



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical
Education Society) Affiliated to GGSIP
University; Recognized u/s 2(f) of UGC
NAAC Accredited with Grade "A++"
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

DEPARTMENT OF COMMERCE

Email: hodcommerce@maims.ac.in

Prof. (Dr.) Manju Gupta

Ph: 9811871455

Head, Department of Commerce

September 14th, 2026

REPORT ON SESSION

"STAND OUT ON LINKEDIN: BUILD A WINNING PROFILE"

Academic Year: 2026-27

Name of Event: Session on "Stand Out on LinkedIn: Build a Winning Profile"

Organized by: Department of Commerce, Maharaja Agrasen Institute of Management Studies (MAIMS)

Resource Person: Ms. Deepshikha, Assistant Professor, Department of Commerce, MAIMS

Date of the Event: 14th September, 2026

Time of the Event: 12:00 PM to 1:00 PM

Mode: Offline

Venue: Room No. 984, 8th Floor, Block 9, MAIMS

Participants: Students of MAIMS ,Commerce Department (58 students)

Session on “Stand Out on LinkedIn: Build a Winning Profile”

The Department of Commerce, Maharaja Agrasen Institute of Management Studies (MAIMS), organized an interactive and hands-on session on “Stand Out on LinkedIn: Build a Winning Profile” on 14th September 2026. The session was conducted with the objective of helping students understand the importance of LinkedIn as a platform for professional branding, networking, career visibility and future opportunities.

The programme was organized under the guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS, and Prof. (Dr.) Manju Gupta, Head, Department of Commerce, MAIMS. The session was conducted by Ms. Deepshikha, Assistant Professor, Department of Commerce, MAIMS, who guided students through the practical aspects of creating and maintaining a focused, credible and professional LinkedIn presence.

The session began by introducing students to the idea that a LinkedIn profile functions as a digital first impression. Students were encouraged to view their profile from the perspective of a recruiter, faculty member, industry professional or potential mentor and ask whether it clearly communicates who they are, what they are interested in and what kind of opportunities they are seeking.

A key theme of the session was that networking is not merely about collecting contacts or asking for favours; rather, it is a process of structured professional visibility. Students learned how meaningful visibility can be created by maintaining a complete profile, engaging thoughtfully with professional content, following relevant organizations and industry leaders, and building genuine professional relationships over time.

The session provided detailed guidance on the important components of a LinkedIn profile. Students learned how to create a professional headline that goes beyond simply mentioning “student” and instead combines their course, interest area, skills and career aspirations. They were also guided on writing an effective About section that introduces them in a concise and authentic manner while highlighting their interests, strengths, projects, achievements and future goals.

Students were further introduced to the importance of adding relevant skills and using appropriate keywords that reflect their academic background and career direction. The difference between the Follow and Connect features was explained so that students could understand when to follow professionals and organizations for updates and when to initiate a two-way professional connection.

Hands-on Learning Experience

A major highlight of the session was its hands-on format. Students were asked to open their own LinkedIn profiles and conduct a quick profile audit to identify areas that were strong, weak or incomplete. They reviewed their profile photographs, headlines, About sections, skills, education details and visible proof of work.

Students then worked on improving their headlines and drafted short About sections using guided prompts. They were encouraged to convert college projects, event responsibilities, certifications and other academic experiences into meaningful “proof of work” rather than merely listing activities without context.

The students also practised professional networking in real time. They learned how to identify relevant alumni, faculty members, recruiters and industry professionals; how to read a person’s profile before connecting; and how to send a short, personalized and respectful connection request. Practical examples of messages for alumni, seniors and recruiters were discussed to help students understand the difference between purposeful networking and generic or inappropriate messaging.

Digital etiquette was also emphasized during the session. Students were advised to maintain professionalism in their photographs, profile information, comments and messages, avoid spamming people with connection requests, refrain from sending vague “job please” messages, and follow up only in a polite and measured manner.

Learning Outcomes

- Understand the role of LinkedIn in professional branding, networking and career development;
- Create a sharper and more professional LinkedIn headline reflecting their academic profile, interests and aspirations;
- Draft a concise and authentic About section highlighting their skills, achievements, experiences and goals;
- Identify and add relevant technical and soft skills aligned with their career direction;

- Differentiate between Follow and Connect and use both features appropriately;
- Draft personalized and professional connection requests for alumni, faculty members, speakers, recruiters and other professionals;
- Translate academic projects, college responsibilities and extracurricular activities into visible proof of work;
- Understand professional digital etiquette and the importance of respectful communication; and
- Develop a practical action plan for improving their professional visibility and building a meaningful network over time.

Conclusion

The session was an engaging and practical learning experience that enabled students to move beyond theoretical understanding and make real-time improvements to their own LinkedIn profiles. By combining profile building, networking strategy, message drafting and digital etiquette with guided hands-on activities, the session helped students appreciate how consistent professional visibility can support internships, mentorship, networking and career opportunities. The programme successfully encouraged students to view LinkedIn not merely as a social media platform, but as a long-term professional tool for learning, relationship building and career growth.

The session emphasized a simple but powerful message: “Networking is not setting; networking is structured visibility.”



Delhi, Delhi, India 🇮🇳

Maharaja Agrasen Institute Of Management Studies,
Pocket 5, Sector 22, Rohini, Delhi, Delhi 110086, India

Lat 28.718358° Long 77.066146°

Monday, 14/09/2026 12:21 PM GMT +05:30



GPS Map Camera

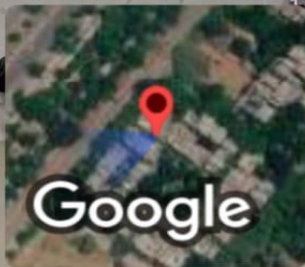
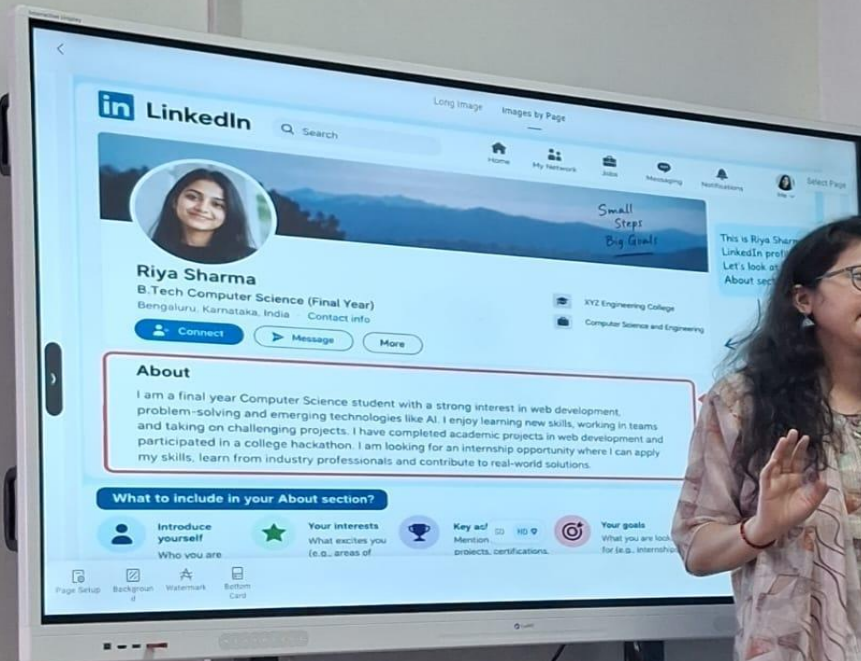
Delhi, Delhi, India 🇮🇳

Maharaja Agrasen Institute Of Management
Studies, Pocket 5, Sector 22, Rohini, Delhi, Delhi
110086, India

Lat 28.718366° Long 77.066158°

Monday, 14/09/2026 12:20 PM GMT +05:30

Google



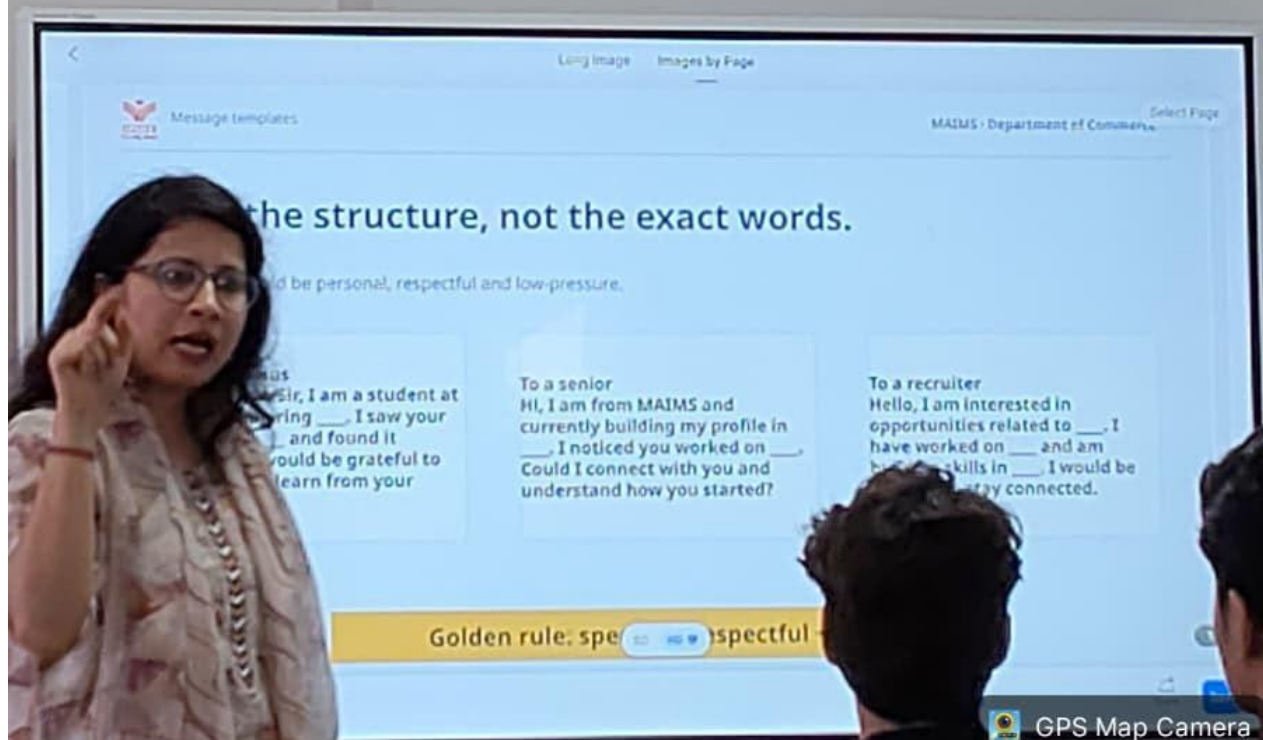
GPS Map Camera

New Delhi, Delhi, India 🇮🇳

13/182, Pocket 9, Sector 21, Rohini, New
Delhi, Delhi 110086, India

Lat 28.716736° Long 77.067721°

Monday, 14/09/2026 12:25 PM GMT +05:30



Delhi, Delhi, India 🇮🇳

Maharaja Agrasen Institute Of Management
Studies, Pocket 5, Sector 22, Rohini, Delhi, Delhi
110086, India

Lat 28.718365° Long 77.06606°

Monday, 14/09/2026 12:39 PM GMT +05:30



 GPS Map Camera

Delhi, Delhi, India 

Maharaja Agrasen Institute Of Management
Studies, Pocket 5, Sector 22, Rohini, Delhi, Delhi
110086, India

Lat 28.718366° Long 77.066158°

Monday, 14/09/2026 12:20 PM GMT +05:30