



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

“Recent Trends in Finance and
Commerce”

September - October 2023

Starting on September 25, 2023



Key Highlights:

- Contemporary issues in 21st century
- Role of AI
- Mobile Commerce
- 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			
Chairman		Executive Chairman	
Sh. Vineet Kumar Lohia		Sh. S.P. Aggarwal, IAS	
Sr. Vice Chairman			
Sh. Sunder Lal Goel			
Vice Chairmen			
Er. Ravinder Kumar Gupta		Sh. O. P. Goel	
Sh. Umesh Kumar Gupta		Sh. Gian Chand Aggarwal	
Sh. Ramesh Gupta		Er. S. C. Tayal	
Sh. Nand Kishore Aggarwal (Crystal)		Sh. S. P. Goel	
Sh. Jagdish Mittal		Prof. (Dr.) M. L. Goyal (Academics)	
General Secretary		Joint General Secretary	
Er. T.R. Garg		Sh. Mohan Kumar Garg	
		Sh. Sanjeev Goel	
Treasurer		Co-Treasurer	
Sh. Anand Kumar Gupta		Sh. Vivek Garg	
Secretaries			
Sh. Satish Garg		Sh. Vikram Garg	
Smt. Sangita Gupta		Sh. Rajnish Kumar Gupta	
Sh. Amar Nath Jindal		Sh. Avinash Aggarwal	
Sh. Anil Roshan Lal Aggarwal			
Chief Executive			
Sh. Gyanendra Srivastava, IAS			
Advisors			
Prof. (Dr.) Muneesh Kumar		Prof. (Dr.) I. M. Kapahi	
Prof. (Dr.) G. P. Govil		Prof. (Dr.) N. K. Kakkar	
Maharaja Agrasen Institute of Management Studies	Maharaja Agrasen Institute of Technology	Maharaja Agrasen University	Maharaja Agrasen Global School
			
Prof. (Dr.) S. K. Garg- Director General	Prof. (Dr.) Neelam Sharma- Director	Prof. (Dr.) R. K. Gupta- Vice Chancellor	Sh. B. L. Mahajan -Director
Prof. (Dr.) Rajni Malhotra Dhingra – Director	Prof. (Dr.) S. S. Deswal- Dean (Academics)	Sh. Suresh Gupta- Project Director	Sh. J R Mani Tripathi -CAO(Accounts)



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), BALLB (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:

- Students who complete this course will be able to understand and comprehend the basics in research methodology and apply them in research/ project work.
- This course will help them to select an appropriate research design.
- With the help of this course, students will be able to take up and implement a research project/ study.
- The course will also enable them to collect the data, edit it properly and analyze it accordingly.
- Thus, it will facilitate students’ prosperity in higher education.
- The Students will develop skills in qualitative and quantitative data analysis and presentation.
- Students will be able to demonstrate the ability to choose methods appropriate to research objectives.

Program Details

- Commencement date: 19th February 2024.
- 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. Srishti Garg
Assistant Professor
Department of Commerce, MAIMS

Ms. Parul Ahuja
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

Registration

Last Date of Registration: February 15th, 2024

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:

Ms. Parul Ahuja; Ms. Srishti Garg
parulahuja.faculty@maims.ac.in ; srishtigarg.faculty@maims.ac.in

+91-7503787426; +91-9034403605