

# FULFILL Your Destiny

2019 - 2022

S. K. Somaiya College of Arts,  
Science And Commerce

CASI Global New York



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

Dear Students,

With the world changing at a the rapid pace and jobs being redefined across industries, it is imperative that our students are no longer restricted to only text books & normal learning methodology, but are able to develop competitive & relevant skillsets as required by today's fast changing economic scenario.

S. K. Somaiya College of Arts, Science and Commerce strives to be at the forefront of such change and is known as change leader. Our recent MOU with CASI Global ensures every student has access to world class certifications designed by IIT/IIM/Senior Management Professionals.

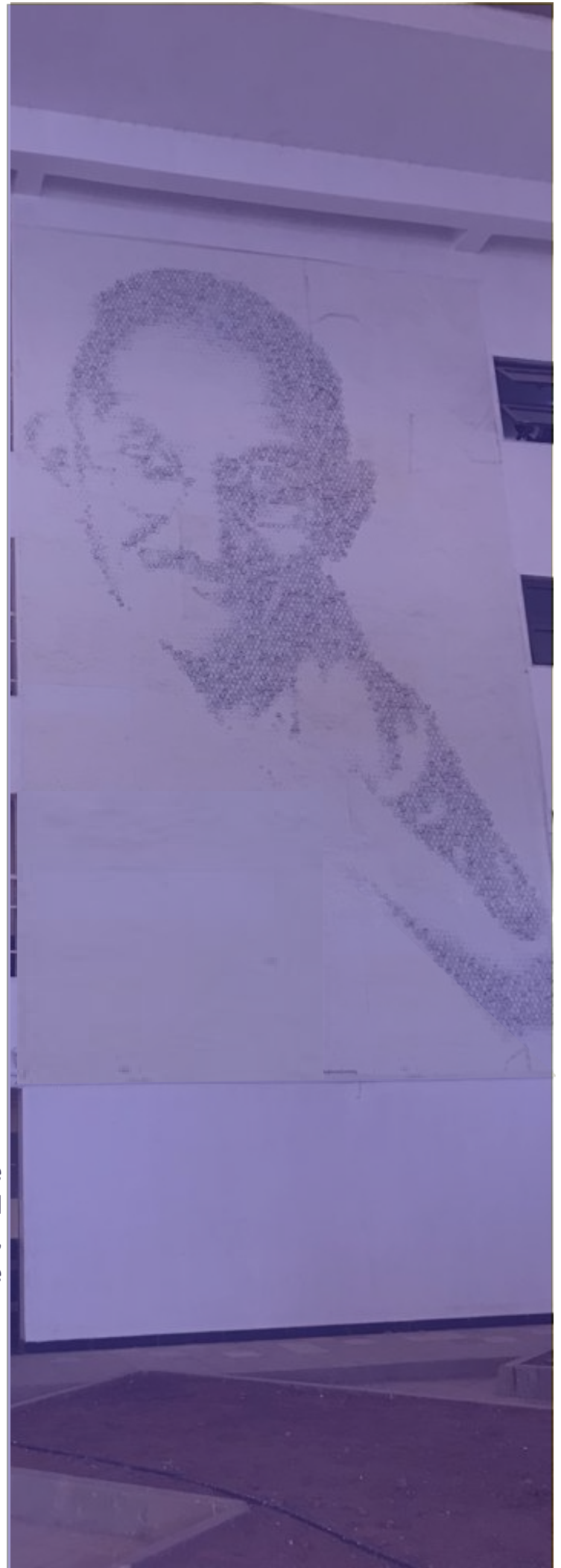
These certification programs are of 6 months duration, completely online & very relevant to industry practices.

Students enrolling for these certifications will be awarded joint certificates by S. K. Somaiya College of Arts, Science and Commerce & CASI Global New York

While enrolment for these certifications is optional, we are of the opinion that students should take advantage of these dual certifications offered by our college and enroll for one program per semester.

Please find further details on  
[www.sksasc.somaiya.edu/sksasc/](http://www.sksasc.somaiya.edu/sksasc/) and  
[www.casi-india.com/sksasc/](http://www.casi-india.com/sksasc/)

**Dr. Manali Londhe**  
I/C Principal  
S. K. Somaiya College of Arts,  
Science and Commerce



We are elated at the S. K. Somaiya College of Arts, Science and Commerce - CASI Global alliance. By virtue of this alliance students will be able to enroll for world class online certifications where the certificates will be awarded jointly by S. K. Somaiya College of Arts, Science and Commerce & 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.

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 can now participate in CASI events through S. K. Somaiya College of Arts, Science and Commerce. Refer [www.mahawalkathon.com](http://www.mahawalkathon.com) & [www.copforaday.com](http://www.copforaday.com) for details.

**Prof. Paresh Sheth**  
Member of the Board  
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. CASI is also referred to as the global certification body CASI offers world class certifications across multiple subject 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 alliance 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.csrdiary.com](http://www.csrdiary.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 corporate 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 visit [www.casi-india.com](http://www.casi-india.com)

# CREATE AN EDGE

## BENEFITS

Increase your employability

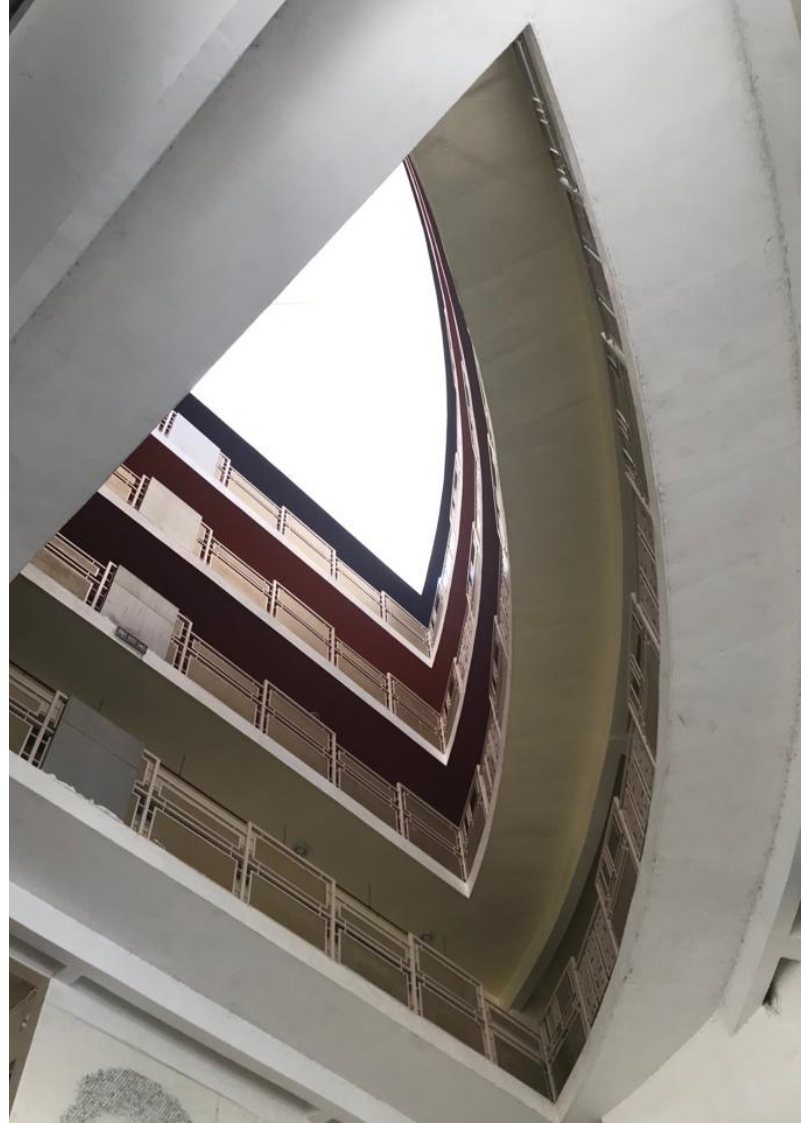
Learn at your convenience

Understand latest industry trends

Enhance your skill sets

Students can select one program per semester

Joint Certifications by S. K. Somaiya College of Arts, Science and Commerce & CASI Global



## FEATURES

Programs designed by IIT/IIM Alumni

Online Access

No Classroom Lectures

Industry Acclaimed

International Credential

6 Months Program

# SKSASC - CASI PROGRAMS JOINT CERTIFICATION

(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



# SKSASC - CASI PROGRAMS JOINT CERTIFICATION

(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

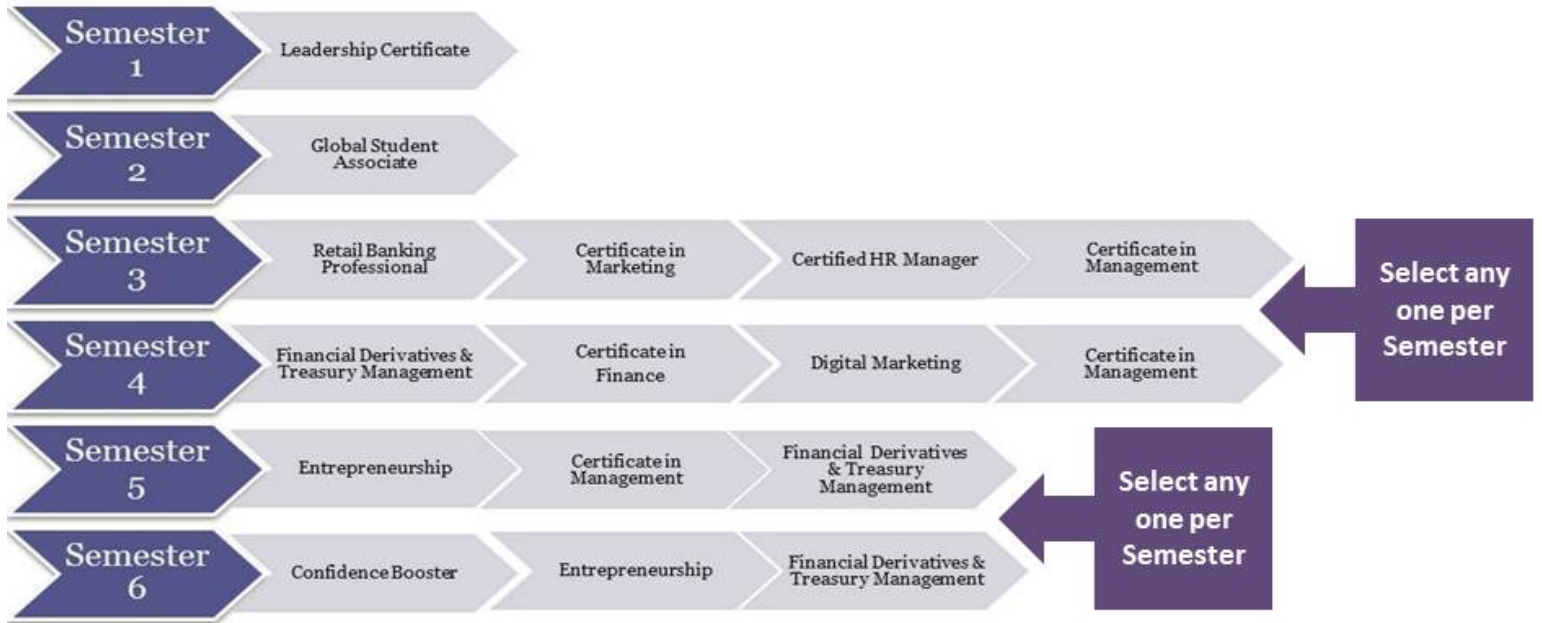
Certified CSR Professional	Certified Banking Professional	Financial Derivatives & Treasury Management	Certified Marketing Professional
<p><b>Modules</b></p> <ul style="list-style-type: none"> <li>•Introduction of CSR</li> <li>•CSR regulation and governance in India</li> <li>•Companies Bill 2011: Clause 135</li> <li>•Current Trends in CSR</li> <li>•Indian Saga of CSR</li> <li>•Vodafone India   Tata Steel</li> <li>•ICICI Bank   General Electric</li> <li>•CSR in Not for Profit organizations</li> <li>•Ethics, CSR and Corporate Behaviour</li> <li>•CSR Framework - to align CSR and Profits</li> <li>•Performance Evaluation and Reporting</li> <li>•Sustainability Reporting</li> <li>•Benefits of Sustainable Reporting</li> <li>•Monitoring impact of CSR activities</li> <li>•Implementation of CSR</li> <li>•Policies by foreign countries on volunteering</li> </ul> <p><b>Career Options</b></p> <ul style="list-style-type: none"> <li>•Corporate Social Responsibility</li> <li>•Human Resources</li> <li>•Advertising   Public Relation</li> <li>•Corporate Communications</li> <li>•Consulting</li> </ul>	<p><b>Modules</b></p> <ul style="list-style-type: none"> <li>•Basics &amp; Evolution of Retail Banking</li> <li>•Global Trends &amp; Business Models</li> <li>•Deposit   Liability products</li> <li>•Documentation   KYC</li> <li>•Product Development</li> <li>•CIBIL Credit Score</li> <li>•Home, Personal, Auto, Education loans</li> <li>•Appraisal</li> <li>•Credit &amp; Debit card</li> <li>•NEFT   RTGS   ECS</li> <li>•Marketing / Sales in Retail banks</li> <li>•Delivery Models</li> <li>•Customer Relationship Management</li> <li>•Service Standards</li> <li>•Technology in Retail Banking</li> <li>•Recovery of loans</li> <li>•Indian Financial System</li> </ul> <p><b>Career Options</b></p> <ul style="list-style-type: none"> <li>•Banking   Back office</li> <li>•Customer Service</li> <li>•NBFC</li> <li>•Sales Profession in Banks / Financial Industry</li> <li>•Mutual Fund Industry</li> <li>•Credit Profession</li> <li>•BPO</li> <li>•Consulting</li> </ul>	<p><b>Modules</b></p> <ul style="list-style-type: none"> <li>•Treasury Management</li> <li>•Cash forecasting; liquidity management</li> <li>•Working capital management</li> <li>•Investments, Etc.,</li> <li>•Risk management</li> <li>•Payment &amp; settlement systems</li> <li>•Presentation by a senior management professional from Treasury department of ICICI</li> <li>•Financial Derivatives</li> <li>•Regulatory Framework</li> <li>•Derivative Products</li> <li>•SWAP case study</li> <li>•Currency Markets</li> </ul> <p><b>Career Options</b></p> <ul style="list-style-type: none"> <li>•Treasury front office</li> <li>•Treasury mid office</li> <li>•Treasury back office</li> <li>•Forex</li> <li>•Sales of treasury products</li> <li>•Equity markets</li> <li>•Banking</li> <li>•Consulting</li> </ul> 	<p><b>Modules</b></p> <ul style="list-style-type: none"> <li>•Strategy</li> <li>•Market Research</li> <li>•Social Media Marketing</li> <li>•Creating a social media marketing plan</li> <li>•Rural Marketing</li> <li>•HPCL Rasoi ghar   Godrej</li> <li>•CRISAT   Flipkart</li> <li>•Mera Goa Power</li> <li>•E Innovation</li> <li>•Innovations in promotion</li> <li>•Customer Relationship Management</li> <li>•ATL   BTL</li> <li>•International markets</li> <li>•Product management</li> <li>•Sales &amp; distribution</li> <li>•Market Segmentation</li> <li>•Customer Retention Strategy</li> </ul> <p><b>Career Options</b></p> <ul style="list-style-type: none"> <li>•Sales   Marketing</li> <li>•Advertising</li> <li>•Social Media Strategist</li> <li>•Business Development</li> <li>•Distribution and franchise management</li> <li>•Across Industries</li> </ul>

- ➔ Government Polytechnic Mumbai & CASI Global offers co-branded certificate. Students passing this exam will receive joint certificate.
- ➔ INR 6490/-
- ➔ 3 months program
- ➔ Online program
- ➔ Study at your convenience

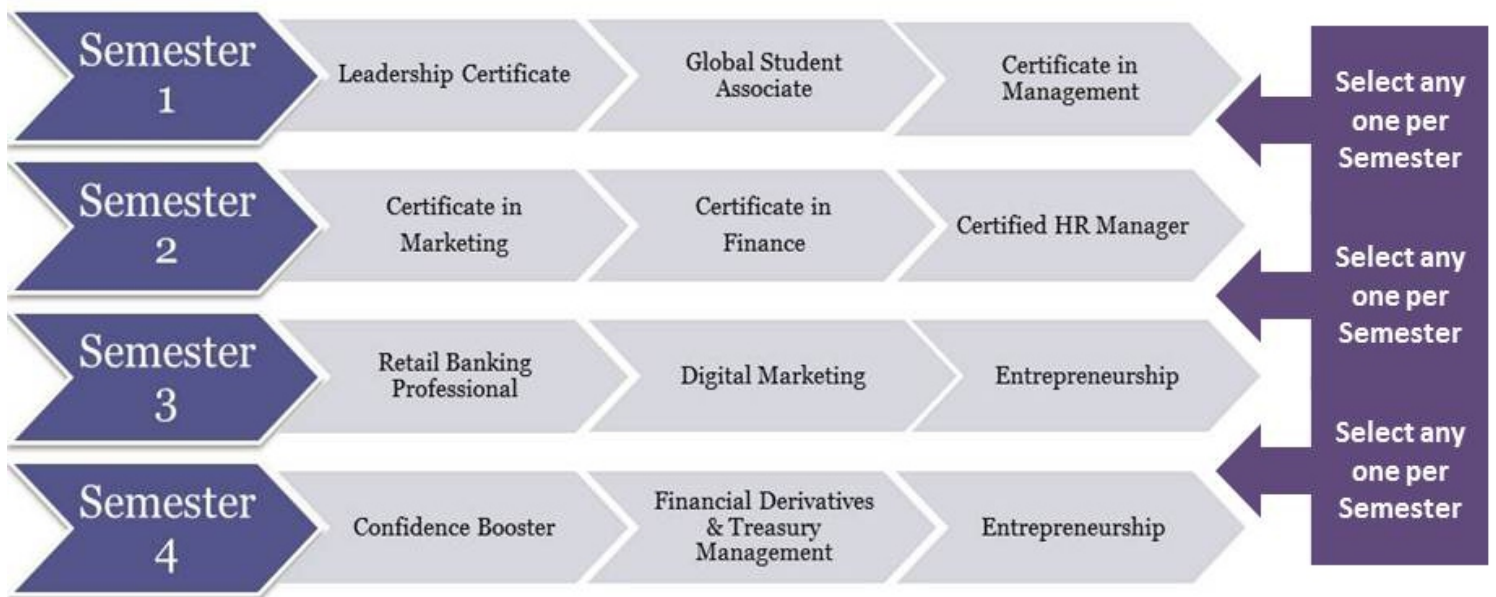




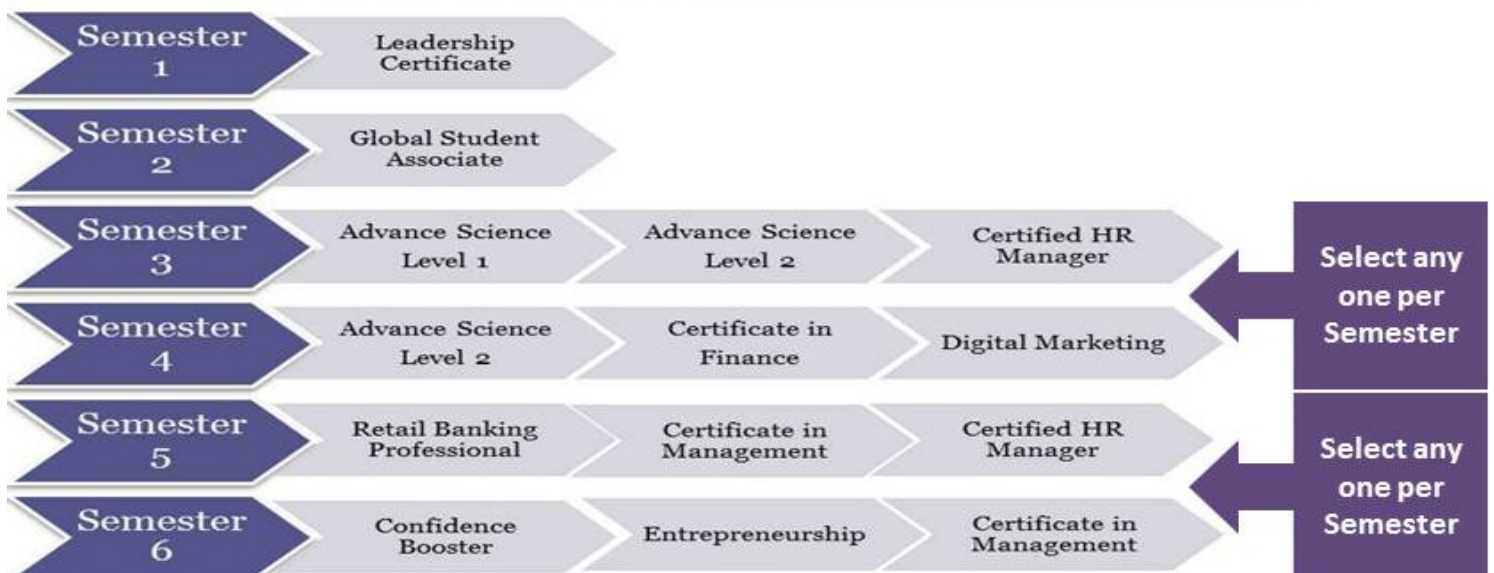
**Suggested Enrolment Chart @**  
BAF, BMS, BMM, BCOM, BFM, BBI, BBA, BA, BEd Students



**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”**

## Joint Certification



[www.sksasc.somaiya.edu/sksasc/](http://www.sksasc.somaiya.edu/sksasc/)



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

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

**CASI, The Global Certification body**

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



# Student Speak

## Janhvi

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



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.**

## Ananya Joshi

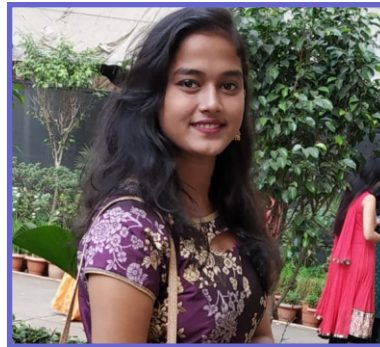
V .G. Vaze College of Arts, Science and Commerce



It was a great experience to be the part of this course. I have learnt many things from this course and also the Personality Development Workshop. I'll also suggest my friends to do this course. It has also increased my confidence level.

## Samita Padhy

V .G. Vaze College of Arts, Science and Commerce



For me it was a great experience in CASI workshop at V.G.Vaze college. An extremely helpful and informative course and I learned things which will be very helpful in my career. In future also I want to attend CASI workshops It was even better than I imagined. Thanks for such a wonderful and useful course.

## Himanshi Duggad

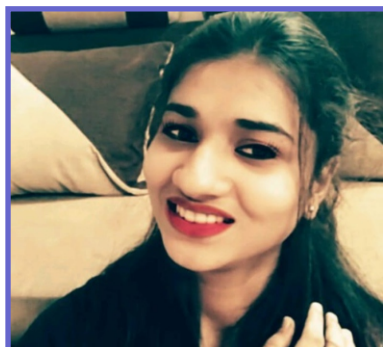
Nagindas Khandwala College, Mumbai



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.

## Bhavna Jain

Ghanshyamdas Saraf College of Arts & Commerce



About CASI; it was a wonderful experience and knowledge gaining session. It didn't affect our studies. The course was really interesting, it helped me in boosting my confidence and speaking skills. It was great opportunity for us as I got something new and innovative to learn in a short time. I am happy to be part of CASI Global New York as the mentor and the guide for us were very nice I enjoyed being a part of CASI family

## Swapnil Dongre

K.K. Wagh Institute of Engineering Education & Research, Nashik



It was great experience attending CASI workshops at KK Wagh college. I am now getting it's benefits in my career. I am expecting an admit to one of reputed business school from France on the basis of CASI certificates. It was great experience with CASI . Thank You!!!

## Smitesh Shetye

V .G. Vaze College of Arts, Science and Commerce



At the time when I was enrolling in Casi program I was not sure whether this program will be that much useful in future or not but after attending the Casi seminars my thoughts about the course became clear. it is a very good course an also offer many specialisation in it like finance, CSR etc. This course also does not affect your other studies you can complete the course side by side and clear the exam. This course has many benefits in future as well I think everyone must at least give it a try and you will witness the benefits of it in future.

## Yogendra Deore

K.K. Wagh Institute of Engineering Education & Research, Nashik



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.

# Admissions Information

## Application Process

Please visit [www.casi-india.com/sksac](http://www.casi-india.com/sksac) 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 (Cheque/DD should be in the name of college) at your college fees counter.

## 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 for CASI Global New York is INR 3540/- per program all inclusive\*  
The program fee for CASI-India & Government Polytechnic joint certification program is INR 6490/- per program all inclusive\* Payment should be done at the time of enrollment.

## 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](http://www.facebook.com/casiglobal)

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

Event Links

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