



Maharaja Agrasen Institute of Management Studies

Business Administration

Under the Aegis of IQAC

Skill Enhancement Certificate Course **Contemporary Practices in Management** **February - June 2021**

Report

Maharaja Agrasen Institute of Management Studies, Department of Business Administration under the aegis of IQAC started a Skill Enhancement Certificate Course on 'Contemporary Practices in Management'. The course was started for 2nd and 3rd year undergraduate students.

The Inaugural session for the Skill Enhancement Certificate was held on February 17, 2021. The sessions started from February 18, 2021 and ended on June 02, 2021. With 20 sessions of 1.5 hours each, the course was of 30 hours duration in total.

With business education at an inflection point, the college always strives to equip future leaders with competence and confidence to address emerging global business and social challenges. With this objective in mind, the layout of Skill Enhancement Certificate Course on 'Contemporary Practices in Management' was made meticulously. There were sessions on whistle blowing, transaction analysis, crisis management, social media marketing, societal marketing, loan amortization schedule...to name a few. The knowledge of these sessions will help our students to become dynamic, resourceful and proficient managers of tomorrow.

The certificate course was headed by Prof. (Dr.) Vijay Kumar Khurana, Head, Department of Business Administration. The course was coordinated by Dr. Sumedha Dutta, Associate Professor, Department of Business Administration and convened by Ms. Riya Sharma, Associate Professor, Department of Business Administration. Ten faculty members from the Department of Business Administration acted as the resource person for the course covering various topics of management as per their expertise.

At the end of every topic, students were required to fill a feedback form. They were also required



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to participate in a short multiple choice question quiz after every topic. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of multiple-choice question quizzes on time. The pedagogy followed is in coherence with the current requirements in order to bring out the best in the students to be successful managers.

The certificate course has certainly enabled the overall development of budding managers to come up with the expectations of the corporate world. The credit for the certificate course program goes to Prof. (Dr.) Vijay Kumar Khurana, Head, Department of Business Administration & his team who worked under the stewardship of Prof. (Dr.) S. K. Garg, Director General, MAIMS and Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. Their unwavering sustenance and inspiration helped in fruitful completion of this course.

Faculty Conveners

- **Dr. Sumedha Dutta, Associate Professor**
- **Ms. Riya Sharma, Associate Professor**



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About the Course

The modern business environment is a fast-paced and fickle environment. It is important for all to continuously embrace changes and face competition while remaining focused on the organisational mission and goals to remain competitive. To adapt to the changing business environment, the students need to have contemporary and the most relevant knowledge and skills. The course aimed to provide students with an overview of modern management practices and challenges as a result of globalization and technological advancements in the field of Human Resource Management and Marketing Management. The course also helped the students to shape into potential industry leaders and future administrators by providing insights into contemporary principles for modern corporate scenarios.

Objectives of the Course

The Skill Enhancement Certificate Course “Contemporary Practices in Management” aimed at imparting theoretical and practical knowledge on modern management practices and challenges as a result of globalization and technological advancements in the field of Human Resource Management and Marketing.

Course Outcomes

CO1: Understanding modern management practices and approaches in the field of marketing and human resource management.

CO2: Understanding current challenges of today’s corporate world through the application of multifunctional knowledge comprising of Marketing and HR.

CO3: Demonstrate leadership and skills in global perspective in a given organizational framework.

CO4: Analyze corporate management within a global context.

CO5: Apply management’s concepts and theories to real life corporate situations through case analysis.

Contents of the Certificate Course



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S. No.	Topic
1	Crisis Management
2	Transactional Analysis
3	Contemporary styles of Leadership
4	HR Analytics
5	Mentorship
6	Innovative HR practices
7	Workplace Mindfulness
8	Whistle Blowing & Social Responsibility
9	Glass Ceiling
10	Expatriate Compensation System
11	Green HRM
12	Positive Psychology
13	Protean Career
14	Story-Telling Marketing
15	Developing Website: WIX
16	Be Progressive: Societal Marketing
17	Glocal-the new global
18	Financial Functions
19	Financial Functions (Advanced)
20	Loan Amortization Schedule

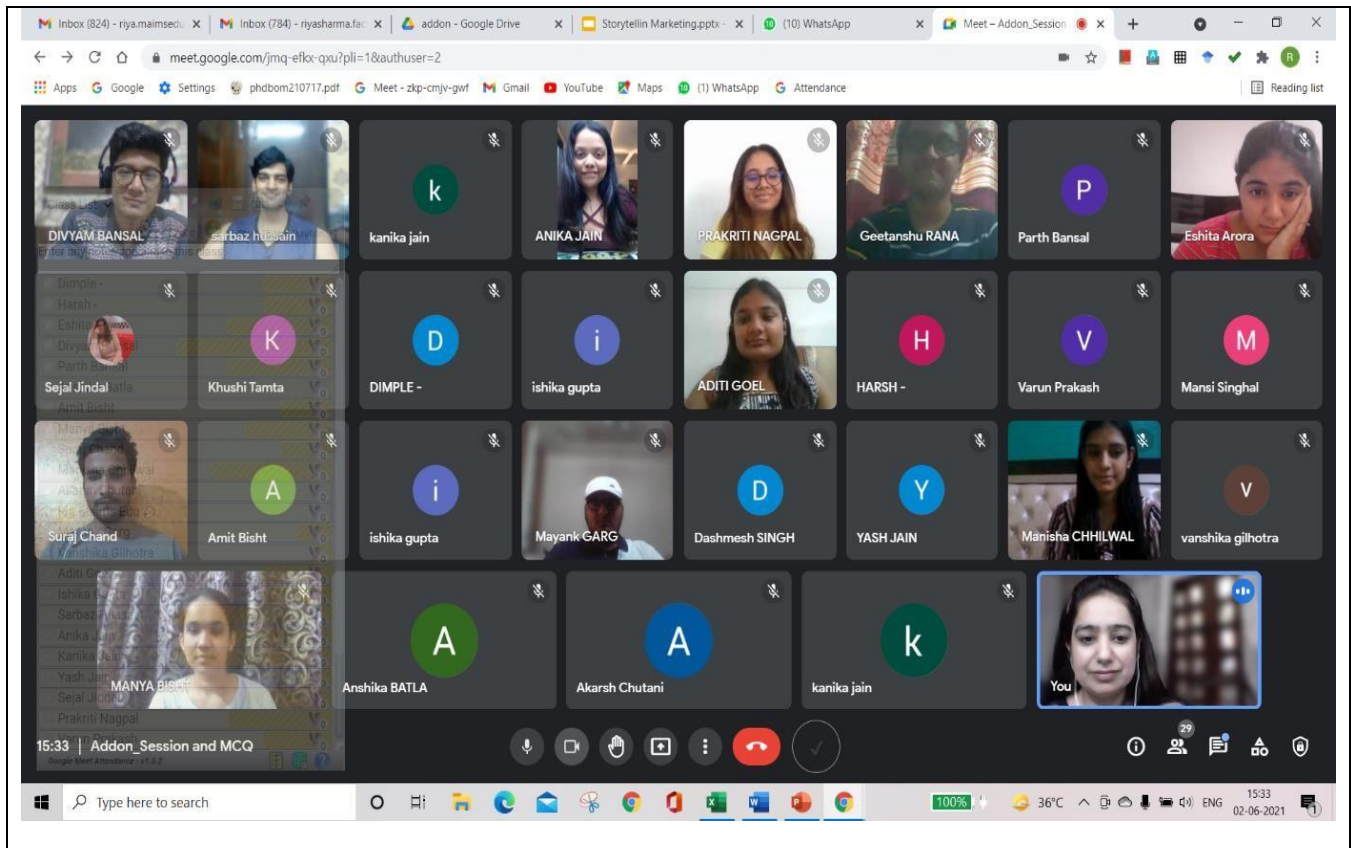


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Glimpses of the Event

The image displays two screenshots of online meetings. The top screenshot is a Google Meet window showing a grid of participants. Visible participants include IQAC MAIMS, Suresh Garg, SHIVEN GOEL, Srishti Sindhwani, MAIMS Alumnus, Sanjay Kumar Mangla, Divya Seth, Director MAIMS, and HOD Commerce. The bottom screenshot is a Zoom Meeting window showing a grid of 20 participants, including Shruti Garg, Sanya, Sumeधा Dutta, Mayank GARG, MAIMS Delhi IN, Riya Mighwal, Eshita Arora, Sarbaz Hussain, Muskan Chitkara, Kanika Jain, Geetanshu Rana, Tanishq Bhugra, Srishti Agarwal, vrinda bhasin, Ishan Bhardwaj, HARSHIL PRATAP..., Vidhi Bansal, Abheer Narain B..., Nishant Chugh, Hritik Goel, Manya Bisht, Prakriti, Harshit Sadhwani, Divyam Bansal, and bhavay. The Zoom interface also shows a chat window with messages and a participants list on the right.







Top Performers of the Certificate Course



Ms. Manya Bisht
Bachelor of Business
Administration
Enrolment no. 4261101719
(Cash Prize: INR 500/-)

	<p>Mr. Geetanshu Rana Bachelor of Business Administration Enrolment no. 1814701719 (Cash Prize: INR 500/-)</p>
	<p>Ms. Kanika Jain Bachelor of Business Administration Enrolment no. 41814701718 (Cash Prize: INR 500/-)</p>
	<p>Mr. Kushaan Mendiratta Bachelor of Business Administration Enrolment no. 11314701719</p>
	<p>Ms. Srishti Bachelor of Business Administration Enrolment no. 43661101718</p>

	<p>Mr. Sarbaz Hussain Bachelor of Business Administration Enrolment no. 45614701718</p>
	<p>Mr. Yash Jain Bachelor of Business Administration Enrolment no. 04461101719</p>
	<p>Mr. Chirag Jain Bachelor of Business Administration Enrolment no. 15061101719</p>
	<p>Mr. Varun Prakash Bachelor of Business Administration Enrolment no. 6961101719</p>