



# Maharaja Agrasen Institute of Management Studies

Department of Business Administration,

Under the Aegis of IQAC and In Association With

PCJ School of Management,

Maharaja Agrasen University, Baddi, HP



## Skill Enhancement Certificate Course on Contemporary Practices in Management 2.0 (August – October, 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](http://www.maims.ac.in)

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

Courses offered: BBA, BCom (H), BA. Eco. (H), BA (JMC), BA. LLB & BBA LLB

#### Highlights:

- 30 hours training
- Simulation Games
- Corporate Examples
- Case Analysis

**Cash Prizes to Top Performers**

[REGISTER HERE](#)

For any query

☎ 9899297925

☎ 9891065040

☎ 9899030936

Dates	For Internal Participants	For External Participants
Up to 18 <sup>th</sup> August 2021	₹200/-	₹300/-
After 18 <sup>th</sup> August 2021	₹250/-	₹350/-

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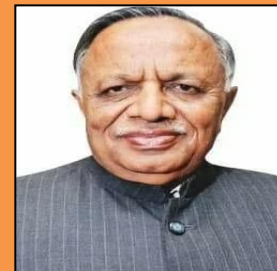
MAIMS Delhi IN





# Maharaja Agrasen Technical Education Society (MATES), New Delhi

**Dr. Nand Kishore Garg**  
**Founder & Chief Advisor, MATES**  
**Chancellor, Maharaja Agrasen University, Baddi, HP**



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 Project Director**

**Maharaja Agrasen  
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**Sh. B. L. Mahajan-  
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**Sh. J R Mani Tripathi CAO  
 (Accounts)**



## Maharaja Agrasen Technical Education Society

**Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well – known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor – MATES, Chancellor – MAU, three times MLA – Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.**

## Maharaja Agrasen Institute of Management Studies

**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 Skill Enhancement Certificate Course

This course aims 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, Finance and Marketing Management. The course will also help students to shape into potential industry leaders and future administrators by providing insights into contemporary principles for modern corporate scenarios.

## Objectives of the Certification Course

The Skill Enhancement Certificate Course 'Contemporary Practices in Management' aims 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, Finance and Marketing.

## Course Outcomes

**CO 1:** Understanding modern management practices & approaches in the field of Marketing, Finance & Human Resource Management.

**CO 2:** Understanding current challenges of today's corporate world through the application of multifunctional knowledge comprising of Marketing, Finance & Human Resource Management.

**CO 3:** Demonstrate leadership skills in global perspective in a given organizational framework.

**CO 4:** Analyze corporate management within a global context.

**CO 5:** Apply management's concepts & theories to real life corporate situations through case analysis.

## Commencement Date

**Date: \*24 August, 2021 (Tuesday)**

## Contents of the Course

Lecture No.	Course Content
1	Crisis Management
2	Glass Ceiling
3	Digital Marketing and its Promotion Techniques
4	HR Analytics - Basic
5	HR Analytics - Advanced
6	Taguchi Approach of Quality Control
7	Workplace Mindfulness
8	Stock worth Analysis
9	Transactional Analysis
10	Story Telling Marketing
11	Innovative HR Practices
12	Behavioural Testing
13	Protean Career
14	Creating website by using Wix
15	Expatriate Compensation System
16	Be Progressive: Societal Marketing
17	Glocal-the new global
18	Contemporary Styles of Leadership
19	Financial Functions
20	Forecasting through Excel

## Who Can Attend?

**This Skill Enhancement Certificate Course would enable the participants to understand and appreciate modern management practices & approaches in the field of Marketing, Finance & Human Resource Management.**

## Registration Details

- **Number of Seats:** Limited seats are available on first cum first served basis.
- **Registration Fees per person (non-refundable):**

Dates	For Internal Participants	For External Participants
Up to 18 <sup>th</sup> August 2021	₹200/-	₹300/-
After 18 <sup>th</sup> August 2021	₹250/-	₹350/-

- **Cash Prizes of ₹500/-** each shall be given to top 3 performers.
- **Certificate of Merit** will be issued to top 5 Performers.
- **Certificate of Completion** will be issued to the participants who successfully complete the course.

## Bank Account / Paytm Details for Payment

Through IMPS / NEFT		Through Paytm / UPI	
Account Holder's Name	Maharaja Agrasen Institute of Management Studies	Account Holder's Name	Maharaja Agrasen Institute of Management Studies/ Anil Kumar
Bank Name	Union Bank of India	Mob. No.	8448186940
Bank Account	394502010059876		
Account Type	Savings Account		
IFSC / NEFT	UBIN0560421		
<i>* UTR/Ref. No &amp; Screenshot of payment to be uploaded for completing the registration form</i>			

## Registration Form Link

- After making the payment, kindly fill the registration form using the given link:  
<https://forms.gle/zWJwfpmh32u8oXYY6>

## Requirements for Issue of Certificates

- 80% or more attendance.
- Submission of solutions/ answers of all assignments.
- Submission of all weekly feedbacks
- Good performance in all MCQ based tests.

## Days, Time & Online Platform

**Days:** Tuesday, Thursday & Saturday

**Time:** 3:00 pm - 4:30 pm

**Online Platform:** Google Meet

## Patrons

**Prof. (Dr.) S. K. Garg**  
Director General, MAIMS

**Prof. (Dr.) G. P. Govil**  
Advisor, MATES

### ADVISOR

**Prof. (Dr.) Ravi Kumar Gupta**  
Director, MAIMS

**Prof. (Dr.) R. K. Gupta**  
Vice Chancellor,  
Maharaja Agrasen University, Baddi, HP

**Prof. (Dr.) Vishal Kumar**  
Dean Research &  
Director, PCJ School of Management

### CHIEF COORDINATOR

**Prof. (Dr.) Vijay Kr. Khurana**  
HOD, Business Administration

## Resource Persons

### CONVENER

\*Dr. Sumedha Dutta, Convener & Associate Professor - 9899297925

### CO-CONVENERS

\*Ms. Riya Sharma, Co-Convener & Associate Professor-9891065040

\*Dr. Charu Mohla, Co-Convener & Associate Professor- 98990 30936

### MEMBERS

\*Prof. Vijay Kumar Khurana, Head, Department of Business Administration

\*Prof. (Dr.) Sangeeta Malik, Dean

\*Dr. Bharti Chaudhary, Associate Professor

\*Dr. Shilpee Aggarwal, Associate Professor

\*Dr. Anitha. G, Associate Professor

\*Dr. Monica Sharma, Assistant Professor

\*Ms. Shweta Rastogi, Assistant Professor

\*Ms. Shikha Sharma, Assistant Professor

## Some of our Industry - Oriented Add on Courses

1. Certificate Course on “Data Analytics”
2. Certificate Course on “Jamovi Software”
3. Certificate Course on “Business Applications of MS Excel”
4. Certificate Course on “Contemporary Practices in Management”
5. Certificate Course on “Accounting Software for Business”
6. Training Sessions for “NSE Certification course on Derivatives Beginner Module”
7. Certificate Course on “Digital Marketing”
8. Certificate Course on “Financial Modelling”

## Top Performers of 1<sup>st</sup> Series Contemporary Practices in Management 1.0 (February – June 2021)

Participants Qualifying with Aggregate Score of 70% or More		
S.No.	Name	Program (2018 – 21)
1	Manya Bisht	BBA
2	Geetanshu Rana	BBA
3	Kanika Jain	BBA
4	Chirag Jain	BBA
5	Varun Prakash	BBA
6	Sarbaz Hussain	BBA
7	Yash Jain	BBA
8	Srishti	BBA
9	Kushaan Meddiratta	BBA

*For Further Queries Mail us: [sumedhadutta.faculty@maims.ac.in](mailto:sumedhadutta.faculty@maims.ac.in)*

*“Learning is a treasure that will follow its owner everywhere”*