



Department of Economics
in association with
Arthanomics Club

Under the Aegis of
IQAC & MACS

Skill Enhancement
Certificate Course
on

Basics of Industrial
Research and Analysis

MARCH 01 – AUGUST 31, 2021



Maharaja Agrasen Institute of Management Studies

(Established by Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University, Delhi

Recognized U/s 2(f) of UGC & Bar Council of India

ISO 9001:2015 Certified Institution www.maims.ac.in

Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 India (Est. 2003);
Office Phone: 8448186947

Courses offered: BBA, B.Com (H), B.A. Eco. (H), BA (JMC), BALLB & BBALLB

Highlights

- 30 hours training on industrial research, analysis and report writing
- Industry – An essential component of economy
- Industrial Data Search
- Data Preparation and Presentation for analysis

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Latest by February 20, 2021





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Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP

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MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA Eco (H), BA (JMC), BALLB (Integrated) and BBALLB (integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier Centre of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development.

About the Department of Economics

The Department of Economics at MAIMS was established in 2017 and introduced BA (H) Economics Programme. The vision of the department is to impart theoretical and applied knowledge of economics to students so that they can understand socio-economic problems at regional, national and international level for inclusive development of society. The department has also launched its Bi-annual Peer Reviewed Journal, "MAIMS Economic Journal" in January 2020. The department has well qualified and experienced faculty.

About the Skill Enhancement Certificate Course

Industrial research means the planned research or critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services.

An industry analysis report is a document that evaluates a given industry and the companies involved in it. Often included as part of a business plan and policy document, an industry analysis report seeks to establish how your company can gain an advantage in an industry by understanding the industry's history, trends, competitors, products, and customer bases. In addition, this type of report allows investors, bankers, customers and policy makers to understand the nitty gritty and drivers of growth of an industry.

Since industry analysis reports often form part of a business plan and are intended to indicate how a company can maximize its profits, it is very important to understand how an industry report is made. An industry analysis is not simply a research report; all the information should be provided with an aim to position the company / industry for its success.

Duration of the course: 30 hours (March 2021 - August 2021)

Objective of the Course

The Skill Enhancement Certificate Course "Basics of Industrial Research and Analysis" aims at imparting theoretical and practical knowledge on preparation of an industrial research report which proves to be a useful document for industrialists, policy makers and all other stakeholders to take appropriate decisions.

Course Outcomes

After completion of the course, participants will be able to:

- CO 1:** understand the classification and importance of an industry in an economy.
- CO 2:** analyse key performance indicators of an industry and extract industrial data.
- CO 3:** extract industrial data from various database such as International, National, State and Local.
- CO 4:** evaluate the industrial data and present it graphically using software.
- CO 5:** develop industrial research report by analysing infographics of industry.

Who Should Join the Course?

This Skill Enhancement Certificate Course would be beneficial for students, researchers and academicians for enhancing their research and analysis skills primarily on industrial research.

A certificate will be provided to the participants who successfully complete the course.

Contents of the Course

<u>Lecture No.</u>	<u>Details of topics with sub topics</u>
	Module 1: Industry – An essential component of economy
1	Industry and Economy
2	Industrial growth in India and developing countries
3	Classification of Industries
	Module 2: Industrial Data Search
4	Data: Importance, Types and Key performance indicators
5	Industrial Data base: A survey (Paid as well as open access database)
6 -7	Extraction of key performance indicators: International Database, National Database, State / Local Database
	Module 3: Data Preparation and Presentation for Analysis
8	Data preparation through excel
9	Graphical representation of data
10	Continuous Assessment 1
	Module 4: Industrial Analysis and Research Report
11	Purpose of Industrial Research and key considerations
12	Infographic of Industry
13	SWOT Analysis PEST Analysis
14-15	Structure of Industrial Research Report
16-17	How to do Industrial Research: Step 1 – Identify Research Sources Step 2 – Developing a framework for the analysis Step 3 – Writing the Analysis
18-19	Analysis of Financial Statements
20-27	Statistical Analysis of Key Performance Indicators of Industry and related government policies
28	Continuous Assessment 2
29 - 30	Writing an Industrial Research Report on a select industry

Evaluation of the Course

- Continuous Assessment I (in the form of MCQ Test)
- Continuous Assessment II (in the form of MCQ Test)
- Industrial Research Report and Presentation

Note: All those participants having minimum 80% attendance and have completed all the three assessments will be provided with certificate of completion.

Total seats of the course: 100 (First Come First Serve Basis)

MAIMS	70
MAIT	10
MAU	10
Other Colleges	10
TOTAL	100

Registration & Payment Details

- **Last Date for Registration:** February 20, 2021
- **Registration Fee:** ₹ 300/-

Modes of Payment

Through IMPS/NEFT	
Account Holder's Name	MAIMS Cultural Society (MACS)
Bank Name	Union Bank of India
Bank Account No.	604202010000826
Account Type	Savings Account
IFSC/NEFT Code	UBIN0560421
Paytm No.	9650132640 (Diksha Goel)
<i>UTR/Ref. No. & screenshot of payment to be uploaded for completing the payment</i>	

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Resource Person



Dr. Sanjay Kumar Mangla,

Associate Professor & Head, Department of Economics, MAIMS, Delhi

M.A. (Gold Medalist), M.Phil., Ph.D., UGC-NET in Economics

Dr. Mangla is a research professional with 11+ years of experience in academia and policy research on issues related to cross-functional areas of economics, international trade, and public policy.

Currently, he is working as Associate Professor and Head, Department of Economics, Maharaja Agrasen Institute of Management Studies, Delhi, India. Prior to this, he served the Confederation of Indian Textile Industry, Delhi (India) as an Economist and the Centre for International Trade, Economics, and Environment, CUTS International Jaipur (India) as a Fellow. He also worked in academia for eight years (2009-17) where he taught courses in economics, international trade, and quantitative methods to management and economics students.

Dr. Mangla completed M.A. (Gold Medalist), and M.Phil degrees in economics from MD University, Rohtak and Kurukshetra University, Kurukshetra respectively. He holds a Ph.D. degree in economics with the specialization in trade, productivity and public policy from Jamila Millia Islamia University, New Delhi. He has also qualified UGC-NET examination in economics.

Dr. Mangla has completed several funded projects. He worked on company and industry/market/country-level data for issues related to economics, trade, public policy, and market research. Additionally, he has a good working knowledge of statistical and econometric software packages such as SPSS, Eviews, and STATA and national/international database on economic and trade indicators such as CMIE, CEIC, WITS, ASI, ITC, IMF, UNCTAD Stat etc.

Dr. Mangla has written more than 25 research papers published and presented in various journals/conferences of repute. He has also organized many International Conferences and Workshops. He also writes for newspapers and magazines on trade and economic issues worldwide and particularly for India.

In September 2017, He was awarded 'Trade Facilitation Innovation Award' by UN-ESCAP and Asian Development Bank for his case study on India's Customs Clearance Facilitation Committee during its Trade Facilitation Forum held in Yogyakarta (Indonesia).

Course Coordinators

Convener



Dr. Sanjay Kumar Mangla
Associate Professor & Head
Department of Economics

Co-Conveners



Ms. Nikita Jain
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