



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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REPORT

WORKSHOP ON LINKEDIN PROFILE BUILDING

Theme: LinkedIn Profile Building

Organizing Department: Department of Commerce

Head of Department: Prof. (Dr.) Manju Gupta

Student Beneficiary: 54

Convener: Ms. Shreya Garg

Date: April 3 2023

Time: 12:30 p.m. onwards

Venue: Room No. 986, 9th Block, 8th Floor

Resource Person: Ms. Shreya Garg

OBJECTIVES OF THE WORKSHOP

The event was organised with the aim of helping the students learn the basics of building a complete and attractive profile on LinkedIn and also help them understand the ways of finding suitable job options on this platform. The main aim was to make them realise the importance of this professional social media platform and teach them ways to exploit the benefits of this platform to the fullest.

Report

The Department of Commerce, MAIMS organised a workshop on LinkedIn Profile Building on Monday, April 3rd, 2023 from 12:30 p.m. onwards. The resource person of the event was Ms. Shreya Garg, Assistant Professor, MAIMS. She started the session with explaining the significance of the LinkedIn App and then further taught the right ways of creating a LinkedIn profile. From choosing the correct profile picture to writing an appropriate summary and endorsing skills, she covered all the topics and also encouraged students to take the Skill Assessment Test available on LinkedIn. Later she explained the ways to find the right job profile

and also covered the application of “Filter” option on LinkedIn which could help students filter out the relevant job postings which matches their skillset.

54 students from B.COM (H) registered for the event. The workshop was a practical learning experience for the students and they participated actively. Students clarified their queries and were motivated to improve their LinkedIn profile. The students gave very positive feedback and showed their preference for more such career building sessions. Some glimpse of the session are given below.

LEARNING OUTCOMES

- Students learnt about the importance of building a social media profile for career enhancement.
- Students got an insight of the basics of LinkedIn profile building.

Glimpses of the Event





