



Maharaja Agrasen Institute of Management Studies
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

REPORT

Academic Session	:	2020 -21
Programme	:	Skill Enhancement Certificate Course
Topic	:	Basics of Industrial Research & Analysis
Convenor	:	Dr. Sanjay Kumar Mangla
Faculty Coordinators	:	Ms. Nikita Jain, Ms. Diksha Goel & Dr. Gaurav Aggarwal
Time Period	:	March 01, 2021 – August 31, 2021
Total Hours	:	30

Research is essential to explore unknowns allows to view the world from different perspective. To groom the research aptitude of our students before they enter the industry as professionals, Department of Economics, Maharaja Agrasen Institute of Management Studies under the aegis of IQAC organized *Skill Enhancement Certificate Course on Basics of Industrial Research and Analysis*.

The Skill Enhancement Certificate Course “Basics of Industrial Research and Analysis” aimed 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. It was a 30 hours training program on industrial research, analysis and report writing. It includes Industrial Data Search and Data Preparation and Presentation for analysis.

The convener of the program was Dr. Sanjay Kumar Mangla Associate Professor & Head, Department of Economics . The Co conveners were Ms. Nikita Jain, Assistant Professor, Department of Economics and Ms. Diksha Goel, Assistant Professor, Department of Economics. The resource person were internal faculties of Department of Economics as well as external speakers were called upon to deliver the lecture. Dr. Satyendra Pratap Singh, Professor, Alliance School of Business, Alliance University delivered few lectures on financial ratios which helps to analyse the performance of industry.

With the blessings of our founder Chairman, Dr. Nand Kishore Garg Inauguration of Skill Enhancement Certificate Course took place on Monday, March 15, 2021, 3:30 PM – 4:30 PM in both online and offline mode. The occasion saw the presence of some esteem dignitaries including Chief Guest - Prof. (Dr.) Neelam Sharma, Director, MAIT, Guest of Honour – Prof. (Dr.) S. S. Deswal, Dean (Academics), MAIT, Prof. (Dr.) S. K. Garg, Director General, MAIMS, Dr. Ravi Kumar Gupta, Director, MAIMS and Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi. The event started with the introductory Remarks by Ms. Diksha Goel followed by presentation by Ms. Nikita Jain about the Course and Profile of Participants.

Hon'ble. Prof. (Dr.) S K Garg joined us on Zoom and welcomed all eminent guests. In his speech he elaborated on importance of industrial research for 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. Further, Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS gave a short message extending his warm wishes for successful completion of course and well appreciated the efforts taken by department for offering the course to students.



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Moving ahead, our Guest Speaker – Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi address the gathering with her vast experience in Industry. She mentioned that 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. The Programme concluded up with the Vote of thanks by Dr. Gaurav Aggarwal, Associate Professor, MAIMS. In his speech, he urged the participants to take the course with due seriousness and attend all the classes regularly.

In total 66 students registered for the course. Out of which 60 students are pursuing undergraduate and they are from MAIMS itself. They are from different courses like B.A. (H) Economics, BBA and B. Com. Rest 6 participants are pursuing Master in Economics as their post graduate course and they are from outside MAIMS. All the participants successfully completed the course. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of two continuous assessment & industrial report at the end of course. The classes of the course began from April 11, 2021 and continued till August 24, 2021. The content of the course includes:

Module 1: Industry – An essential component of economy

Module 2: Industrial Data Search

Module 3: Data Preparation and Presentation for Analysis

Module 4: Industrial Analysis and Research Report

In the first module, participants were taught the importance of industry as an essential component of economy. It further focused on understanding the classification and importance of an industry in an economy. In second module, the participants were taught to analyse key performance indicators of an industry and extract industrial data from various databases such as International, National and State and Local. In the third module, the participants were able to learn evaluating the industrial data and present it graphically using MS Excel. Finally in last module, students were taught how to write industrial research report by analysing infographics of industry.

The course went in all success with great learning experience for participants as well as for resource persons. Such courses provide expert guidance to students & helps them in building their resume. It gives them an edge over others when it comes to working in the corporate world. It helps the students in acquainting themselves with fundamentals of research and data analysis.



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Zoom Meeting 40-Minutes
Recording...
Participants (29)
Find a participant
Ishhan
KHUSHI GARG
Lipika Agrawal
Mayank Singhal
Mitali Sharma
Pranav Singh verma
prasuk jain
Prateek Yadav
Pratham dhawan
sakshi Vashisht
Saloni Arora
Shailfai
Tisha Gupta
CHIRAG JAIN
Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Reactions End
Thanks a lot for sharing! Thanks for the mail! Thanks a lot!

Zoom Meeting
Recording...
Participants (26)
Find a participant
Nikita Jain (Host, me)
Dr. S P Singh
Diya bajaj
Harshil pratap BBA.6A
Malvika Lal
Priyanshu sharma
Sahil Kukreja
Shailfai
Tanishka Solanki
AKSHAT GUPTA
Aman Verma
anshika maggo
Anu Sharma
Arva Sharma
Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Reactions End
Google Forms 2 Daily Student Attendance Form (BAECO 2nd Semester) April 2021 - July 2021 - Date of Plan *DD16
To switch input methods, press Windows key+Space