

. NEW HORIZON



COLLEGE OF ENGINEERING

**(Permanently affiliated to VTU, Approved by AICTE, Accredited by NBA & ISO 9001:2008 certified)
RING ROAD, NEAR MARATHALLI, BANGALORE**

CERTIFICATE PROGRAM IN MANAGEMENT

Submitted by

DEPARTMENT OF MANAGEMENT STUDIES

MAY 2012

About New Horizon College of Engineering

New Horizon College of Engineering (NHCE) is permanently affiliated to VTU, Approved by AICTE and Accredited by NBA. NHCE is ranked No.4 among private tech schools in Karnataka and No.18 among private tech schools in India. It is also ISO 9001:2000 certified by International Certification Services. NHCE offers a blend of traditional and modern teaching techniques, with top rated faculty members. Graduate & Post Graduate degrees in engineering, management and computer applications provide the basis for the development of highly competent and well-trained graduates. The focus is on developing key skills in numeracy, communication, analysis and in solving a wide array of problems, together with the high academic standards of the courses. This also makes students highly sought after by industries. NHCE, Bangalore, India, is located in the prestigious IT corridor of this City Of Technology. Bangalore, with a salubrious climate and a cosmopolitan lifestyle, has been the ideal choice of many students from all over India and abroad.

About Department of Management Studies

The Department of Management Studies offers Master in Business Administration (MBA), affiliated to Visvesvaraya Technological University (VTU). The Department of Management Studies prepares a student lead authentic life and pursue a successful livelihood, it also provides the right motivational levels to seek excellence. The Department is working on industry institute partnership projects and several other projects under the leadership of Dr. S.K. Prasad, Director, Department of Management Studies. The department offers a range of exciting courses. The goal is to give students a firm grasp of broad-based fundamentals. Field-based Learning and Case Study method are designed to help students deepen their knowledge in a particular area of interest. It creates remarkable opportunity for students to truly personalize their education as they make connections and gain experience in their chosen field. Department of Management Studies is an institutional member of Association of Management Development Institutes of South Asia (AMDISA), a powerful international network of institutes and academicians.

Certificate Programme in Management

Course Duration: August to January

Course Structure:

- **CPM 1201** - Organization Behaviour
- **CPM 1202** - Accounting for Managers
- **CPM 1203** - Management Information System

*Students can choose any of the specialized certificate programme/es mentioned below in the field they want to specialize in, with CPM 1201, CPM 1202 & CPM 1203.

- **Certificate Programme in Marketing Management**
 - CPMM 1201-Business Marketing,
 - CPMM1202 -Sales and Retail Management,
 - CPMM1203- Consumer Behaviour,
 - CPMM1204- Service Marketing
- **Certificate Programme in Financial Management**
 - CPFM1201- Advanced Financial Management,
 - CPFM1202 -Security Analysis & Portfolio Management,
 - CPFM1203- Mergers, Acquisitions & Corporate Restructuring
 - CPFM1204- Merchant Banking & Financial Services
- **Certificate Programme in Human Resource Management**

- CPHRM1201-Organizations Design & Organization Development,
- CPHRM1202- Legal Environment & Industrial Legislations,
- CPHRM1203- Performance Management & Competency Mapping,
- CPHRM1204- Personal Growth & Inter-Personal Effectiveness