Types and Word Power

1. Sentence types (Direct- Indirect, Active-Passive Speech)
2. Vocabulary Root Words, Synonyms, Antonyms, Prefixes, suffixes) Phrasal verbs, Collocations and Idioms.

Part –III: Comprehension Passages and Note Making

1. Comprehension Passages
2. Note Making.

Part –IV: Developing Writing Skills

1. Introduction to Basic Writing
2. Précis Writing
3. Article Writing
4. Report Writing
5. Writing Formal Letters
6. Writing Formal Mails
7. Resume Writing
8. Meetings

Paper-3: Business Mathematics, Logical Reasoning and Statistics

(One Paper- Three Hours – Marks) (Objective)

Part - A: Business Laws (40 Marks)

1. Ratio and Proportion, Indices and Logarithms
2. Equations and Matrices
3. Linear Inequalities with Objective Functions and Optimization
4. Time Value of Money
5. Permutations and Combination
6. Sequence and Series
7. Sets, Relations and Functions
8. Basic applications of Differential and Integral Calculus.

Part - B: Logical Reasoning (20 Marks)

Part - C: Statistics (40 Marks)

1. Statistical description of Data
2. Measures of Central tendency and Dispersion
3. Probability
4. Theoretical Distributions
5. Correlation and Regression
6. Index Numbers and Time Series

Paper-4: Business Economics and Business and Commercial Knowledge

(One Paper- Three Hours – Marks) (Objective)

Part - I: Business Economics (60 Marks)

1. Introduction to Business Economics
2. Theory and Demand and Supply

3. Theory of Production and Cost
4. Price Determination in Different Markets
5. Business Cycles.

Part - II: Business and Commercial Knowledge (40 Marks)

1. Introduction to Business
2. Business Environment
3. Business organizations
4. Government Policies for Business Growth
5. Organizations facilitating Business
6. Common Business Terminologies

Course Outline for CA/CS Foundation (Details of additional syllabus not there in CA/ CS Foundation)

Paper-1: Business Environment and Law (40 Marks)

PART – I: Business Environment (40 Marks) Similar to Paper 4 – Part- II: Business and Commercial Knowledge Subject in CA/ CS Foundation, Additional aspects that will be covered as given below:

1. Emerging Trends in Business
2. Business Functions

PART – II: Business Law (60 Marks) Similar to Paper 2- Section A- Business Law subject in CA/ CS Foundation, Additional aspects that will be covered as given below:

1. Elements of Law relating to Negotiable Instruments
2. Elements of Information Technology Act
3. Role of CS- Duties and Responsibilities, Areas of Practice.

Paper-2: Business Management, Ethics and Entrepreneurship

PART – A: Business Management (40 Marks)

1. Nature of Management and its Process
2. Planning
3. Organizing
4. Human Resource Management
5. Direction and Coordination
6. Controlling
7. Recent Trends in Management

PART – B: Business Ethics (10 Marks)

1. Overview of Ethics in Business, Elements, Ethical principles in business- Indian and Ancient Indian Perspectives.

PART – C: Business Communication (25 Marks) Similar to Paper 2- Section B Business Correspondence and Writing.

PART – D: Entrepreneurship (25 Marks)

1. Entrepreneurship
2. Entrepreneurship- Creativity and Innovation
3. Growth and Challenges of Entrepreneurial Ventures
4. Social Entrepreneurship
5. Government Initiatives for Business Development

Paper-3: Business Economics

PART – A: Economics (80 Marks) Similar to Paper 4- Part 1- Business Economics of CA/ CS Foundation.

PART – B: Elementary Statistics (20 Marks) Similar to Paper 3- Part C- Statistics of CA/ CS Foundation.

Paper-4: Fundamental of Accounting and Auditing

PART – A: Fundamental of Accounting (70 Marks) Similar to Paper 1- Principles and Practice of Accounting of CA/ CS Foundation.

PART – B: Fundamentals of Auditing (30 Marks)

1. Auditing
2. Audits and Auditors Reports.

PES IAMS

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ – 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204

PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affliated to Kuvempu University, Recognized by Govt. of Karnataka
NH – 206, Sagar Road, Shivamogga – 577 204

Ph. : 8147053085 / 8147053084 / 8217377219
Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: http://pestrust.edu.in/pesiams
AISHE Code: C – 17806

Certificate Course on Employability Skills

Course Description

Our Technical analysis is imperative module for stock traders. The course module not only intends to prepare students for NSE examination – NCFM series. Benefit investors to make a financially sound investment decision. Technical analysis is a term used to define the process to predict market price movements on scope and demand & supply of the market. Importantly, it is a skill set for day traders to manage risk.

Course Objective

The Course aims to facilitate the Students in Technical Analysis as well in practice by:

- To learn simplified techniques to trade in Intraday, Swing Trade, Momentum Trade, and Futures & Options.
- To learn technical analysis moving average, and evening star.
- To make Master in essential tools like candles charts, bars charts, line charts, oscillators etc.

Certificate Course on Employability Skills

Total 36 Hours

Unit	Course Inputs
1	**Group Discussion Skills and Mock (8 Hours)**
2	**Resume Writing, HR Interview, FAQs (8 Hours)**
3	**Aptitude and Reasoning Questions (12 Hours)**
4	**Mock Recruitment Process (8Hours)** **(Test + GD + HR Interview)**