



Industry-led programmes for colleges and universities

Course Catalogue 2026-27

70 credit-ready courses across 11 areas | 5 certification pathways

About Our Programmes

Cresca Learning brings working industry professionals into colleges and universities to teach practical, job-ready courses. Every programme is designed with practitioners and delivered on campus or online, within the college timetable.

Industry experts	Taught by professionals currently working in the field.
Credit-ready	Structured with units, hours, outcomes and assessments for Board of Studies approval.
Hands-on	Live tools, real datasets, case studies and a final project in every course.
Flexible delivery	Offline, online or hybrid, in batches that fit your semester.
Complete support	Curriculum, faculty, attendance, assessment, feedback and certificates handled by us.

How Credits Work

Credits are awarded by the college or university. Our courses are sized to fit standard credit slots, with one credit equal to about 15 hours of classroom teaching or 30 hours of practical work. They can be offered as Skill Enhancement Courses, Value Added Courses, Open Electives or add-on certificate programmes depending on the college's framework.

Credits	Classroom hours	Typical format
1	15	Workshop-style short course
2	30	Standard semester course
3	45	In-depth course with capstone project

Catalogue at a Glance

Area	Courses
Finance	10
Accounting and Taxation	8
Analytics and Data	7
AI and Technology	7
Marketing and Sales	7
HR and People	4
Operations and Supply Chain	5
Entrepreneurship	7
Sustainability	6
Law and Compliance	3
Placement and Career Readiness	6
Total	70

Finance

Practical finance skills used by analysts, banks and investment firms.

Course	Hours	Credits	Best for
01 Financial Modelling and Valuation Build three-statement models, DCF valuations and forecasts in Excel.	45	3	BBA, B.Com, MBA
02 Stock Market and Investment Analysis How markets work, reading financial statements and building a portfolio.	30	2	All commerce
03 Personal Finance and Wealth Management Budgeting, saving, insurance, taxes and investing for young earners.	15	1	All streams
04 Banking Operations and Credit Analysis Retail and corporate banking processes with loan appraisal practice.	30	2	B.Com, BBA
05 Mutual Funds and Financial Planning Fund types, risk profiling and goal-based planning, aligned to NISM.	30	2	B.Com, BBA
06 Fintech and Digital Payments UPI, digital lending, neobanks and the business models behind them.	30	2	BBA, MBA
07 Applied Financial Literacy Simulation-based course on budgeting, credit, tax, investing and fraud safety.	30	2	All UG programmes
08 Digital Banking Ecosystem UPI, digital lending and payment sandboxes with hands-on labs.	30	2	B.Com, BBA, BCA, MBA
09 Corporate Finance with Excel Capital budgeting, cost of capital and working capital decisions.	30	2	MBA, M.Com
10 Investment Banking Fundamentals M&A, IPOs, pitch books and the deal process from practitioners.	45	3	MBA

Accounting and Taxation

Job-ready accounting and compliance skills for commerce graduates.

Course	Hours	Credits	Best for
11 Practical GST Registration, invoicing, input tax credit and return filing on live portals.	30	2	B.Com
12 Practical Income Tax and Return Filing Computing tax for individuals and businesses and filing ITRs.	30	2	B.Com, M.Com
13 Tally Prime with GST Complete bookkeeping, inventory and GST in Tally Prime.	30	2	B.Com, BBA
14 Zoho Books and Cloud Accounting Cloud accounting workflows used by startups and small firms.	30	2	B.Com
15 IFRS and Ind AS Fundamentals Key global and Indian accounting standards with case examples.	30	2	B.Com, M.Com
16 Payroll Processing and Statutory Compliance Salary structures, PF, ESI, PT and TDS on salaries.	30	2	B.Com, BBA
17 Audit in Practice Audit planning, vouching, sampling and reporting as done in CA firms.	30	2	B.Com, M.Com
18 US Accounting and Bookkeeping US GAAP basics and QuickBooks for outsourced accounting roles.	30	2	B.Com

Analytics and Data

Turning business data into decisions with industry tools.

Course	Hours	Credits	Best for
19 Advanced Excel for Business Lookups, pivots, dashboards and automation for everyday work.	30	2	All streams
20 Business Analytics with Excel and Power BI Data cleaning, analysis and interactive dashboards end to end.	45	3	BBA, B.Com, MBA
21 Data Analytics with Python Pandas, visualisation and basic modelling on business datasets.	45	3	BCA, MBA
22 SQL for Business Analysts Querying, joining and summarising data from real databases.	30	2	BCA, BBA, MBA
23 Tableau Data Visualisation Storytelling with data through charts and dashboards.	30	2	BBA, MBA
24 HR Analytics Attrition, hiring and performance metrics using real HR data.	30	2	BBA, MBA
25 Marketing Analytics Campaign metrics, customer segmentation and funnel analysis.	30	2	BBA, MBA

AI and Technology

Using AI and modern tools to work faster and smarter.

Course	Hours	Credits	Best for
26 AI Tools for Business Professionals Practical use of AI assistants for research, writing, analysis and presentations.	30	2	All streams
27 Prompt Engineering and Generative AI Writing effective prompts and building simple AI workflows.	15 to 30	1 to 2	All streams
28 AI in Finance and Accounting AI for reconciliation, reporting, analysis and audit support.	30	2	B.Com, MBA
29 No-Code Automation Automating tasks with Zapier, Make and Power Automate.	30	2	BBA, BCA
30 Cybersecurity Awareness for Business Protecting data, spotting fraud and safe digital practices.	15	1	All streams
31 ERP Fundamentals How SAP and Oracle run finance, sales and supply chain.	30	2	B.Com, MBA
32 Product Management Fundamentals User research, roadmaps and working with tech teams.	30	2	BBA, BCA, MBA

Marketing and Sales

Modern marketing and selling skills taught by working marketers.

Course	Hours	Credits	Best for
33 Digital Marketing SEO, social media, content, email and paid ads in one programme.	45	3	BBA, MBA
34 Social Media Marketing and Content Creation Planning, creating and measuring content across platforms.	30	2	All streams
35 Performance Marketing Running and optimising Google and Meta ad campaigns.	30	2	BBA, MBA
36 Brand Management in Practice Positioning, brand building and real Indian brand case studies.	30	2	BBA, MBA
37 Sales and Negotiation Skills B2B and B2C selling, objection handling and negotiation.	30	2	BBA, MBA
38 E-commerce Management Marketplaces, D2C stores, logistics and online growth.	30	2	BBA, B.Com
39 Retail Management Store operations, merchandising and retail analytics.	30	2	BBA

HR and People

Practical HR skills for students heading into people roles.

Course	Hours	Credits	Best for
40 HR Operations and Payroll Compliance Onboarding, payroll, policies and statutory compliance.	30	2	BBA, MBA
41 Talent Acquisition and Recruitment Sourcing, screening, interviewing and hiring tools.	30	2	BBA, MBA
42 Labour Laws in Practice The new labour codes applied to real workplace situations.	30	2	BBA, MBA, LLB
43 Learning and Development Essentials Designing and measuring employee training programmes.	30	2	MBA

Operations and Supply Chain

How goods, services and projects are delivered efficiently.

Course	Hours	Credits	Best for
44 Supply Chain and Logistics Management Planning, warehousing, transport and inventory control.	30	2	BBA, MBA
45 Procurement and Vendor Management Sourcing, negotiation, contracts and vendor evaluation.	30	2	BBA, MBA
46 Lean Six Sigma Yellow Belt Process improvement tools with a hands-on project.	30	2	BBA, MBA, B.Tech
47 Project Management Fundamentals Planning, scheduling, risk and tools like MS Project and Jira.	30	2	All streams
48 Import Export Management Documentation, customs, Incoterms and trade finance.	30	2	B.Com, BBA

Entrepreneurship

Turning ideas into ventures with guidance from founders and investors.

Course	Hours	Credits	Best for
49 Entrepreneurship and Startup Building From idea to validated business with founder mentors.	30	2	All streams
50 Design Thinking and Innovation Solving real problems through user research, ideation and prototyping.	30	2	All streams
51 Business Plan and Pitch Development Writing a business plan and pitching to investors.	15 to 30	1 to 2	All streams
52 Startup Finance and Fundraising Bootstrapping, angel and VC funding, valuations and term sheets.	30	2	BBA, B.Com, MBA
53 Startup Marketing and Growth Finding first customers, building a brand and growing on a small budget.	30	2	BBA, MBA
54 Family Business Management Growing and professionalising a family enterprise.	30	2	BBA, B.Com
55 Social Entrepreneurship and Impact Ventures Building ventures that solve social problems and measure impact.	30	2	All streams

Sustainability

Preparing graduates for the green economy and responsible business.

Course	Hours	Credits	Best for
56 Sustainability and Climate Change Fundamentals Climate science, the SDGs and what they mean for business and careers.	15	1	All streams
57 ESG and Sustainability Reporting ESG frameworks and India's BRSR reporting with company case studies.	30	2	B.Com, BBA, MBA
58 Sustainable Business Strategy Building sustainability into products, operations and growth.	30	2	BBA, MBA
59 Carbon Accounting and Climate Finance Measuring emissions, carbon markets and green finance instruments.	30	2	B.Com, MBA
60 Circular Economy and Green Supply Chains Reducing waste through reuse, recycling and greener sourcing.	30	2	BBA, MBA
61 CSR Management in Practice Planning, running and reporting CSR projects under the Companies Act.	15	1	BBA, MBA

Law and Compliance

Legal and regulatory knowledge every business graduate needs.

Course	Hours	Credits	Best for
62 Company Law and Secretarial Practice Incorporation, board meetings, ROC filings and compliance.	30	2	B.Com, BBA
63 Business Contracts and Legal Drafting Reading and drafting common business agreements.	30	2	BBA, LLB
64 Intellectual Property Basics Trademarks, copyright and patents for businesses.	15	1	All streams

Placement and Career Readiness

Preparing final-year students to get hired.

Course	Hours	Credits	Best for
65 Corporate Readiness Programme Workplace skills, communication and professional conduct.	30	2	Final year
66 Aptitude and Reasoning for Placements Quantitative, logical and verbal practice for recruitment tests.	30	2	Final year
67 Interview Skills and Group Discussion Mock interviews and GDs with feedback from recruiters.	15	1	Final year
68 Resume Building and LinkedIn Profile Building a resume and profile that recruiters notice.	15	1	All streams
69 Workplace Etiquette and Professional Skills Meetings, emails, teamwork and corporate culture.	15	1	All streams
70 Business Communication and Report Writing Emails, reports, presentations and meeting skills.	30	2	All streams

Professional Certification Pathways

Longer programmes that prepare students for global professional qualifications alongside their degree.

Pathway	Format	Best for
US CMA Foundation	Integrated with degree	B.Com, BBA, MBA
ACCA Foundation	Integrated with degree	B.Com, BBA
CFA Level 1 Orientation	Bridge course	B.Com, BBA, MBA
NISM Certification Preparation	Short course	B.Com, BBA
Financial Risk Management (FRM) Introduction	Bridge course	MBA, M.Com

Partner With Us

Tell us your students' needs and we will recommend the right courses, share detailed syllabi and propose a schedule that fits your academic calendar. Every course can be customised in content, duration and credit value.

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