

# FULFILL Your Destiny

2019 - 2022

KBCNMU

CASI GLOBAL



[www.nmu.ac.in](http://www.nmu.ac.in)  
[www.casi-india.com](http://www.casi-india.com)



Dear Students,

Am very happy to announce our recent alliance with CASI Global. With this alliance all our students are eligible to enrol for value-add online certification programs. With the advent of internet and open education systems: the world has become smaller. Knowledge is no longer restricted to large cities but in fact students across the globe are now availing benefits of connectivity. Our university is a leader in creating such opportunities for students and our alliance with CASI Global endorses our vision to ensure our students are able to avail world class education.

CASI global is present across 52 countries and offers world class certifications. These are practical programs designed by IIT and IIM alumnus.

Your university and CASI jointly, now offer over 25 online certifications where students can understand what industry really wants. These programs act as a supplement to your core degree and give you an edge in your career. Every student will get a joint certificate from CASI and KBCNMU. These programs are 6 months programs and are designed in way where students can elect one program every semester.

Starting June 2019, Students will get credits from these programs in their report card in addition to the co-branded certificates

I urge every student to avail of this opportunity and get certified. I also urge residents nearby to enrol for value add programs from KBCNMU and CASI and give a boost to their career.

Jai Hind.

**Prof. P. P. Patil**  
Vice Chancellor  
Kavayitri Bahinabai Chaudhari North  
Maharashtra University Jalgaon



**We are elated at the KBCNUM - CASI Global alliance. By virtue of this alliance lac's of students across Maharashtra will be able to enroll for world class online certifications where the certificates will be awarded jointly by KBCMNU & CASI Global.**

**These certifications act as a supplement to the students core degree and not only enhance her / his skill-sets but also give students an exposure to practical knowledge thereby preparing them to face far greater challenges in their career.**

**Every institute affiliated to KBCNMU is now able to offer these online certifications to students as well as non students in their vicinity ensuring that citizens at remotest locations can now avail benefits of world class online certifications.**

**Apart from certifications, CASI Global organizes behavioural change events; for instance the Mahawalkathon organized by CASI, PWD Government of Maharashtra, MMVD and CSR Diary where over 5 lac citizens participated in 2018 and the Cop for a Day organized with Maharashtra police where citizens especially students will work at a police station.**

**Students across Maharashtra can now participate in CASI events through KBCNMU. Refer [www.mahawalkathon.com](http://www.mahawalkathon.com) & [www.copforaday.com](http://www.copforaday.com) for details.**

**Prof. Paresh Sheth  
Director  
CASI Global New York**





# About CASI

## CASI New York

CASI Global is the apex body dedicated to promoting the knowledge & cause of CSR & Sustainability. We work on this agenda through certifications, regional chapters, corporate chapters, student chapters, research and alliances. CASI is basically from New York and now has a presence across 52 countries.

## World Class Certifications

CASI is usually referred to as one of the BIG FOUR in education, namely PMI CIMA CISA CASI. CASI is also referred to as the global certification body CASI offers world class certifications across multiple subjects and caters to a vast audience across primary school to management school to CXO level students. Many universities & colleges offer CASI programs as credit based programs. CASI also offers joint / cobranded certifications in alliances with various institutes and universities.

[www.casiglobal.us](http://www.casiglobal.us)

## CASI India

CASI India has alliances with hundreds of institutes in India where students of these institutes are eligible to enroll for world class certifications offered by CASI. The reach through such alliances is over 2 million citizens CASI India also offers cobranded programs with Government Polytechnic and many other institutes of higher learning.

CASI India has multiple franchises across India to promote certifications especially for school students.

[www.casi-india.com](http://www.casi-india.com)

## Volunteering @ CASI NY

CASI India / CSR Diary also provide volunteering opportunities and organizes mega format events where in citizens at large can also volunteer for various causes. These are behavioral change events and further details on such events are available on

[www.csrday.com](http://www.csrday.com) / [www.mahawalkathon.com](http://www.mahawalkathon.com) / [www.copforaday.com](http://www.copforaday.com)

## Value Proposition

Universities and institutes incorporate & adopt CASI programs within their core curriculum; this gives their students an edge in knowledge and placements. Further with corporates keen to inculcate CSR & Sustainability across their value chain, most corporates prefer to recruit employees with a basic knowledge of CSR & Sustainability.

Finally, given the wide range of online / offline / MDP programs at CASI NY, Corporates, institutes of higher learning and senior management professionals globally rely on CASI programs to develop cutting edge knowledge.

## Student Chapters

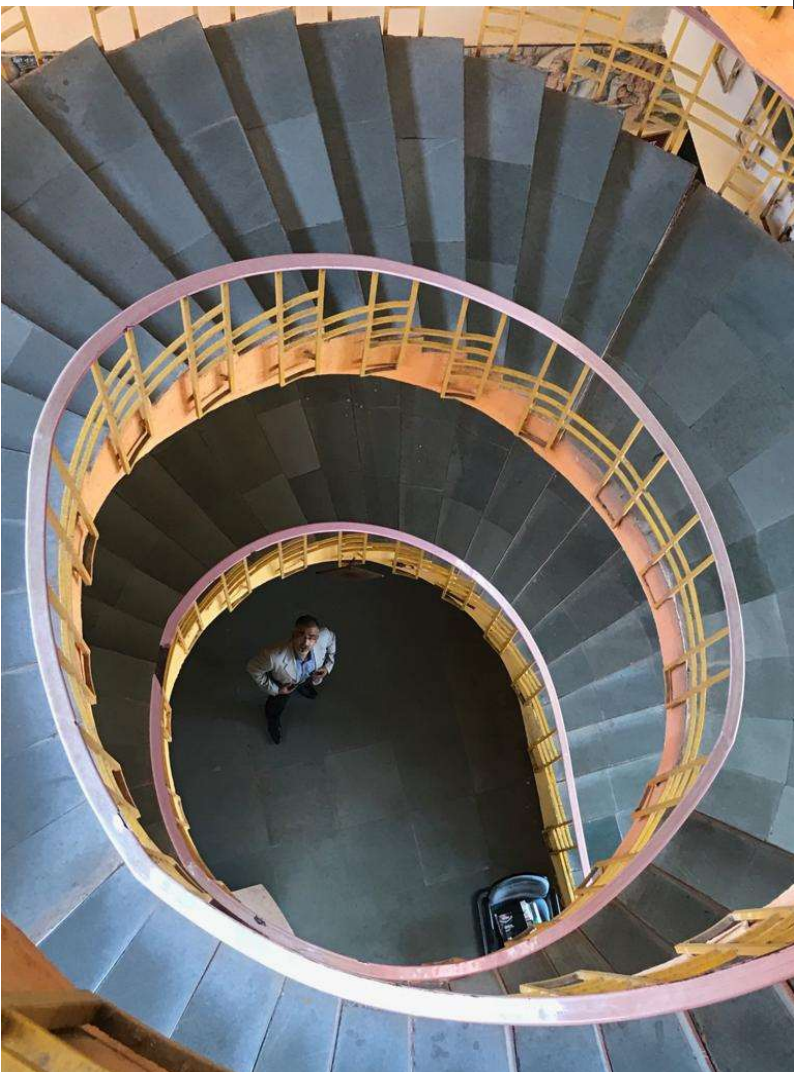
This is a grass root level representation and collaboration towards promoting the cause of sustainability. Institutes / Colleges / Universities / Schools are encouraged to form a chapter / council of students headed by a faculty to promote knowledge, networking and participate in behavioral change events. This is complimentary to every education institute across the world. For further details

[www.casi-india.com](http://www.casi-india.com)

# CREATE AN EDGE

## BENEFITS

- Increase your employability**
- Learn at your convenience**
- Understand latest industry trends**
- Enhance your skill sets**
- Students can select one program per semester**
- Joint Certifications by KBCNMU & CASI Global**



## FEATURES

**Programs designed by IIT/IIM Alumni**

**Online Access**

**No Classroom Lectures**

**Industry Acclaimed**

**International Credential**

**\*Credit Based Program**

**6 Months Program**

# KBCNMU-CASI PROGRAMS AT-A-GLANCE

Recommended for 1st year students

(One Program per semester)

## Leadership Certificate

### Modules

- Sustainable Development Goals
- Smart Cities
- Smart City Features India Specific
- Europe 2020 Strategy
- Make in India Program
- 24 Sectors
- Sustainability & Banking
- Impact Investment
- Mission Investing by foundations
- Sustainability & Information Technology
- Sustainable Manufacturing
- Alternate Fuels for Vehicles
- Dedicated, Bi-Fuel, Flex-Fuel & Duel-Fuel
- Green Engineering
- Artificial Intelligence
- Block Chain
- United Nations Guiding Principles on Business & Human Rights
- UN System Agencies
- Noteworthy NGO's / Foundations
- Responsible Research & Innovation
- Creating Shared Value
- UNESCO, UNICEF& UN Charter

### Career Options

- Across Industries

## Global Student Associate

### Module

- Introduction of CSR
- CSR regulation and governance in India
- Companies Bill 2011: Clause 135
- Current Trends in CSR
- Indian Saga of CSR
- Vodafone India | Tata Steel
- ICICI Bank | General Electric
- CSR in Not for Profit organizations
- Ethics, CSR and Corporate Behaviour
- CSR Framework - to align CSR and Profits
- Performance Evaluation and Reporting
- Sustainability Reporting
- Benefits of Sustainable Reporting
- Monitoring impact of CSR activities
- Implementation of CSR
- Policies by foreign countries on volunteering

### Career Options

- Corporate Social Responsibility
- Human Resources
- Advertising | Public Relation
- Corporate Communications
- Consulting

## Advance Science Certification

### Modules

- Careers in Science
- 100+ Career Possibilities
- Ancient Sciences & Advancement
- Weapons & Defence Technology
- Mysteries of Space
- NASA – Deep Space Network
- Space crafts
- Notable Agencies
- Under Sea
- Evolution
- Darwin Theory
- Role of Extinction
- Origin of life
- Evolution of Life
- Extinction Event
- Computing world; timelines and discoveries

### Career Options

- Science
- Engineering

## Certificate in Management

### Modules

- Strategic Management
- SWOT Analysis
- Porter's five force model
- Operations Management
- Technology & Operations Management
- Integration of Technology
- Six Sigma
- Human Resource Management
- Industrial Welfare
- Legal Responsibilities
- Financial Management
- Societal marketing concept
- Marketing mix (4P's)
- Additional 3P's
- Sales Management
- Role of Attitude & Personality
- Public relations
- Activities
- Analytics
- Latest development in Management Strategies

### Career Options

- Across Industries

## Confidence Booster Program

### Modules

- Communication Skills
- Body Language
- Your Inner Thoughts
- Developing Entrepreneurial Skills
- Interview Techniques
- Group Discussion Techniques
- Networking Skills
- Grooming Basics
- Time Management
- Public Speaking
- Leadership Skills
- Attitude
- Food & Hygiene
- Team Work
- Study Techniques
- Assertiveness
- Etiquette
- Culture
- Bye to Shyness
- Speaking Skills

### Career Options

- Across Industries

## Retail Banking Professional

### Module

- Basics & Evolution of Retail Banking
- Global Trends & Business Models
- Deposit | Liability products
- Documentation | KYC
- Product Development
- CIBIL Credit Score
- Home, Personal, Auto, Education loans
- Appraisal
- Credit & Debit card
- NEFT | RTGS | ECS
- Marketing / Sales in Retail banks
- Delivery Models
- Customer Relationship Management
- Service Standards
- Technology in Retail Banking
- Recovery of loans
- Indian Financial System

### Career Options

- Banking | Back office
- Customer Service
- NBFC
- Sales Profession in Banks / Financial Industry
- Mutual Fund Industry
- Credit Profession
- BPO
- Consulting



# KBCNMU-CASI PROGRAMS AT-A-GLANCE

Recommended for 2nd/3rd year students (One Program per semester)

## Certified HR Manager

### Modules

- Recruitment and Selection
- Orientation and onboarding
- Training and Development
- Performance and payroll management
- Grievance Management
- Employee engagement
- Retention and exit management
- Latest in HRM
- Best companies to work for list and methodology
- Succession Planning
- HR in Digital age
- HR Strategies
- Case Study

### Career Options

- Human Resources
- General Management
- Minor option in your MBA
- Placement Consultancy
- People Management
- Consulting

## Certificate in Finance

### Module

- Corporate Finance
- Venture Capital
- Private Equity
- Impact Investments
- Capital markets
- SEBI
- RBI
- Ministry of Corporate Affairs
- Ministry of Finance
- Government Securities market
- Treasury Management
- Financial Derivatives
- Wealth Management
- Money Markets
- Department of Revenue

### Career Options

- Accounting
- Banking
- Private Equity
- Venture Capital
- Capital Markets
- Wealth Management industry
- Brokerage
- Consulting

## Certificate in Marketing

### Module

- Strategy
- Market Research
- Social Media Marketing
- Creating a social media marketing plan
- Rural Marketing
- HPCL Rasoi ghar | Godrej
- ICRISAT | Flipkart
- Mera Goa Power
- E Innovation
- Innovations in promotion
- Customer Relationship Management
- ATL |BTL
- International markets
- Product management
- Sales & distribution
- Market Segmentation
- Customer Retention Strategy

### Career Options

- Sales | Marketing
- Advertising
- Social Media Strategist
- Business Development
- Distribution and franchise management
- Across Industries

## Certificate in Financial Derivatives & Treasury Management

### Module

- Treasury Management
- Cash forecasting; liquidity management
- Working capital management
- Investments, Etc.,
- Risk management
- Payment & settlement systems
- Presentation by a senior management professional from Treasury department of ICICI
- Financial Derivatives
- Regulatory Framework
- Derivative Products
- SWAP case study
- Currency Markets

### Career Options

- Treasury front office
- Treasury mid office
- Treasury back office
- Forex
- Sales of treasury products
- Equity markets
- Banking
- Consulting

## Certificate in Entrepreneurship

### Modules

- Entrepreneurship & Innovation
- How Innovation leads to entrepreneurship
- Entrepreneurship at grass root level
- Creating Infrastructure for entrepreneurship
- Government Policies
- Support from Corporates
- Support from education industry
- Creating an entrepreneurial mindset
- Functioning of incubation cells
- Entrepreneurs at Corporates
- Entrepreneurship opportunities in digital industries
- Entrepreneurship opportunities in manufacturing industries
- Entrepreneurship & Intellectual properties

### Career Options

- Entrepreneurship
- Intrapreneurship
- Research | Consulting

## Digital Marketing Manager

### Modules

- Digital Marketing Introduction
- Social Media
- Facebook
- Twitter
- Linkedin
- Instagram
- Search engine optimization
- Search engine marketing
- Email marketing
- YouTube marketing
- Content Marketing
- Google AdWords
- Online reputation management
- Blogs
- Blogs as marketing tools

### Career Options

- Digital Marketing
- Sales
- Marketing
- Product Management
- Your own business
- Ecommerce
- Online Industry
- Across Industries

# CASI-India & Government Polytechnic Programs

## Financial Derivatives & Treasury Management

### Module

- Treasury Management
- Cash forecasting; liquidity management
- Working capital management
- Investments, Etc.,
- Risk management
- Payment & settlement systems
- Presentation by a senior management professional from Treasury department of ICICI
- Financial Derivatives
- Regulatory Framework
- Derivative Products
- SWAP case study
- Currency Markets

### Career Options

- Treasury front office
- Treasury mid office
- Treasury back office
- Forex
- Sales of treasury products
- Equity markets
- Banking
- Consulting

## Certified Finance Professional

### Module

- Corporate Finance
- Venture Capital
- Private Equity
- Impact Investments
- Capital markets
- SEBI
- RBI
- Ministry of Corporate Affairs
- Ministry of Finance
- Government Securities market
- Treasury Management
- Financial Derivatives
- Wealth Management
- Money Markets
- Department of Revenue

### Career Options

- Accounting
- Banking
- Private Equity
- Venture Capital
- Capital Markets
- Wealth Management industry
- Brokerage
- Consulting

## Certified CSR Professional

### Module

- Introduction of CSR
- CSR regulation and governance in India
- Companies Bill 2011: Clause 135
- Current Trends in CSR
- Indian Saga of CSR
- Vodafone India | Tata Steel
- ICICI Bank | General Electric
- CSR in Not for Profit organizations
- Ethics, CSR and Corporate Behaviour
- CSR Framework - to align CSR and Profits
- Performance Evaluation and Reporting
- Sustainability Reporting
- Benefits of Sustainable Reporting
- Monitoring impact of CSR activities
- Implementation of CSR
- Policies by foreign countries on volunteering

### Career Options

- Corporate Social Responsibility
- Human Resources
- Advertising | Public Relation
- Corporate Communications
- Consulting

## Certified Marketing Professional

### Module

- Strategy
- Market Research
- Social Media Marketing
- Creating a social media marketing plan
- Rural Marketing
- HPCL Rasoi ghar | Godrej
- ICRISAT | Flipkart
- Mera Goa Power
- E Innovation
- Innovations in promotion
- Customer Relationship Management
- ATL |BTL
- International markets
- Product management
- Sales & distribution
- Market Segmentation
- Customer Retention Strategy

### Career Options

- Sales | Marketing
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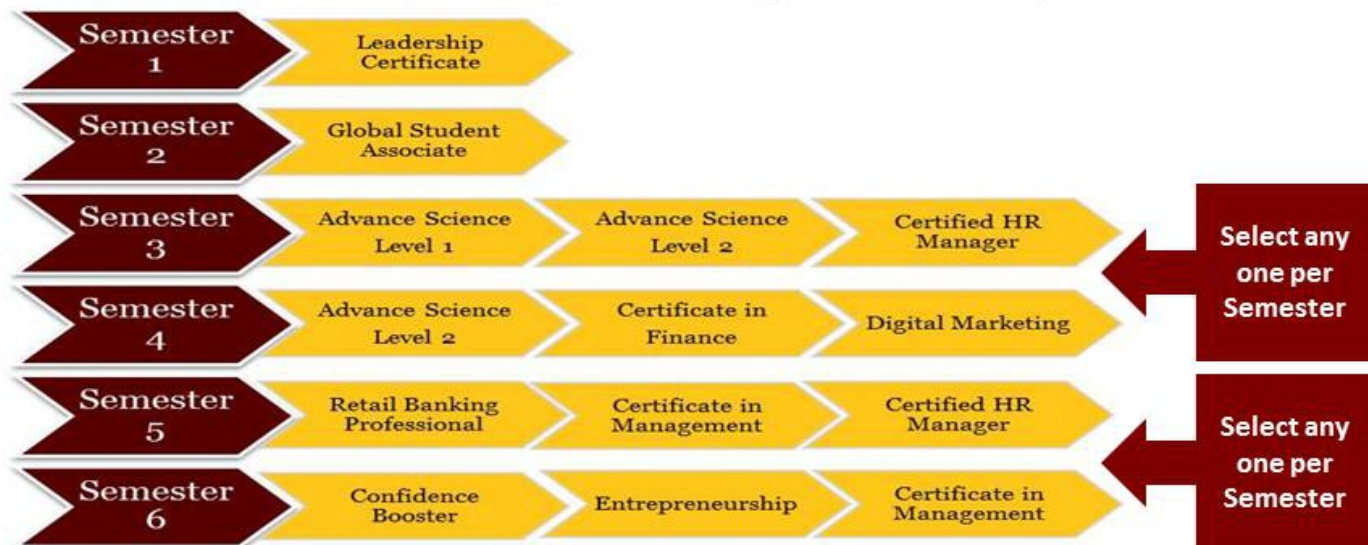
## Suggested Enrolment Chart @ BAF, BMS, BMM, BCOM, BFM, BBI, BBA, BA, Bed Students



## Suggested Enrolment Chart @ MBA, MSc, ME, MEd, MScIT, MSc Computers, MA, M.Com Students



## Suggested Enrolment Chart @ BSc, BE, B. Pharm, BScIT, BSc Computer Science, BCA Students





# CONFIDENCE BOOSTER PROGRAM

## Modules

- Communication Skills
- Body Language
- Your Inner Thoughts
- Developing Entrepreneurial Skills
- Interview Techniques
- Group Discussion Techniques
- Networking Skills
- Grooming Basics
- Suggested reading Material

- Public Speaking
- Leadership Skill
- English Training
- Completely Online
- Food & Hygiene
- Communication
- Assertiveness
- Time Mgt
- 6 Months Program (Online)
- Portion designed by IIT / IIM alumni
- Speaking Skills
- Study techniques
- Attitude
- Team Work
- Culture
- Etiquette
- Bye to shyness



**“Confidence is the Key to Success”**

## CASI Certification



Call: 9833977397 | 7045651220 | 9833781267  
Email: [casi.institute@gmail.com](mailto:casi.institute@gmail.com)  
Website: [www.casi-india.com](http://www.casi-india.com)

**CASI, The Global Certification body**

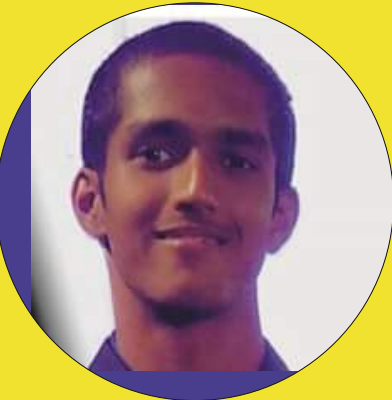
**Certifications | Student Chapters | Regional Chapters | Corporate Chapters | Research | Alliances**



CASI is really a GREAT experience for me. I realised the importance of CSR which helps business organisations to improve their relationship with local communities. The CASI workshops that were conducted in my college campus itself were really amazing - these were conducted by the industry experts. It helped us to work in a team and we all got an opportunity to share and express our opinions. Some of the industry experts we met in these workshops were from KPMG, Bajaj capital, Edelweiss, Quantum mutual funds, Infosys. Overall CASI has changed our thinking in different ways by all the practical work to achieve our goals.



**Himanshi Duggad**  
Nagindas Khandwala College, Mumbai



The CASI workshop I recently attended was conducted by experts from **Dow Chemicals, Prism Cements, Electronic Payments & Services Limited**. It was a great learning. The Workshops were held inside our college campus. **It's great certification for engineering for engineering students** We got the best ever practical Knowledge of Sustainability. It's importance, and Practical example of Sustainability plans implemented in large industries. I am glad I enrolled for this certification.

**Yogendra Deore**  
K.K. Wagh Institute of Engineering Education & Research, Nashik

I made a right decision by joining CASI program. This has been very helpful and It will be very helpful in future too. Many more students should be encouraged to enroll for such programs. It makes you think in a different way other than textbook. I found CASI Global Certification a perfect for students as it does not disturb our normal studies. **I am happy to be part of the CASI Global Network family for life.**



**Janhvi**  
S. K. Somaiya Degree College of Arts, Science And Commerce, Mumbai



**Mihir Modi**  
Nagindas Khandwala College, Mumbai

CASI has given me the ability and knowledge to evaluate my options and pursue my interests. They have been of great help to me In sense of finding clarity. The speakers, the workshops and the interactive sessions opened an entirely fresh view for me regarding the industry. The "KIND-HEARTEDNESS" is what sets apart CASI from other various programmes operating out there. It is my privilege to be a part of CASI and pursue this Global Certification and interacting with some of the brilliant minds in the industry.

# Admissions Information

## Application Process

Please visit [www.casi-india.com](http://www.casi-india.com) or your college website for complete admission requirements and to apply online. Applications are requested at the start of your college term hence apply for these value add programs when you fill in your semester forms at your college. Please submit application forms and requisite fee at your college counter (in case of university campus students please submit forms and fees at university)

## Admissions Requirements

Most programs require 12<sup>th</sup> pass students (Arts, Commerce, Science). In case of queries please contact program coordinators.

## Program Fee

The program fee covers reading material, examination fee, paper checking fee, and other costs. Payment should be done at the time of enrollment. INR 944/- per program all inclusive\*

## Connect with us

For more information, please contact our counseling team at:

Email: [casi.institute@gmail.com](mailto:casi.institute@gmail.com) | [casi.certifications@gmail.com](mailto:casi.certifications@gmail.com)

Telephone: +918369057403 | +917045651220 | +919833570282 | +919930508505

Connect with us via

Facebook : [www.facebook.com/casiglobal](https://www.facebook.com/casiglobal)

Instagram : [@casi\\_india](https://www.instagram.com/casi_india)

Event Links

Facebook : [www.facebook.com/mahawalkathon](https://www.facebook.com/mahawalkathon) | [www.facebook.com/copforaday](https://www.facebook.com/copforaday)

Refer terms & conditions on [www.casi-india.com](http://www.casi-india.com)

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CASI students are also encouraged to volunteer for the local community. Please connect on Facebook for latest events.