



Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; NAAC A++ Accredited, Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Courses offered: BBA, B. Com(H), BA(H) Economics, BA(JMC), BALLB, BBA LLB, LLM



Maharaja Agrasen Institute of Management Studies (GGSIPU)

Department of Commerce

Under the Aegis of IQAC

Organizes

Value Added Course

On

“Strategic Management and its Dynamics”

September - October 2023

Starting on September 25, 2023

Key Highlights:

- ✚ Contemporary issues in 21st century
- ✚ Role of AI
- ✚ Corporate Strategic Decisions: ESG & IPO
- ✚ Framework and working of GST

Registration Charges: Rs. 100/-
Certificates and rewarding prizes.

REGISTER NOW!!

Last date for registration: 24 Sept 2023

Delhi IN



MAIMS Delhi IN



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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About 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.

About 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 (H) Eco., BA (JMC), BALLB (integrated), BBALLB (integrated), LLM programs 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 premiere center of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development.

About the course

This course is aimed at guiding students on how firms compete by learning about important analytical approaches that underly strategy. This course will help the learners to understand how business views itself in its “totality” and in the context of its environment. After completion of the course, students will be able to analyze the different business environments and develop and implement strategies required for a successful business. A clear understanding and a roadmap on formulation and implementation of strategies will be helpful for the student’s future reference. You will also be able to analyze systems at the granular level and suggest changes that will help improve the workflow of the organizations. It helps boost career productivity and enhance your professional profile. This program is also supported by various resources including online case studies, simulations and discussion forums that will help students to apply their learning to real world scenarios and develop critical thinking skills.

Businesses are more globally aligned. This course helps you understand essential responsibilities, efficiency requirements, ethics, and decision making driven by global factors. Students will gain knowledge about sustainability, crisis management, resource allocation, marketing management, and human resources. Strategic social, technological, political, global and economic factors are crucial to achieving the outcomes. Learners will be able to understand and use organizational strengths and weaknesses. Participants will be able to learn to make decisions that are beneficial for the business, scalability and give it a much-needed competitive edge.

Course Objectives

The main objectives of the course are:

- Gain knowledge of contemporary issues in finance and commerce in 21st century.
- Develop an understanding of artificial intelligence in various sectors.
- Develop skills to formulate various strategies for ESG investments and IPO.
- Discover the framework and working of GST in India.

Course Outcomes

At the end of the course, participants should be able to:

- Brings depth and layers of understanding to the decision-making process of a manager.
- Able to align organizational goals with the primary direction of the company.
- Able to recognize the idea behind making, implementing, and improving a cross-functional business strategy to drive business growth in the long and short term.
- Learning strategic management will help you attain your goal of climbing up the corporate ladder.

Program Details

- Commencement date: 25th September 2023.
- There will be minimum 30 Sessions of one hour each.
- There will be Sessions on all Five Weekdays; (Monday to Friday)
- Class timings will be 3:00 pm – 4:00 pm.
- After the completion of course, feedback will be collected from the participants.
- Minimum 75% attendance is required to obtain the certificate.
- MCQs will be given to students after every session, which the participants have to complete.
- The students will be evaluated on the basis of the marks obtained in the MCQs shared after every session.

Who can attend?

- Students who want to demonstrate the necessary research methodology, design, tools and techniques required for the analysis and presentation of the research project/ papers.
- Any student of Commerce and Management from MAIMS/MAU/MAIT and from other intuitions will be eligible to attend the program.
- Limited seats are available on first cum first served basis.

Certification

- E-Certificate of Completion will be issued to successful students.
- Top 3 performers of the program will be awarded Certificate of Excellence.

Course Content

The course is organized in modules and each module covers a reasonable content to enable participants connect and progress successively in the next modules.

MODULE 1: Framework of GST in India

MODULE 2: Working of GST in India

MODULE 3: Introduction to Financial Modelling

MODULE 4: Discussion on Model Building

MODULE 5: Franchising

MODULE 6: Role of Artificial Intelligence in Financial Services

MODULE 7: Hybrid Commerce

MODULE 8: Digital Marketing

MODULE 9: Mergers & Acquisitions

MODULE 10: Impact of Mergers & Acquisitions on shareholder wealth

MODULE 11: Impact of Digitization in various industries

MODULE 12: Social Media Marketing

MODULE 13: Impact of Demarketing

MODULE 14: ESG Investments

MODULE 15: Network Marketing

MODULE 16: Entrepreneurial Development

MODULE 17: IPO finance for corporates

MODULE 18: Role of Artificial Intelligence in E-Commerce

MODULE 19: Role of Artificial Intelligence in E-Commerce

MODULE 20: HR Analytics

MODULE 21: Family Business and its Structure

MODULE 22: Personalization in Family Business

MODULE 23: The Future of Money

MODULE 24: Monetary Policy

MODULE 25: Impact of Monetary Policy on Inflation & Liquidation

MODULE 26: Mobile Commerce

MODULE 27: Mobile Commerce

MODULE 28: Economic Industry Company Analysis & CSR

MODULE 29: Economic Industry Company Analysis & CSR

MODULE 30: Modern Issues in Corporate Finance

Organizing Team

PATRONS

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

Prof. (Dr.) Rajni Malhotra Dhingra
Director, MAIMS

Program Head

Prof. (Dr.) Manju Gupta
(HOD, Dept. of Commerce)

Conveners

Ms. Parul Ahuja
Assistant Professor
Department of Commerce, MAIMS

Ms. Srishti Garg
Assistant Professor
Department of Commerce, MAIMS

Resource Persons

1. Prof. (Dr.) Manju Gupta, Head, Department of Commerce
2. Dr. Anil Kumar Goyal, Associate Professor, Convener, Department of Commerce
3. Dr. Rachna Jain, Associate Professor, Department of Commerce
4. Dr. Geetanjali Gupta, Assistant Professor, Department of Commerce
5. Mr. Praveen Kumar Singh, Assistant Professor, Department of Commerce
6. Ms. Taranpreet Kaur, Assistant Professor, Department of Commerce
7. Dr. Kamal Gupta, Assistant Professor, Department of Commerce
8. Dr. Sheetal Badesra, Assistant Professor, Department of Commerce
9. Ms. Divisha Gupta, Assistant Professor, Convener, Department of Commerce
10. Ms. Shreya Garg, Assistant Professor, Department of Commerce
11. Ms. Durga Aryal, Assistant Professor, Department of Commerce
12. Ms. Parul Ahuja, Assistant Professor, Department of Commerce
13. Ms. Srishti Garg, Assistant Professor, Department of Commerce
14. Ms. Nitika Gaba, Assistant Professor, Department of Commerce

Registration

Last Date of Registration: September 24th, 2023

Registration Link: <https://forms.gle/Ejs5iBHuMau79uVQ6>

Payment Details

Name: Reeti Tayal
Phone Number: +91- 6398177617
Amount: Rs. 100/-

For more details feel free to contact:

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