



**Department of Business  
Administration**

**Under the Aegis of IQAC**

**Skill Enhancement  
Certificate Course**

**on**

**Contemporary Practices  
in Management 1.0**

February – April, 2021 (4:00-5:30PM)

Commencement Date: 18 Feb 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); Office Phone: 8448186947

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

## **Highlights**

**30 hours Training on  
Contemporary  
Management Practices  
Simulation Games  
Corporate  
Examples  
Case Analysis**

**Online Classes Via  
Gmeet**

MAIMS Delhi IN



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

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



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# 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 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.

## Objective of the 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 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 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.

## Contents of the Course

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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	Marketing Simulation: Customer Centricity
15	Social Media Marketing
16	Be Progressive: Societal Marketing
17	Glocal-the new global
18	Employee Wellness
19	Psychological Contracts
20	Employee Well Being

## Who can attend?

- 2nd and 3rd Year Students of Undergraduate Programs at MAIMS

## Days and Timings

- Monday & Thursday: 4:00 pm - 5:30 pm
- Commencement from Thursday, February 18, 2021
- Online Sessions on Google Meet
- Duration of the course: 30 hours (February 2021 – June 2021)

## Registration Details

- Last Date for Registration:  
February 12, 2021
- Registration Link: [Click Here](#)
- No Registration fees for MAIMS students
- Rs. 2500 for External participants

## Evaluation of the Course

- Mid-term continuous assessment (in the form of MCQ Test)
- Case analysis
- Top 7 Performers will get Certificate of Merit

*Note: All those participants having minimum 80% attendance and have completed all assessments will be provided Certificate of Completion.*

## **Patrons:**

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

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

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

## **Program Head:**

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

## **Resource Persons:**

1. Dr. Sumedha Dutta, Convener & Assistant Professor -9899297925
2. Ms. Riya Sharma, Co-Convener & Assistant Professor-9891065040
3. Prof. Vijay Kumar Khurana, Head, Department of Business Administration
4. Prof. Sangeeta Malik, Dean
5. Dr. Charu Mohla, Assistant Professor
6. Dr. Bharti Chaudhary, Assistant Professor
7. Dr. Shilpee Aggarwal, Assistant Professor
8. Ms. Shweta Rastogi, Assistant Professor
9. Ms. Shikha Sharma, Assistant Professor
10. Ms. Kriti Goel, Assistant Professor

### **Contact Persons :**

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