

Add-on Certificate Courses for 2015-16

1. **Financial Management**

- Statements of Financial Information
- Capital Budgeting
- Cost of Capital and Capital Structure
- Management of Short Term Investment
- Valuation concepts

2. **Media Studies**

- Advertising and Marketing
- Print Journalism (English)
- Public Relations and Marketing
- Television Production & Journalism 16

3. **Corporate Communication & Public Relations**

- Corporate Communication is the term used to describe a variety of management functions related to an organization's internal and external communication.
- It includes traditional disciplines such as public investor, employee, community, media, labor and government relations, employee training and development, marketing communication, management communication.
- Many organizations also include philanthropic activity, crisis and emergency communications, and advertising as part of corporate communication functions. • In simple terms, Corporate Communication is said to be the application of Public Relations in a corporate environment.
- This course will introduce the students to the nuances of Global Corporate Communication & Public Relations and promising job opportunities in this field.

4. **Advertising& marketing communications**

Details to be intimated later.

5. **Camera& photography**

Details to be intimated later.

6. **Sports and events management**

Details to be intimated later.

7. **Calligraphy**

Details to be intimated later.

8. Hindi journalism – hindi patrakarita avam jansanchaar

(Approved by UGC)

Jesus & Mary College is introducing an add on career oriented course in Hindi Journalism-Hindi Patrakarita Avam Jansanchaar from July 2015 onwards. The utility of the course is related to self-employment and empowerment of the students.

The syllabus is approved by Delhi University. The course will start as a certificate course and will further continue as Diploma and Advance diploma in coming years.

1. Duration of the Course : August 2015 to March 2016
2. Number of Seats : 30-40 (minimum 30 seats need to be filled in for the commencement of the course)
3. Eligibility Criteria : 70% aggregate in class XII (all streams). The course is open for girls from other colleges as well.
4. Fee structure : 20,000/- for certificate course,
5. Time of the Classes: 2.00 p.m. -4.00 p.m. in the afternoon.
6. Infrastructure facilities : Good media laboratory, Professional faculty from print and electronic media.

Prescribed form can be obtained from the College Office between 9.30 a.m. – 4 p.m. from Monday to Friday.

NOTE :- Admission will be on the basis of first come first served.

9. SAP ERP 01 and B1 LEVEL

JMC offers SAP 01 and B1 courses for students of all courses of the college. SAP is the world's number one ERP solution provider company. The duration of the course is 104 Hours which is covered in two semesters.

SAP Alliance introduces students to the exciting technologies shaping business. The program is designed to inspire connecting students around the world interested in SAP solutions, careers, and research opportunities. Students participate in classroom sessions, networking opportunities, and more. It promotes practical and future-oriented education by providing access to the latest SAP technologies.

10.

Foreign Languages

French and Spanish offered by Delhi University

The minimum number of students required for the course is 40.

• Certificate Course • Diploma Course • Advanced Diploma