



**Maharaja Agrasen Institute of Management Studies**  
(A Unit of Maharaja Agrasen Technical Education Society)  
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](http://www.maims.ac.in)

**DEPARTMENT OF BUSINESS ADMINISTRATION, MAIMS**  
**Under the Aegis of IQAC**  
**and**  
**In Association with PCJSM, Maharaja Agrasen University, Baddi, HP**

**Skill Enhancement Certificate Course**  
**“Contemporary Practices in Management 2.0”**  
**September – October 2021**  
**Valedictory Session: November 15, 2021**

“One learns from books and example only that certain thing can be done. Actual learning requires that you do those things.” – *Frank Herbert*

To enable the students to feel enthused, empowered and ready for the external environment Maharaja Agrasen Institute of Management studies continuously strives to deliver Skill Enhancement program that aim at Experiential learning. In the same endeavor, The Department of Business Administration, MAIMS under the aegis of conducted the Skill Enhancement Certificate Course “Contemporary Practices in Management” which aimed at imparting theoretical and practical knowledge on modern management practices in the field of Management. The course was for 2<sup>nd</sup> and 3<sup>rd</sup> year undergraduate students of MAIMS and other colleges. The Inaugural session for the Skill Enhancement Certificate was held on September 2, 2021. The course comprised of 21 sessions of 90 minutes each conducted from September to October, 2021.

With business education at an inflection point, we must strive 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. 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 convened by Dr. Sumedha Dutta, Associate Professor, Department of Business Administration and co-convened by Ms. Riya Sharma, Associate Professor, Department of Business Administration and Dr. Charu Mohla, Associate Professor, Department of Business Administration. Faculty members from the Department of Business Administration acted as the resource person. At the end of every topic, students were required to fill a feedback form. They were also required 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.



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We are confident that our current curriculum has enabled the overall development of budding managers. Our heartfelt gratitude to Prof. (Dr.) Vijay Kumar Khurana, Head, Department of Business Administration and 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.

### **About the Program**

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 organizational 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.

### **Objective 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, Finance and Marketing.

### **Course Outcomes**

- CO 1: Understanding modern management practices and approaches in the field of marketing and human resource management.
- CO 2: Understanding current challenges of today’s corporate world through the application of multifunctional knowledge comprising of Marketing Finance and HR.
- CO 3: Demonstrate leadership and skills in global perspective in a given organizational framework.
- CO 4: Analyze corporate management within a global context.
- CO 5: Apply management’s concepts and theories to real life corporate situations through case analysis.



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### Contents of the Course

S.No.	Topic
1	Crisis Management
2	Glocal-the new global
3	Transaction Analysis
4	Innovative HR Practices
5	Protean Career
6	Stock Worth Analysis
7	HR Analytics - Basic
8	HR Analytics - Advanced
9	Story Telling Marketing
10	Taguchi Approach of Quality Control
11	Contemporary Styles of Leadership
12	Financial Functions
13	Forecasting through excel
14	Digital Marketing & its Promotion Techniques
15	Creating Website by using Wix
16	Glass ceiling
17	Executive Compensation System
18	Behavioral testing
19	Financial Functions
20	Forecasting through excel
21	Digital Marketing: Ingenuity and Creativity



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### Course Implementation:

The certification course was conducted from September 2, 2021 to October 26, 2021 via the online platform of Google Meet. The duration of the course was 21 sessions each along with the two comprehensive MCQ quiz test. Classes were scheduled twice a week. Each class/ lecture consisted of a one & a half hour session along with the videos, assignments, quizzes and MCQs.







### Assessment & Certifications:

Following are the criteria based on which students are eligible for the certification:

- Attending regular classes using laptop
- Submission of all Assignments.
- Participation in all Quizzes.
- Submission of the feedback form on timely basis.

### Top Performers

#### Top Performers of the Certificate Course

- |    |   |  |    |  |  |
|----|---|--|----|--|--|
| 1. |  | <b>Mr. Kushaan Katara</b><br>BBA Student<br>MAIMS<br>Agg. Score: 87.70<br>(Cash Prize Rs. 500/-) | 2. |  | <b>Mr. Saeed Ahmad</b><br>BCom Student<br>Zakhir Hussain College,<br>DU<br>Agg. Score: 85.44<br>(Cash Prize Rs. 500/-) |
| 3. |  | <b>Ms. Yagyata Arora</b><br>BBA Student<br>MAIMS<br>Agg. Score: 81.17<br>(Cash Prize Rs. 500/-)  | 4. |  | <b>Mr. Priyanshu Gupta</b><br>BBA Student<br>MAIMS<br>Agg. Score: 79.67  |
| 5. |  | <b>Mr. Ankit Kumar</b><br>BBA Student<br>MAIMS<br>Agg. Score: 78.43                              | 6. |  | <b>Mr. Yash Jain</b><br>LLB Student<br>MAIMS<br>Agg. Score: 76.40  |

### Glimpses of Sessions:



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The screenshot shows a Google Meet interface. On the left, a presentation slide is displayed with the title "HR Analytics Case Studies with Business Impact" and a bar chart. A "Stop presenting" button is overlaid on the slide. The right side of the screen shows a grid of participant avatars with names: PRIYANSHU GUPTA, YAGYATA ARORA, SAURABH PAUR..., Shikhar Upadhy..., DEEPTI KAPOOR, Abhishek Grover, BHAVYA SARIN, DHRUV KUKREJA, Vansh matai, Ankit Kumar, and 8 others. A "Track Attendance" button is visible at the bottom. The system tray at the bottom shows the time as 16:12 and the date as 16-09-2021.

The screenshot shows a Google Meet interface. On the left, a presentation slide is displayed with the title "THEME ADDRESS" and a portrait of Prof. (Dr.) Vijay Kr. Khurana. The text on the slide reads: "PROF. (DR.) VIJAY KR. KHURANA, HoD, BUSINESS ADMINISTRATION, IQAC, COORDINATOR, MAIMS". The right side of the screen shows a grid of participant avatars with names: Charu Mohla, HOD Business A..., mohammad Ibrahi..., PRIYANSHU GUPTA, Sanampreet Kapo..., Director -, Charu Mohla, 28 others, and You. The system tray at the bottom shows the time as 15:09 and the date as 15-11-2021.



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Inbox (1495) - shikhasharma x | My Drive - Google Drive x | Attendance Sheet: Certificate x | Meet - Contemporary P... x | Case Study | IKEA "Glocal" M... x

meet.google.com/xjp-zhmy-sba

REC To add names to this class, either start a Meet (and let the extension add them for you) or click the edit class list button above and type/paste the names

Class List

SAURABH PAURIYAL	Urvashi Bhadora	Yash Jain	bejoy mathew	Dhruv Tayal	Ankit Kumar	Abhishek Grover
PRYANSHU GUPTA	KUSHAAN KATARA	YAGYATA ARORA	Prisha Fugla	SHIVEN GOEL	Saeed Ahmad	Shikhar Upadhyaya
Abhishek Grover	Aastha G	Hrishita Kumari	BHAVYA SARIN	NIA JAIN	MAHEEP SINGH AHLJW...	Aastha Gupta
Nia Jain	Yash Jain	Deepthi Kapoor	Kushaan Katara	Kaurs kitchen	Ankit Kumar	Hrishita Kumari

15:06 | Contemporary Practices\_Glocal Marketing\_4 Sept\_...

Class List (2021-09...csv) | class-list (2021-0...html) | class-list (2021-0...html) | Show all x

Windows taskbar: 30°C AQI 134 | ENG IN | 15:06 | 04-09-2021