

**Course Name: 30 hrs Students Development Programme on  
Contemporary Issues in Business and Management  
Date: 1<sup>st</sup> September, 2021 – 17<sup>th</sup> September, 2021**

**Curriculum/Course Outline:**

**Module 1: (8 Hrs)**

- Use of data analytics in business to help companies understand their customers better, evaluate their ad-campaigns, personalize content, create content strategies and develop products accordingly.
- LinkedIn- A New normal to cultivate a strong virtual networking for future growth emphasizing on networks as every connection has the potential to impact ones professional life positively, whether that's with a job recommendation, an introduction or career advice.
- Political Economy of non tariff barriers in international trade With explanation on Non tariff barriers to trade which are most pervasive when deteriorating macroeconomic conditions give rise to demands for protection by pressure groups

**Module 2: (7 Hrs)**

- Research Writing - A business student's guide explaining the nuances of research proposals, how to hunt and pitch them in various institutions.
- Integrating spirituality in commerce and management and the presence and practice of spirituality in the workplace to meet a variety of personal and professional business objectives, including meaningfulness of work, ethics and productivity.
- International taxation- Introduction, concepts and future opportunities elaborating Taxation being the primary source of revenue for states across the world with the explanations on various taxation issues in detail with relevant examples.

**Module 3: (8 Hrs)**

- Significant cyber security challenges and solutions providing key to effective tackling of cyber security challenges which lies in the interplay of technological advancement, education and awareness.
- Power of intent: New age management tool
- Crowd funding for social entrepreneurs in times of pandemic supporting a wide variety of activities like disaster relief, support of artists by fans, political campaigns, Startup Company funding, free software development, inventions, scientific research and civic projects and so on.

- Design thinking and innovation - a modern approach to Think like a designer for technologically feasible and economically viable options for people who aren't trained as designers to use creative tools to address a vast range of challenges.
- Behavioral finance- A prelude by introduction to behavioral finance and the impact of behavioral finance research in the market with anomalies of the financial markets and psychology of the investor.

### **Module 4: (7 Hrs)**

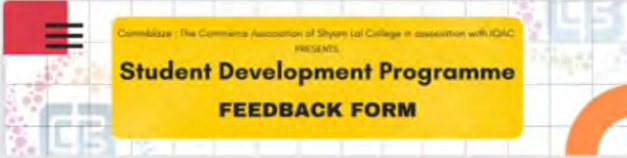
- Story telling in management as an emerging art and skill with meaning of managerial communication to focus on the management practices of leadership, change and organizational culture.
- Redefining Market including creating, communicating, delivering, and exchanging value.
- Paradigm shift in financial market through crypto currency
- Challenges for management during pandemic and preparing the organization for future establishing a core crisis team to coordinate response efforts and define objectives.

#### **Number of students:**

These Sessions were attended by all faculty members of Department of Commerce along with around 155 students.

#### **ASSESSMENT PROCEDURE:**

The students were assessed through a short quiz generated after each session ,with the help of google forms ,which at the end returned correct answers to enhance the understanding of students



Feedback link (DAY 2) for session of Student Development Programme on "LinkedIn-A new normal to cultivate a strong virtual networking for future growth"

Speaker - Dr Vikas Arya  
Date - 3rd September  
Time - 4-6 pm

sbsauhard007@gmail.com [Switch account](#)



\* Required

Email \*

Your email

Name \*

Your answer

Course \*

Your answer

Year \*

- 1st year
- 2nd year
- 3rd year
- other



TEST YOUR KNOWLEDGE

Which of the following best describes LinkedIn? \* 1 point

A photo sharing app  
 A website to share videos of any length  
 A professional networking site  
 A social network used for connecting with family and friends

On LinkedIn, your profile most closely resembles ? \* 1 point

Photo gallery  
 Dating Profile  
 Digital scrapbook  
 Resume

You can search for jobs and connect directly with employers through LinkedIn. \* 1 point

True  
 False

Which of the following are appropriate examples of people to add as LinkedIn connection? Select all that apply. \* 1 point

Select two answers from below mentioned options .

Friends and family  
 Celebrities  
 Coworkers  
 People in your industry who you don't know personally.

You are notified whenever someone looks at your profile on LinkedIn \* 1 point

False  
 True

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## SUMMARY REPORT WITH OUTCOME:

This program was offered to students of commerce discipline and Industry professionals were invited to deliver on contemporary topics in management using interesting case studies. The course comprised of interactive sessions with user interface. Students benefited from several classroom exercises and interactions and contributed in active group discussions. The challenges and essence of management issues and their discussion proved to be thought provoking. Attendee students found these sessions and exercises very useful and augmented their understanding about various upcoming issues in management

**COMMERCE DEPARTMENT, SLC**

**UNIVERSITY OF DELHI**

*30 HOURS STUDENTS DEVELOPMENT PROGRAMME ON CONTEMPORARY ISSUES IN BUSINESS AND MANAGEMENT ORGANISED BY COMMBLAZE IN COLLABORATION WITH IQAC FROM 1<sup>ST</sup> SEPTEMBER TO 17(2021)*

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All sessions were conducted under the able guidance of our visionary principal sir, prof. Rabi Narayan Kar. Each of the Sessions were initiated by convener - Dr Mukta Rohatgi along with the designated session co-ordinators. The Sessions were conducted in virtual mode. The participants were given brief introduction of the topic and thereafter, the speakers addressed participants in detail.

**SDP Report**

**Day 1 – 1<sup>st</sup> September, 2021: Use of data analytics in business by Dr. Vipin Khurana:**

He explained that Data analysis can help companies understand their customers better, evaluate their ad-campaigns, personalize content, create content strategies and develop products accordingly.

**Day 2 – 3<sup>rd</sup> September, 2021: LinkedIn- A New normal to cultivate a strong virtual networking for future growth by Dr Vikas Arya:**

The speaker emphasized that, if your network is filled with people you know personally, it is real and usable, and every connection has the potential to impact your professional life positively, whether that's with a job recommendation, an introduction or career advice.

**Day 3 – 4<sup>th</sup> September, 2021: Political Economy of non tariff barriers in international trade by Dr Bipasha Choudhury:**

The speaker explained that Non tariff barriers to trade are most pervasive when deteriorating macroeconomic conditions give rise to demands for protection by pressure groups

**Day 4- 6<sup>th</sup> September, 2021: Research Writing - A business student's guide by Dr Rupali Khanna:**

It was pointed that the research proposal is your chance to explain the significance of your project to organizations.

**Day 5-7<sup>th</sup> September, 2021: Integrating spirituality in commerce and management by Prof. Sunita Singh Sengupta:**

The presence and practice of spirituality in the workplace meets a variety of personal and professional business objectives, including meaningfulness of work, ethics and productivity.

**Day 6 – 8<sup>th</sup> September, 2021: International taxation- Introduction, concepts and future opportunities by Md. Kashif Ansari:**

Taxation has been the primary source of revenue for states across the world . He explained the taxation issues in detail with relevant examples.

**Day 7 – 9<sup>th</sup> September, 2021: Significant cyber security challenges and solutions by Dr Sudipti Dhawan :**

The key to effectively tackling cyber security challenges lies in the interplay of technological advancement, education and awareness.

**Day 8 – 10<sup>th</sup> September, 2021: Power of intent : New age management tool by Mr Rohan Singal:**

The New Age Management Program, specially crafted for future leaders to help develop essential leadership abilities like strategic

thinking, decision-making, problem-solving, and instincts needed to run a firm.

**Day 9- 11<sup>th</sup> September, 2021: Crowd funding for social entrepreneurs in times of pandemic by Dr Renu Ghosh:**

Crowd funding is an excellent way of supporting a wide variety of activities like disaster relief, support of artists by fans, political campaigns, Startup Company funding, free software development, inventions, scientific research and civic projects and so on.

**Day 10 – 13<sup>th</sup> September, 2021: Design thinking and innovation - a modern approach by CA MadhuTotla:**

Thinking like a designer brings together what is desirable from a human point of view with what technologically is feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

**Day 11 – 14<sup>th</sup> September, 2021: Behavioral finance- A prelude by Dr Kanu Jain:**

The Speaker opened the Session with introduction to behavioral finance and the impact of behavioral finance research in the market. She explained various terms in detail to make the relevant issues easy to understand. The anomalies of the financial markets and psychology of the investor were also elaborated with suitable examples.

**Day 12- 15<sup>th</sup> September, 2021: Story telling in management- an emerging art and skill by Dr Seema Gupta:**

Story telling as a means of managerial communication has been increasingly advocated, with focus on the management practices of leadership, change and organizational culture.

**Day 13-16<sup>th</sup> September, 2021: Redefining Market ,by Dr Pushpendra:**



He stressed on the need for redefining market including creating, communicating, delivering, and exchanging value. Value consists of the benefits an individual receives minus the price the consumer paid and the time and effort they expended making the purchase.

**Day 14- 17 September, 2021: Paradigm shift in financial market through crypto currency by Dr Swaricha Johri :**

With the recent advances in IT technology, the digital revolution is rapidly changing the paradigm of the entire financial industry. The transition of the financial industry into electronic finance, such as Internet Mobile banking, has changed the paradigm which is moving away from a traditional face-to-face model. The crypto currency is the new change as a result of these advancements.

**Day 15 – 18<sup>th</sup> September, 2021: Challenges for management during pandemic by Dr Pradeep Kumar:**

To ensure business continuity, it is essential for businesses to act as fast as possible to lessen any negative impact while preparing the organisation for future developments that may arise due to the COVID-19 outbreak. In order to centralise all efforts, organisations may wish to establish a core crisis team to coordinate response efforts and define objectives.

These Sessions were attended by all faculty members of Department of Commerce along with around 155 students. In the end of each Session, the Convener closed it with concluding remarks and vote of thanks to the Speaker.

