



Maharaja Agrasen Institute of Management Studies
Department of Business Administration,
 Under the Aegis of IQAC and In Association With
 PCJ School of Management,

Skill Enhancement Certificate Course
on
Contemporary Practices in Management 2.0

(August – October, 2021)
 Commencement Date: 2 Sep 2021
 Timings: 3:00-4:30 PM



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

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 online training via Gmeet
- 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 th August 2021	₹200/-	₹300/-
After 18 th August 2021	₹250/-	₹350/-

MAIMS Delhi IN



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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: 2 Sep, 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):**

For Internal Participants	For External Participants
No Fess for MAIMS	Rs. 2500/ -

- **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 & 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