



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;
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DEPARTMENT OF COMMERCE

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Prof. (Dr.) Manju Gupta

Head, Department Commerce

Wednesday, 30th April 2025

SKILL ENHANCEMENT COURSE

"Digital Transformation in Business"

Academic Year: 2025-2026

Name of Event: Skill Enhancement Course on "Digital Transformation in Business"

Resource Person: Faculties from Department of Commerce

Date of the Event: 8th Sept 2025- 29th Sept 2025

Time of the Event: 2:30 to 4:30 pm

Location: Google Meet

Number of Students participated: 96

"Digital Transformation in Business"

Maharaja Agrasen Institute of Management Studies, Department of Commerce under the aegis of IQAC started a Student Training Programme **"Digital Transformation in Business"**. The course was started for the undergraduate students of MAIMS and other institutes. Registration for the same began on 29th Aug, 2025 and classes started from 8th Sept, 2025 and ended on 29th Sept, 2025. With 15 sessions of two hours each, the course was of 30 hours duration in total.

This course is aimed at exposing participants to the various aspects of digital transformation impacting the business and finance sector in the contemporary world. It provides insights into the fundamentals and scope of digital transformation with focus on digital payment systems,

fintech innovations, financial technologies, and emerging investment platforms. Digital transformation has become an imperative business strategy in the modern era, reshaping organizational processes, customer experiences, and revenue models. This course equips students with practical knowledge and hands-on experience with digital tools and technologies, enabling them to lead effectively in the digital ecosystem while understanding the ethical, legal, and governance challenges that emerge.

The certificate course was headed by Prof. (Dr.) Manju Gupta, Head, Department of Commerce. The course was convened by Dr. Pooja Gupta, Assistant Professor, Department of Commerce and Ms. Ashima Jindal, Assistant Professor, Department of Commerce. Fifteen internal faculty members namely Prof. (Dr.) Manju Gupta, Dr. Anil Kumar Goyal, Dr. Rachna Jain, Dr. Geetanjali Gupta, Mr. Praveen Kumar Singh, Ms. Taranpreet Kaur, Dr. Kamal Gupta, Ms. Shreya Garg, Dr. Sheetal Badesra, Ms. Divisha Gupta, Dr. Pooja Gupta, Ms. Ashima Jindal, Dr. Parul Ahuja, Ms. Garishma Gulyani, Ms. Simran Sharma, Ms. Diksha Singh acted as the resource person for the course covering various topics of research as per their expertise. Google meet was the online platform chosen for the conduct of classes. In total 96 students registered and completed the course. At the end of every topic, students were required to fill a feedback form. They were also required to participate in a short multiple choice question quiz at the end of the course. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of multiple- choice question quiz.

The course had been started with the topics that were chosen to keep in mind the requirements of students in further studies and the need of the market. Almost all the topics were covered by resource persons in detail. Practice questions were given to students in class so as to give them hands-on experience with data. In total 2 sessions were taken by all faculties.

Such courses provide expert guidance to students and help them in building their professional portfolios. It gives them an edge over others when it comes to working in the corporate world and entrepreneurial ventures in the digital economy. The course began with a discussion on digital transformation fundamentals, digital business models, and technology adoption strategies. The students learnt about digital payment systems, mobile banking, and e-commerce platforms reshaping financial services. The discussion around fintech innovations with a focus on blockchain technology, cryptocurrency, digital wallets, and peer-to-peer

lending platforms helped students to understand the future of financial services. The lectures covered topics on investment platforms, robo-advisors, algorithmic trading, and online trading systems. The role of artificial intelligence and machine learning in fraud detection, risk assessment, and customer analytics were discussed in detail. The sessions on cybersecurity frameworks, data privacy regulations, and protection of customer information were crucial for understanding the security challenges in digital transformation.

The course continued with a focus on regulatory frameworks including RBI guidelines, compliance requirements, and governance structures. The sessions on ethical considerations, social responsibility in digital business, and HR challenges in technology adoption were very important for enhancement of understanding digital transformation in a holistic manner. Students learnt the practical aspects of implementing digital technologies in organizations, managing digital workforce, and developing digital entrepreneurship ventures. The discussion on startup ecosystem, venture capital in fintech, and innovation in digital business models provided students with entrepreneurial insights. Additionally, the course highlighted sustainability practices, environmental impact of digital technologies, and green fintech initiatives.

The credit for this initiative goes to Prof. (Dr.) Manju Gupta, Chief Coordinator of the Programme and Head, the Department of Commerce who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this course. After the completion of the sessions, certificates were distributed to all the 96 students who were able to qualify for the Skill Enhancement Course and to all the resource persons.

Dr Pooja Gupta

[Convener, Assistant Professor, Department of Commerce]

Ms Ashima Jindal

[Convener, Assistant Professor, Department of Commerce]