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Section 4 of 11/22

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MANAGEMENT
STOCK TRADING
VALUE ADDED COURSE
COURSE OUTLINE

Course Instructor: Ms. Ankita Sharma

COURSE OBJECTIVE

The main aim of this course is to improve student knowledge and groom the minds of the students. The following topics are indicated as a course line and should be explored through application-based exercise and workshop to provide practical knowledge and exposure to the students.

Help students to learn how they can do trading and able to invest.

PEDAGOGY

Practical classes by showing them live fluctuations in share prices and try to develop new skills in the students.

For this subject students should have DEMAT account for better experience of the course.

TEACHING PLAN:

UNITS	TOPICS	LEARNING	DURATION
1. INTRODUCTION TO STOCK TRADING	<ul style="list-style-type: none"> • What is stock trading? • What is Market? • NSE, BSE, SEBI • Requirements for doing stock trading. • Types of Trading • Investing & Trading 	It will help student to learn the basics of stock market.	5hours
2. INTRADAY TRADE	<ul style="list-style-type: none"> • What is Intraday Trade? • Basics of Intraday. • Short selling • When to enter and exit in Intraday trade? 	Understand Intraday to earn.	5 hours



<p>0. How to select a stock in trading and investing?</p>	<ul style="list-style-type: none"> • Bullish & Bearish • Techniques of selecting shares in trading. • Techniques of selecting shares in investing. 	<p>Understand how to pick stocks.</p>	<p>5 hours</p>
<p>0. Practical & Making portfolios</p>	<ul style="list-style-type: none"> • Showing price fluctuations • Movement of alphas • Purchasing & Selling of shares. • Making portfolios 	<p>Understand Usage of Demat account</p>	<p>7 hours</p>

IMPORTANT POINTS RELATED TO COURSE:

- 1 No of hours(duration) - 22 hours course.
- 2 Who should attend - This course is for all the persons who want to learn & earn money.
- 3 Course outcome - After Completing this course students can successfully do trading by using demat accounts.
- 4 Certification criteria - Students have to prepare a portfolio of shares and study their prices and calculate the profits. After getting this, certificates will be awarded to participants.



Fundamentals of IPR and Patent Registration

Course Developer and Instructor: Dr Parmjot Singh

Hours: 30

Course Objective: This course aims, through a treatment of laws relating to patents, trademarks, confidential information, designs, and copyright, to examine the protection provided by the law in regard to ideas, inventions, information and other forms of creative effort. The course also aims to explore how the law must balance interests and protect investment while taking into account public welfare and technological developments. The course will explore the interrelationship of the different regimes of protection, and will also consider practical issues arising in the commercialization or exploitation of intellectual property. Students completing this course should have a basic grounding in the law of the area, its limitations, policies, and objectives, including the basic features of the various systems of protection.

Target Audience: This course is designed for BBA/MBA/MCA students

Learning outcomes: On completion of this course, learners will be able to:

This course is designed to provide an overview of the law relating to intellectual property (IP) rights in Australia (with consideration of relevant International conventions) and provide an understanding of the social and economic context in which intellectual property law operates. Students who complete the course should:

1. have a basic grounding in Australian laws governing intellectual property rights and the conventions that guarantee those rights internationally;
2. be able to critically appraise the intellectual property system;
3. understand the various rationales proffered for the granting of intellectual property rights;
4. understand the policy issues surrounding the competing interests of intellectual property owners, creators and the broader public.

Introduction to Copy Rights (Learning Outcome 1)

- Subsistence of copy rights
- Exploitation of rights
- Infringement, defences and remedies
- Moral rights and performers rights
- Copyright seminar

Designs and Copyrights overlap- (Learning Outcome 2)

- Designs and copyrights overlap
- Terms and conditions of copyrights
- Actions of passing off, misleading and deceptive conduct



- Case study analysis on copy rights issues

Trademarks - (Learning Outcome 3)

- Registered rights
- Trademarks and business reputation
- Confidential information

Patents -(Learning Outcome 4)

- Registered rights
- Patent reputation
- Confidential information
- Case study analysis on Patent rights issues

Total duration of course 30 Hours

Assessment Criteria Objective type questions



BACHELORS OF ARTS (JORNALISM AND MASS COMMUNICATION)

SECOND SEMESTER (JANUARY- MAY' 2020)

VALUE ADDITIONAL COURSE

CURRICULUM FOR MOJO

UNIT 1: STATE OF MOBILE

1. Meaning, concept and significance of MoJo
2. Global adoption and influence of the portable device
3. Dominant phones and related equipment
4. Influence of mobile in modern journalism

UNIT 2: MOJO WORKFLOW

1. Integration of mobile into our daily lives
2. Seven steps of mobile reporting
3. Creating and sharing mobile journalism content
4. Audio/ Video documentary, narrated photo-essay

UNIT 3: FUTURE OF MOBILE AND BEYOND

1. Evolution of wearables
2. Glass Journalism
3. Augmented reality storytelling and journalism
4. Preparation of practical assignment (audio, audio-video, textual)

SUGGESTED READINGS

1. MOJO, Marshall Goldsmith with Mark Reiter. Profile Books Ltd.
2. MOJO: The Mobile Journalism Handbook, Ivo Burum and Stephen Quinn. Taylor and Francis Ltd.

PEDAGOGY:

Delivery Mode: Lecture, Practical, Assignment, and Presentation.

Total Duration of the Course: 15 Hours

Course is designed for: BA (JMC) second semester students.

Objectives of the Course:

- To explain the concept and meaning of Mobile Journalism
- To describe relevance of Mobile Journalism
- To enhance the students' skill required to perform Mobile Journalism
- To make students' aware of the new technologies in the field of MOJO



Course Outcome: (After the completion of this course students will be able to)

- Understand the difference between Traditional and Mobile Journalism
- To assemble all the equipments required to perform MOJO
- To perform Mobile Journalism efficiently

Assessment Criteria: Audio-visual based assignment (Scripting, Reporting and Interview)



**MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MANAGEMENT
SOCIAL MEDIA MARKETING
VALUE ADDED COURSE
COURSE OUTLINE**

Course Instructor: Ms. Shubhangini Ruhela

COURSE OBJECTIVE

The main aim of this course is to improve the self-confidence and groom the minds of the students. The following topics are indicated as a course line and should be explored through application-based exercise and workshop to provide practical knowledge and exposure to the students.

Help students to learn how they can do marketing on social media on different platforms.

PEDAGOGY

Practical classes through presentation and try to develop new skills in the students. For this subject students have to carry their laptops for better experience of the subject.



Cont.....2.....

TEACHING PLAN:

UNITS	TOPICS	LEARNING	DURATION
1. INTRODUCTI ON TO SOCIAL MEDIA MARKETING AND STRATEGY	<ul style="list-style-type: none"> • Why social media marketing • Introduction to social media platforms • Social Media Marketing Strategy: A step by step Approach-I • Social Media Marketing Strategy: A step by step Approach-II • Social Media Marketing Strategy: A step by step Approach-III • Social Media Marketing Strategy: A step by step Approach-IV 	It will help student to learn the basics of social media marketing.	5 hours
2. Marketing on Facebook: Designing and Managing Facebook Advertising Campaigns	<ul style="list-style-type: none"> • Facebook Marketing Basics • Creating and Optimizing Facebook Pages-I • Creating and Optimizing Facebook Pages-II • Understanding Facebook Business Manager Interface • Designing Facebook Advertising Campaigns: Single Image Ads-I • Designing 	Understand Facebook platforms of social media	5 hours



	<p>Facebook Advertising Campaigns: Single Image Ads-II</p> <ul style="list-style-type: none"> • Designing Facebook Advertising Campaigns: Single Image Ads-III • Designing Facebook Advertising Campaigns: Carousel Ads • Re-marketing in Facebook: Creating Custom Audience 		
<p>3. Advertising on Twitter: Designing, managing and monitoring Twitter campaigns</p>	<ul style="list-style-type: none"> • Understanding Essentials of Twitter Marketing • Creating and Optimizing Brand Profile on Twitter-I • Creating and Optimizing Brand Profile on Twitter-II • Understanding Twitter Ad Manager Structure • Designing Twitter Ad Campaigns: Website Clicks • Designing Twitter Ad Campaigns: Video Views and Engagement • Twitter Remarketing: Creating and using Custom Audience 	<p>Understand twitter platforms of social media</p>	<p>5 hours</p>
<p>4. Advertising</p>	<ul style="list-style-type: none"> • LinkedIn 	<p>Understand</p>	<p>5 hours</p>



<p>on LinkedIn: Setup, Managing and Monitoring Campaigns</p>	<p>Marketing: Introduction and Significance</p> <ul style="list-style-type: none"> • Creating and optimizing LinkedIn Profile for Personal Branding- I • Creating and optimizing LinkedIn Profile for Personal Branding- II • Designing LinkedIn Pages for Businesses • Designing LinkedIn Marketing Campaign: Single Image Ad-I • Designing LinkedIn Marketing Campaign: Single Image Ad-II • Designing LinkedIn Marketing Campaign: Single Image Ad-III • LinkedIn Re-marketing: Creating Matched Audience 	<p>LinkedIn platforms of social media</p>	
<p>5. YouTube Marketing: Designing and Managing YouTube Channel and advertising Campaigns</p>	<ul style="list-style-type: none"> • YouTube Marketing: Introduction • Creating and Customizing YouTube Channel – I • Creating and Customizing YouTube 	<p>Understand YouTube platforms of social media</p>	<p>5 hours</p>



	<p>Channel – II</p> <ul style="list-style-type: none"> • Uploading and Optimizing YouTube Content • Comment Management on YouTube Channel • Understanding YouTube Channel Analytics • Designing Advertising Campaigns for YouTube 		
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IMPORTANT POINTS RELATED TO COURSE:

1 No of hours(duration) - 25-30 hours course.

2 who should attend - This course is for all the persons who want to learn marketing on social media so that they are able to reach multiple people.

3 Course objective - Help students to learn how they can do marketing on social media on different platforms.

4 course outcome - After Completing this course students can successfully do social media marketing on Facebook, Instagram, Twitter, YouTube and LinkedIn.

5 certification criteria - Students have to complete the marketing campaign on all the social media platforms which are taught in the classroom with the help of URLs of all social media platforms. After getting all URLs, certificates will be awarded to participants.



CORPORATE ETIQUETTE AND COMMUNICATION STYLES

NO. OF MODULES- 5

TOTAL NO. OF HOURS- 40

Designed and Conducted by: Dr. Gurpreet Kaur

LEARNING OUTCOMES: This value-added course is aimed at equipping the students with the requisite corporate communication and etiquette skills. The objective of this course is to impart the essentials of interacting in a corporate scenario and how to behave during corporate lunch, dinner and meetings. After this course students shall be able to learn and gain confidence in: interview etiquette, e-mail writing etiquette and business meetings (both formal and informal) etiquette etc.

MODULE 1- PERSONAL IMAGE CREATION - 8 hrs

- Lesson 1- Concept of Personal Image
- Lesson 2- Why creating a positive first impression is important in corporate circles?
- Lesson 3- Creating your personal brand
- Lesson 4- understanding the 8 laws of personal branding
- Lesson 5- Choice of appropriate clothing to boost confidence
- Lesson 6- How create a good rapport with colleagues
- Lesson 7- How to create good rapport with clients
- Lesson 8- Ways to develop good rapport during job interviews

MODULE 2-PERSONAL GROOMING AND ETIQUETTE - 8 hrs

- Lesson 9- Understanding your body measurement and sizing
- Lesson 10- Understanding your body scale when accessorizing
- Lesson 11- Harmonizing accessories with outfits
- Lesson 12- Analysing the shape of your face and selecting suitable hairstyle and accessories
- Lesson 13- Understanding different dressing styles accepted in corporate culture
- Lesson 14- Understanding the concept of fashion and fad in corporate environment
- Lesson 15- Grooming standards for men
- Lesson 16- Grooming standard for women

MODULE 3- LEADERSHIP AND COMMUNICATION SKILLS- 8 hrs



- Lesson 17- Identifying your communication style
- Lesson 18- Adapting your communication style according to the situation
- Lesson 19- Importance of passive communication style
- Lesson 20- Importance of aggressive communication style
- Lesson 21- Importance of assertive communication style
- Lesson 22- Identifying your leadership style
- Lesson 23- Identifying the hidden motivations of your team members
- Lesson 24- Adapting your leadership style according to the needs and motivations of your team

MODULE 4- PUBLIC SPEAKING AND PRESENTATION SKILLS IN CORPORATE GATHERINGS - 8 hrs

- Lesson 25- Developing effective Listening skills
- Lesson 26- How to develop skills of a good orator
- Lesson 27- Do's and don'ts during public gatherings
- Lesson 28- Effective time management
- Lesson 29- Common time management mistakes that should be avoided
- Lesson 30- Dressing etiquette and colour selection of outfits for corporate lunches, dinner and informal meetings
- Lesson 31- Dining etiquette
- Lesson 32- Essentials of business etiquette

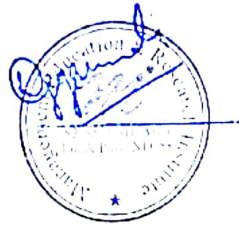
MODULE 5- COMMUNICATION AND ETIQUETTE IN CROSS CULTURAL BUSINESS ENVIRONMENT- 8 hrs

- Lesson 33- Importance of understanding body language in different countries
- Lesson 34- Business travel etiquette
- Lesson 35- Business card etiquette and corporate culture in different countries
- Lesson 36- E-mail etiquette
- Lesson 37- Cross cultural communication etiquette
- Lesson 38- Relationship and rapport building in cross cultural corporate scenario
- Lesson 39- Business and social etiquette in major countries of the world
- Lesson 40- How to manage stress in corporate environment

Pedagogy/Instructional procedure- Students will be exposed to various forms of corporate dressing and styles, both for men and women and will be given live sessions on self-grooming and wardrobe selection that is pocket friendly as well as stylish. Students will be given hands-on practice of various corporate etiquette and how develop strong



interpersonal relations with peers, subordinates and seniors and how select career anchors and mentors for progression on corporate ladder.



MANAGEMENT EDUCATION & RESEARCH INSTITUTE
CERTIFICATE COURSE IN AFFILIATE MARKETING

Ms. Monika Sharma

COURSE OBJECTIVES

- This course aims to impart a complete understanding of conceptual and real life usage of affiliate marketing for students and earn a passive source of income.
- Target Audience: This course is designed for BBA/MBA students

Course Content: It is comprising of the following contents:

1. Module 1: Affiliate Marketing - Conceptual Understanding(7 hrs)

What is Affiliate Marketing?

- Who Involves in Affiliate Marketing?
 1. The seller and product creators
 2. The affiliate or publisher
 3. The customer
- Why Become an Affiliate Marketer?
 1. Convenient and flexible
 2. Passive income
 3. No customer support
 4. Performance-based rewards

2. Module 2 : Affiliate Marketing as a passive source of Income(8 hrs)

- How to use different ways social media handles like Instagram, Twitter, Facebook of displaying affiliate products to customers
- Comprehend the nits and grits of affiliate marketing
- Make passive income by referring visitors to quality vendors
- Set up accounts of popular affiliate networks from your social media platforms. Demo for Nykaa Affiliate Network and Galleri5 Affiliate Network.



Pedagogy:

Demonstrations, Presentations and Discussions of various affiliate marketing channels.

Total duration of course 15 Hours

Delivery Mode Online

Assessment Criteria Objective type questions and Practical question on Affiliate Marketing.



MANAGEMENT EDUCATION & RESEARCH INSTITUTE

CERTIFICATE COURSE ON FINANCIAL LITERACY AND FINANCIAL MODELING

Ms. Parul Sharma

COURSE OBJECTIVES

- This course aims to impart a comprehensive view of imparting Financial Literacy to students in a highly practical and understandable form
- It will facilitate students to develop insight on various Financial aspects and application of E-banking tools in today's environment
- Introducing in depth knowledge of Financial Modelling with practical handling of financial Balance sheet and Ratio's calculation using Excel.
- Target Audience: This course is designed for BBA /MBA students

Course Content: It is comprising of the following contents:

1) Banking Innovations:

- a) Functions and Working of Banking sector
- b) Digitization of Banking Sector
- c) E- Banking Financial Innovation
- d) Financial services
- e) Recent Mergers
- f) Financial Inclusion Schemes

2) Financial Modeling

- a) Overview of Financial Modeling
- b) Financial Management and Ratio Analysis
- c) Financial Statement Analysis and Building Financial Statements



3) Investment options available in 2021 along with their practical utility:

- a) Shares
- b) Debentures/ bond
- c) Mutual Funds
- d) Public Provident Fund (PPF)
- e) National saving scheme (NSC)

4) Sources of Finance for start -up and business venture**Pedagogy:**

Demonstrations, Presentations, Discussions. Corporate Portal Analysis helps to develop insights on recent trends in Banking, Investment and Financial Modeling.

Learning Outcomes:

- Students will develop insight on various Financial aspects and application of E-banking tools in today's environment.
- Students will get a Comprehensive view on various aspects of Financial Literacy in a highly practical and understandable form.

Total duration of course	25 Hours
Delivery Mode	Offline
Prerequisite	Understanding of basic concepts of Finance
Participation:	MBA Students
Assessment Criteria attendance in classes.	Objective type questions, Assignments and 75%



Design Thinking
Value Added Certificate Course
Course Instructor- Prof (Dr) Deepshikha Kalra

Course Outline

Introduction

Understanding & meeting the unsaid, unmet needs of the customers is the success mantra in today's competitive world. Design thinking is an innovative human centric ,problem solving approach. It integrates the customer needs, technology & requirements of business success. It's used in all sectors be it public, private, healthcare, infrastructure or IT for solving future problems.Solving real world problems requires creativity, collaboration and understanding users perspective. Design thinking encompasses concept development, applied creativity, prototyping, and experimentation.

Course objectives

- Understand the concept of design thinking
- Learn Design thinking Skills
- Apply design thinking for problem solving

Learning Outcomes

- Identifying hidden customer needs,complex, interdisciplinary, real-world problems that can be solved computationally
- Address the needs of diverse end users to produce solutions which are technically feasible and better than existing ones.
- Develop Skills for problem solving by combining design thinking process with analytical tools
- Creating design thinking teams for developing innovation & design culture.
- Developing products & services to enhance customer experience.
- Evaluate the ROI of products/ solutions developed
- Plan and manage innovation projects effectively

Course Outline

- Introduction to design thinking- 6Hrs
 - Knowledge funnel
 - Exploration v/s Exploitation
- Design thinking approaches - 6 Hrs
 - 5 point framework for design thinking
 - Customer Empathy map



- Innovation & Ideation- 6 Hrs
 - Problem solving Approach
- Using Templates for design thinking- 6 Hrs
 - Customer persona
 - Lean Survey canvas
- Strategies for Innovation - 6 Hrs
- Examples from real world- Case Studies- 6 Hrs

Pedagogy:

Demonstrations, Presentations, Discussions. Corporate Portal Analysis helps to develop insights on recent trends in Banking, Investment and Financial Modeling.

Total duration of course 30 Hours

Delivery Mode Offline

Prerequisite Understanding of basic concepts of Finance

Participation: MBA Students

Assessment Criteria Objective type questions, Assignments and 75% attendance in classes.



MANAGEMENT EDUCATION & RESEARCH INSTITUTE

VALUE ADDED COURSE

MOBILE JOURNALISM

Objectives of the Course:

- To explain the concept and meaning of Mobile Journalism
- To describe relevance of Mobile Journalism
- To enhance the students' skill required to perform Mobile Journalism
- To make students' aware of the new technologies in the field of MOJO

Course Outcome: (After the completion of this course students will be able to)

- Understand the difference between Traditional and Mobile Journalism
- To assemble all the equipments required to perform MOJO
- To perform Mobile Journalism efficiently

Module 1: STATE OF MOBILE

1. Meaning, concept and significance of MoJo
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1. Evolution of wearables
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4. Preparation of practical assignment (audio, audio-video, textual)

SUGGESTED READINGS

1. MOJO, Marshall Goldsmith with Mark Reiter. Profile Books Ltd.
2. MOJO: The Mobile Journalism Handbook, Ivo Burum and Stephen Quinn. Taylor and Francis Ltd.

PEDAGOGY

Delivery Mode: Lecture, Practical, Assignment, and Presentation.



Management Education & Research Institute
Design Thinking
Value Added Certificate Course
Course Instructor- Prof (Dr) Deepshikha Kalra

Course Outline

Introduction

Understanding & meeting the unsaid, unmet needs of the customers is the success mantra in today's competitive world. Design thinking is an innovative human centric ,problem solving approach. It integrates the customer needs, technology & requirements of business success. It's used in all sectors be it public, private, healthcare, infrastructure or IT for solving future problems.Solving real world problems requires creativity, collaboration and understanding users perspective. Design thinking encompasses concept development, applied creativity, prototyping, and experimentation.

Course objectives

- Understand the concept of design thinking
- Learn Design thinking Skills
- Apply design thinking for problem solving

Learning Outcomes

- Identifying hidden customer needs,complex, interdisciplinary, real-world problems that can be solved computationally
- Address the needs of diverse end users to produce solutions which are technically feasible and better than existing ones.
- Develop Skills for problem solving by combining design thinking process with analytical tools
- Creating design thinking teams for developing innovation & design culture.
- Developing products & services to enhance customer experience.
- Evaluate the ROI of products/ solutions developed
- Plan and manage innovation projects effectively

Course Outline

- Introduction to design thinking- 6Hrs
 - Knowledge funnel
 - Exploration v/s Exploitation
- Design thinking approaches - 6 Hrs
 - 5 point framework for design thinking



MANAGEMENT EDUCATION & RESEARCH INSTITUTE
VALUE ADDED CERTIFICATE COURSE
CORPORATE ETIQUETTE AND COMMUNICATION STYLES
Course Instructor : Dr. Gurpreet Kaur

LEARNING OUTCOMES: This value- added course is aimed at equipping the students with the requisite corporate communication and etiquette skills. The objective of this course is to impart the essentials of interacting in a corporate scenario and how to behave during corporate lunch, dinner and meetings. After this course students shall be able to learn and gain confidence in: interview etiquette, e-mail writing etiquette and business meetings (both formal and informal) etiquette etc.

MODULE 1- PERSONAL IMAGE CREATION - 8 hrs

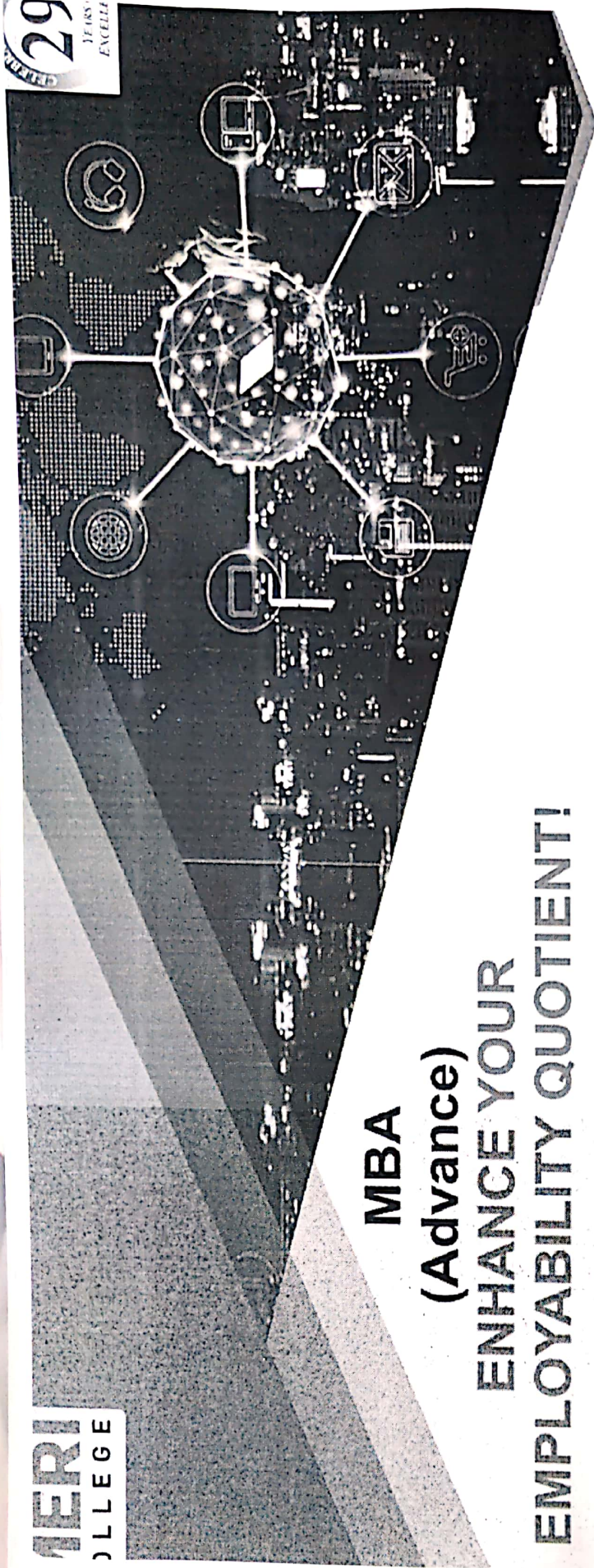
- Lesson 1- Concept of Personal Image
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MODULE 2-PERSONAL GROOMING AND ETIQUETTE - 8 hrs

- Lesson 9- Understanding your body measurement and sizing
- Lesson 10- Understanding your body scale when accessorizing
- Lesson 11- Harmonizing accessories with outfits
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MODULE 3- LEADERSHIP AND COMMUNICATION SKILLS- 8 hrs





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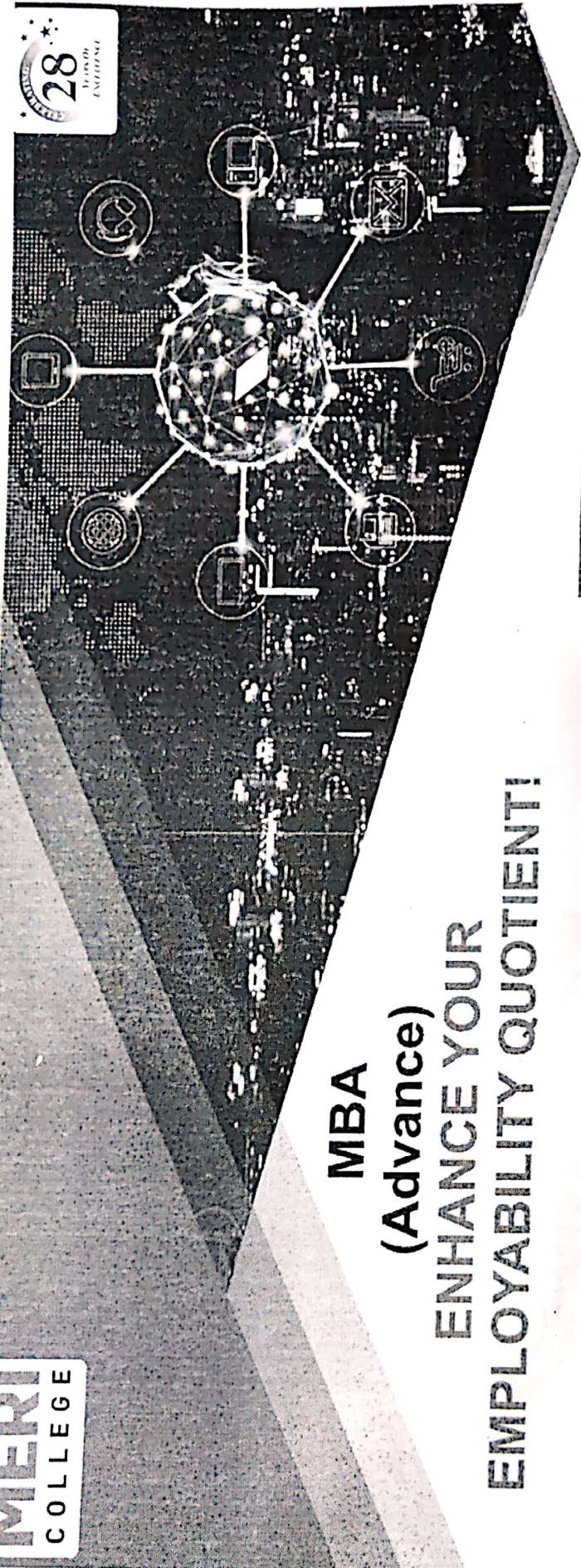


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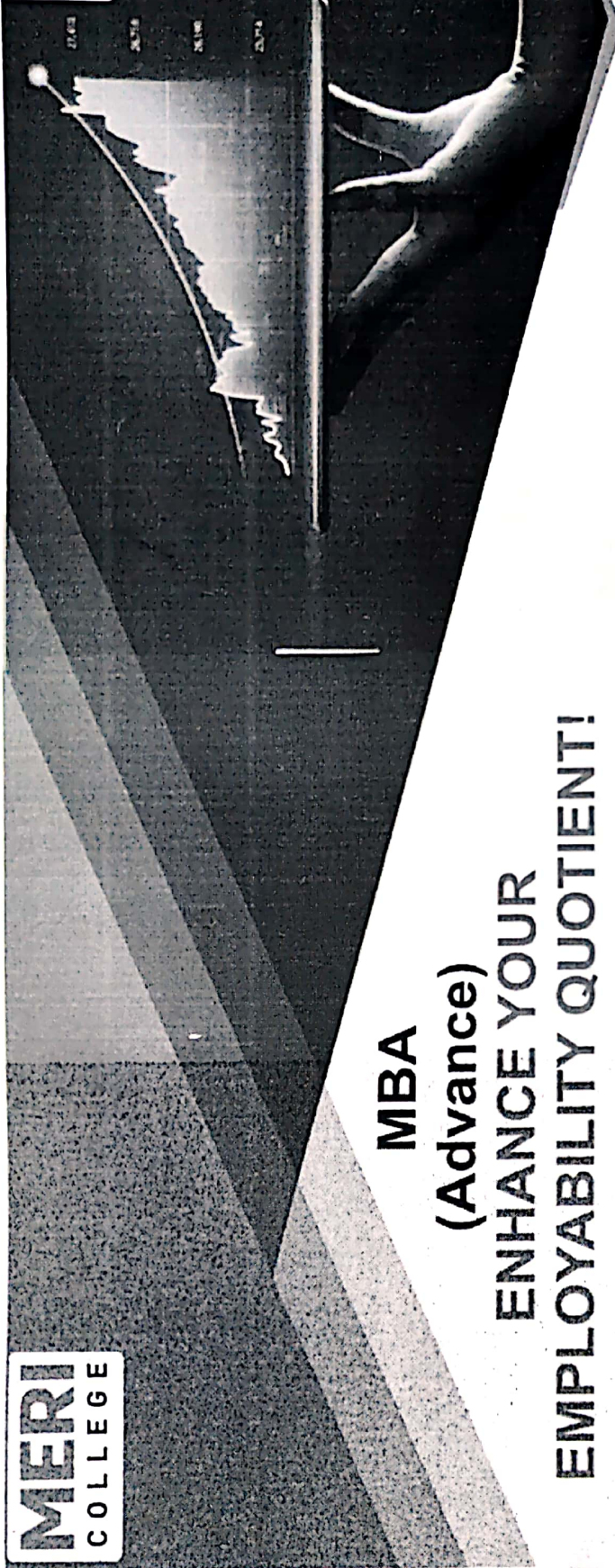
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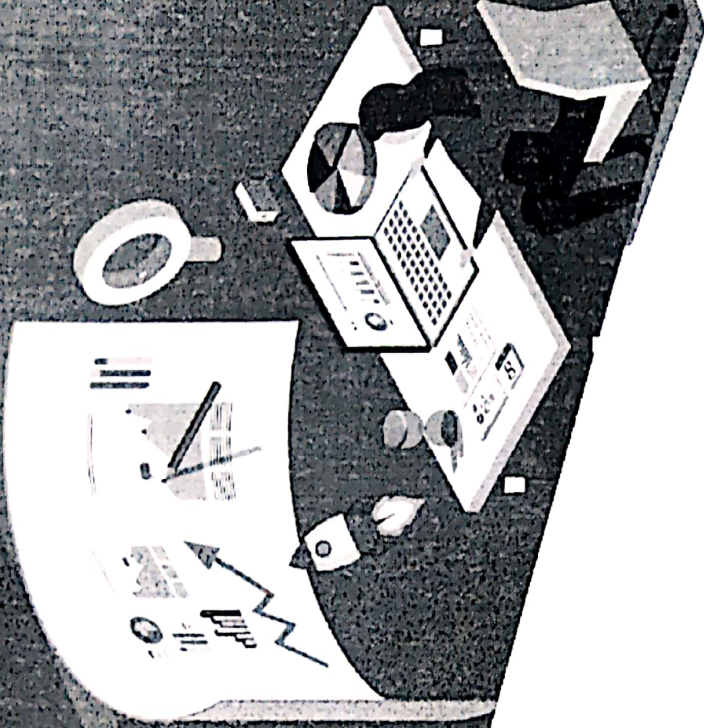
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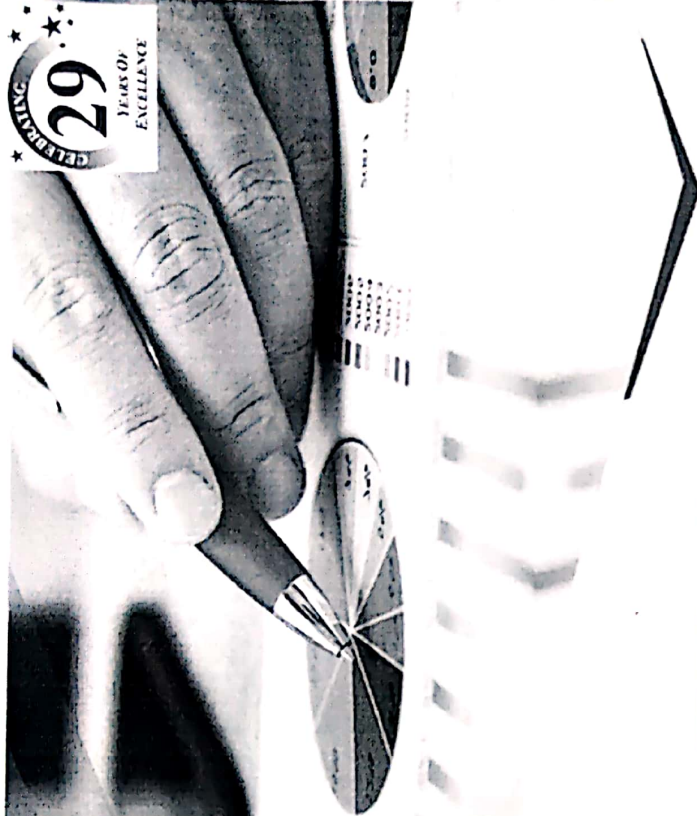
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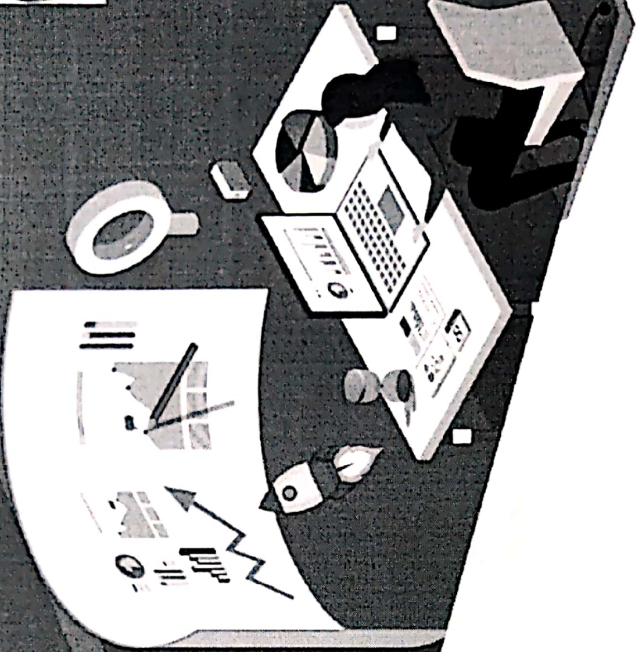
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Learn the best practices and investment products,
asset allocation strategies to maximize return on investments.


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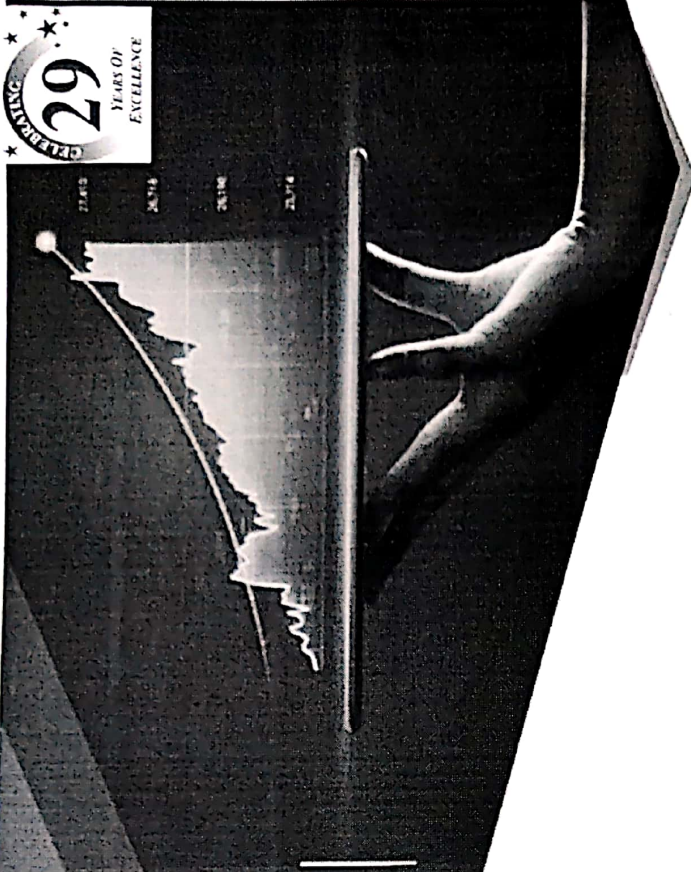
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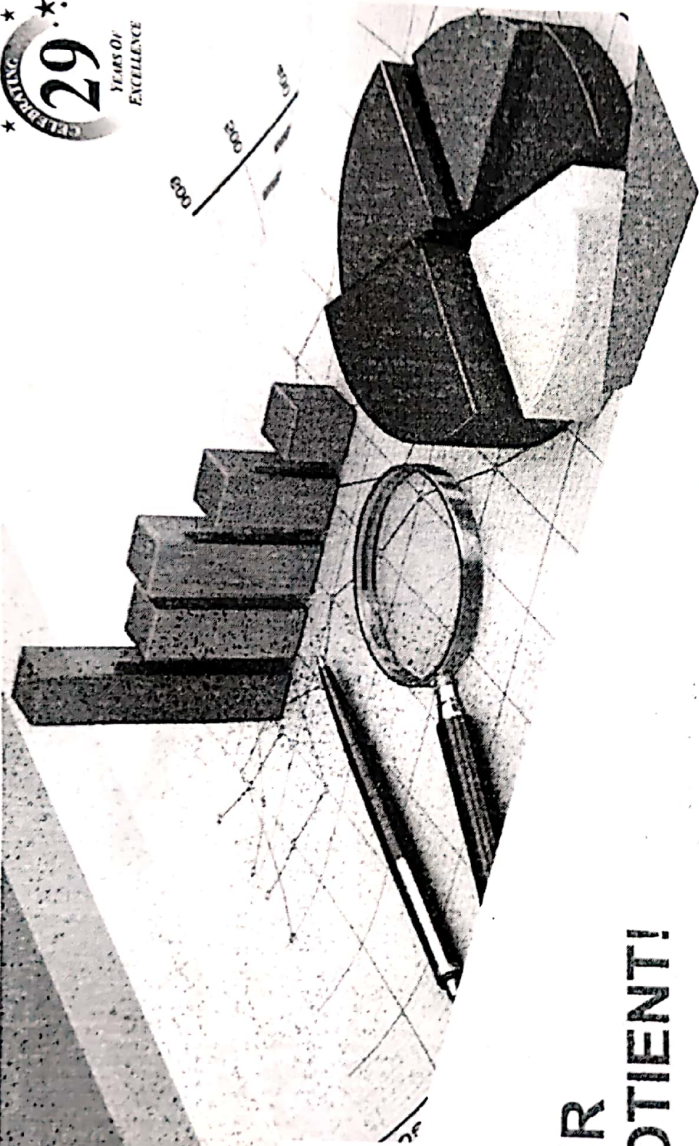
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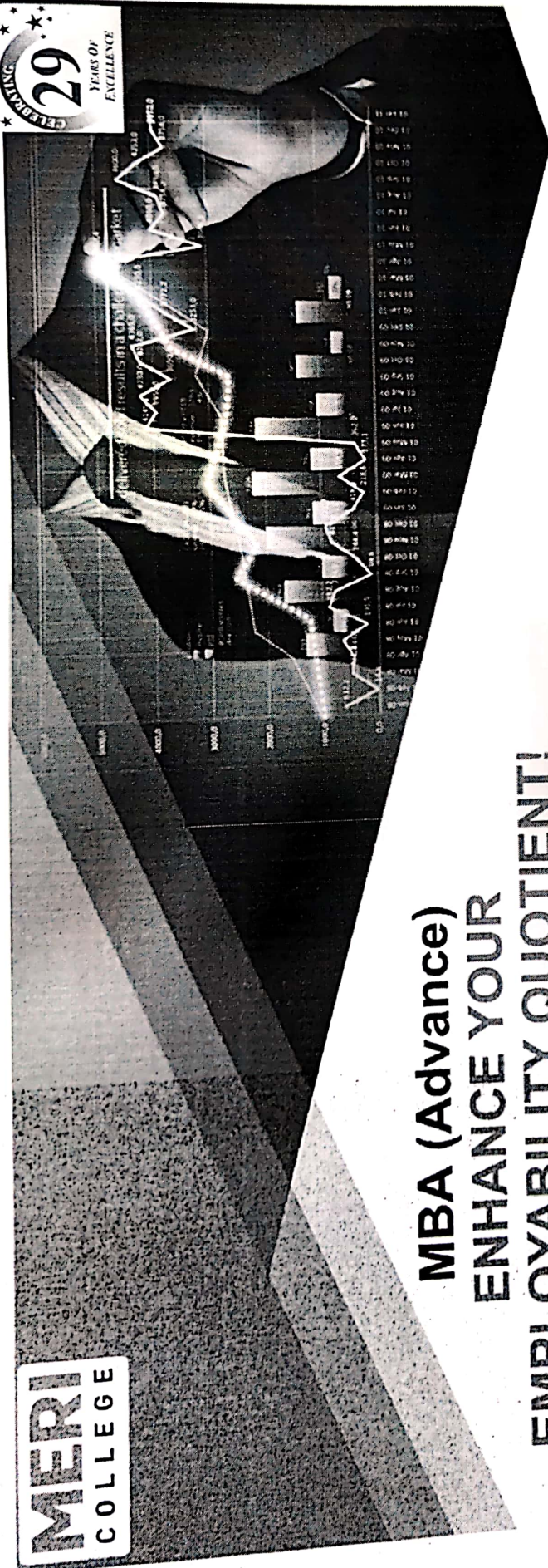
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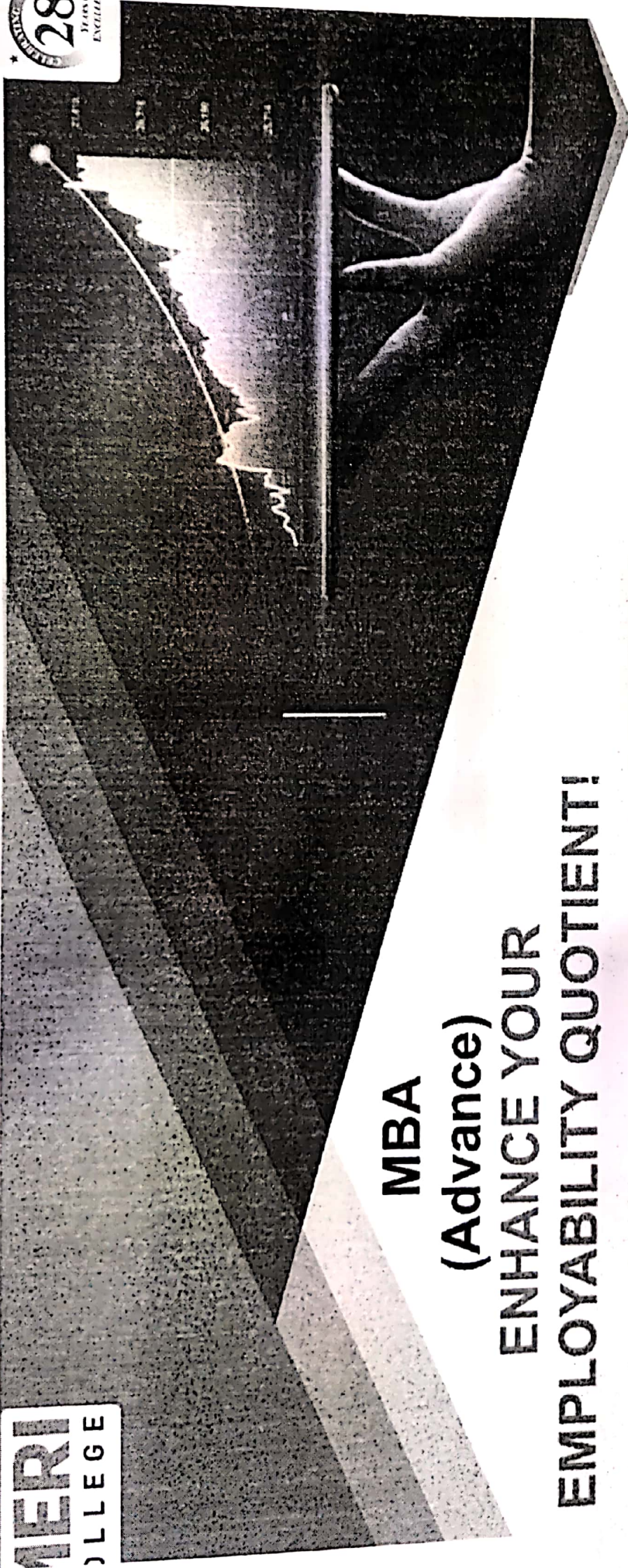
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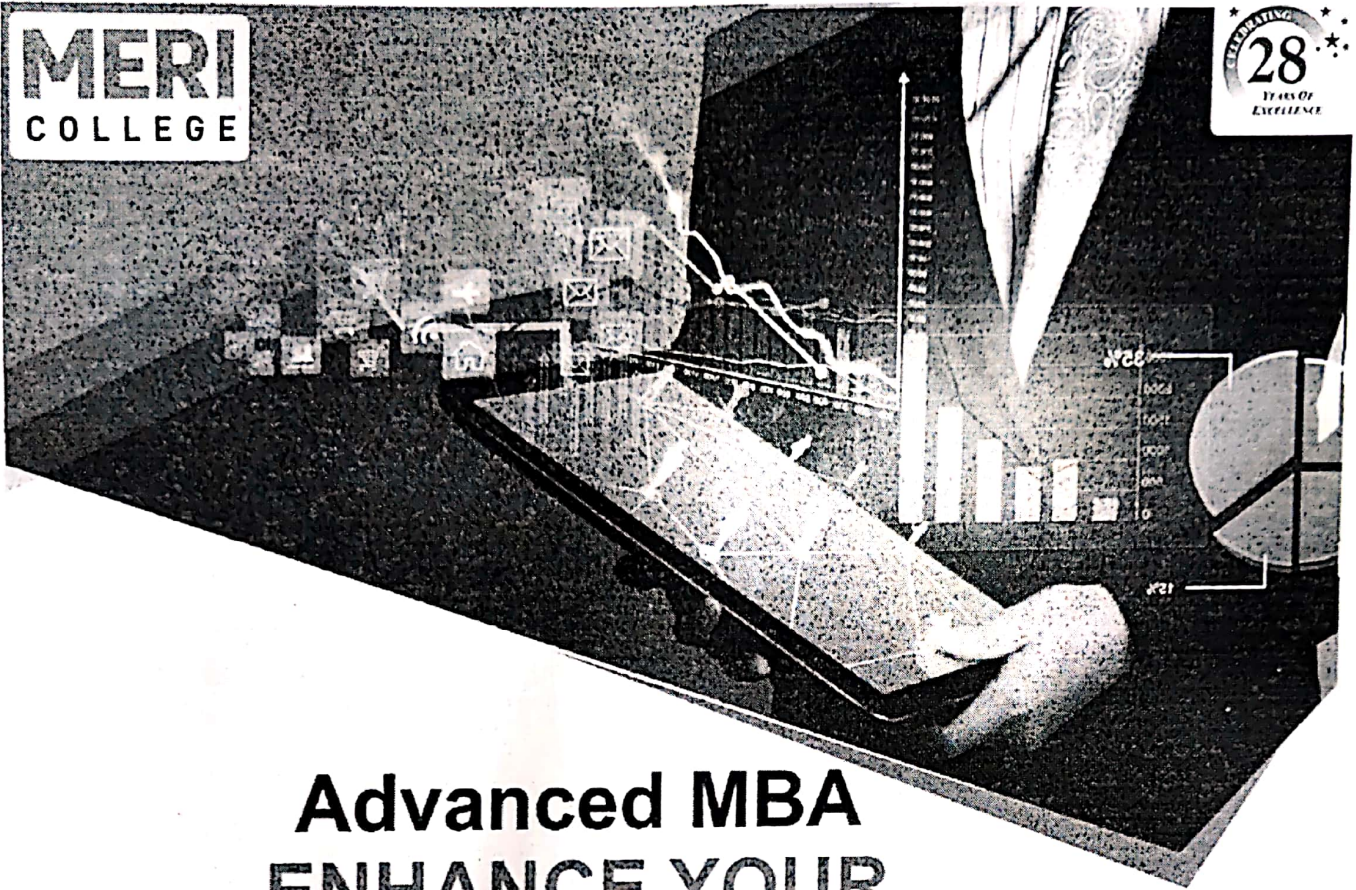
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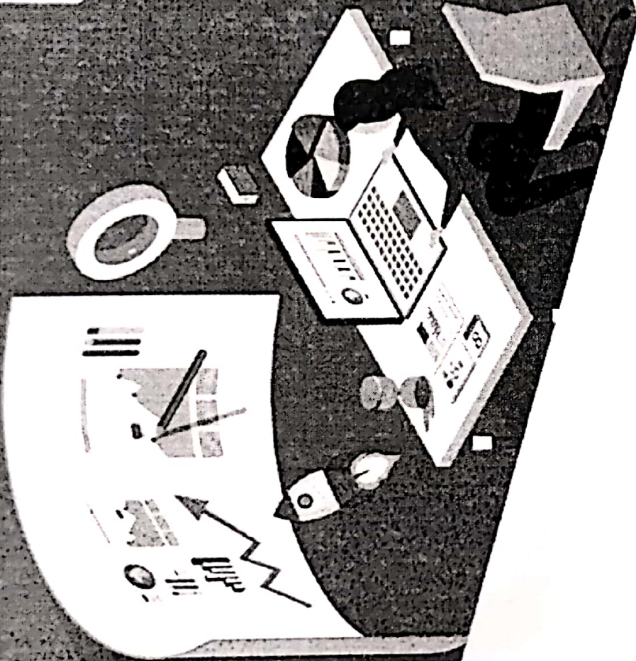
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Marketing Management - I

with a consolidated score of **48** %

Online Assignments	18.25/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: 1972

Pathish

Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)

Satyaki

Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



ROLL No: NPTEL22MCSY12227486

To validate the certificate



No. of credits recommended: 2.0





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E-Business

with a consolidated score of **51** %

Online Assignments	19.97/25	Proctored Exam	31.5/75
--------------------	----------	----------------	---------

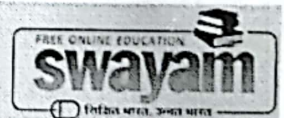
Total number of candidates certified in this course: **1682**

Jan-Apr 2023
(12 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur





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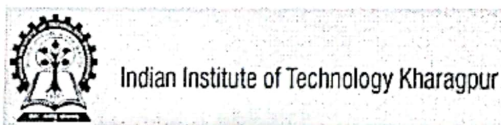
with a consolidated score of **88** %

Online Assignments	21.88/25	Proctored Exam	66/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: 2530

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur





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This certificate is awarded to
DEEPALI SHARMA
for successfully completing the course

Product and Brand Management

with a consolidated score of **67** %

Online Assignments	23.75/25	Proctored Exam	43.5/75
--------------------	----------	----------------	---------

Total number of candidates certified in this course: 631

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jul-Oct 2022
(12 week course)

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL22MCG82564760207

To validate the certificate



No. of credits recommended: 3 or 4





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This certificate is awarded to

DHARVI

for successfully completing the course



Talent Acquisition and Management

with a consolidated score of **90 %**

Online Assignments	25/25	Proctored Exam	64.75/75
--------------------	-------	----------------	----------

Total number of candidates certified in this course: 829

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023

(12 week course)

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL23MG2956448037

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No. of credits recommended: 3 or 4





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This certificate is awarded to
DILPREET KAUR
for successfully completing the course

Principles of Management

with a consolidated score of **58 %**

Online Assignments	22.19/25	Proctored Exam	36/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **6619**

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL2021MCCES26444558

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This certificate is awarded to

GAURAV

for successfully completing the course

Business Development: From Start to Scale

with a consolidated score of **71** %

Online Assignments	22.5/25	Proctored Exam	48.75/75
--------------------	---------	----------------	----------

Total number of candidates certified in this course: **1316**

Devendra Jalihal

Prof. Devendra Jalihal
Chairperson,
Centre for Outreach and Digital Education, IITM

Jan-Apr 2023

(12 week course)

Andrew Thangaraj

Prof. Andrew Thangaraj
NPTEL, Coordinator
IIT Madras



Indian Institute of Technology Madras



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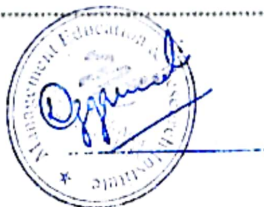
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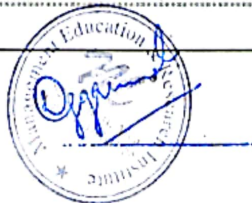
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Prof. Debjani Chakrabarty
Coordinator NPTEL
ET Manager



Indian Institute of Technology Kharagpur



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No. of credits recommended: 3 or 4



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Prof. Debjani Chakrabarty
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ET Manager



Indian Institute of Technology Kharagpur



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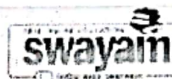
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Prof. Debjani Chakraborty
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Total number of candidates certified in this course: 1682

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(12 week course)

Debjani Chakraborty
Prof. Debjani Chakraborty
Coordinator NPTEL
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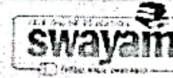
Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



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No. of credits recommended: 3 or 4



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This certificate is awarded to
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E-Business

with a consolidated score of **51** %

Online Assignments	20.53/25	Proctored Exam	30/75
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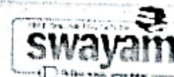
Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTELPMG4953447213

To validate the certificate



No. of credits recommended: 3 or 4





NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
AYUSH MANAV
for successfully completing the course

Principles of Management

with a consolidated score of **51** %

Online Assignments	13.44/25	Proctored Exam	37.5/75
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Total number of candidates certified in this course: 6619

Sanjeev

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Priti Maheshwari

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL25MGEES23440001

To validate the certificate



No. of credits recommended: 3 or 4



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ABEL CHACKO ABRAHAM
for successfully completing the course

Principles of Management

with a consolidated score of **55** %

Online Assignments	15.94/25	Proctored Exam	39.06/75
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Total number of candidates certified in this course: 6619

Sanjeev

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Priti Maheshwari

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL25MGEES23440017

To validate the certificate



No. of credits recommended: 3 or 4





Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ARMAAN SINGH SAJVAN
for successfully completing the course

Principles of Management

with a consolidated score of **62** %

Online Assignments	23.13/25	Proctored Exam	39.06/75
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Total number of candidates certified in this course: 6619

Sanjeev Manhas

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Priti Maheshwari

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL23MGC38523440692

To validate the certificate



No. of credits recommended: 3 or 4



SWAYAM ONLINE COURSE CERTIFICATION

This Certificate is awarded to
VANSHIKA GUPTA
for successfully completing the 6 credit course
BCOC-133: Business Law
with a consolidated score of 58% marks
in the proctored examination held on 26-02-2023
offered by Dr. N. Rajendra Prasad of
Indira Gandhi National Open University, New Delhi



Roll No: DL01010178

Uma Kanjilal

Dip...





NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
SALONI AGGARWAL
for successfully completing the course

E-Business

with a consolidated score of **46** %

Online Assignments	11.94/25	Proctored Exam	34.5/75
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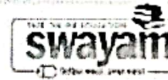
Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Prof. Debjani Chakraborty
Prof. Debjani Chakraborty
Coordinator NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Call NPTEL Helpline at 0661-2534453/0

To validate the certificate



No. of credits recommended: 3 or 4



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
PRIYANSHI
for successfully completing the course

E-Business

with a consolidated score of **62** %

Online Assignments	16.88/25	Proctored Exam	45/75
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Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Prof. Debjani Chakraborty
Prof. Debjani Chakraborty
Coordinator NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Call NPTEL Helpline at 0661-2534453/0

To validate the certificate



No. of credits recommended: 3 or 4





Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ABHISHEK BUTOLA
for successfully completing the course

E-Business

with a consolidated score of **65** %

Online Assignments	15.94/25	Proctored Exam	49.5/75
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Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23M6054443344

To validate the certificate



No. of credits recommended: 3 or 4



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ABHISHEK BUTOLA
for successfully completing the course

E-Business

with a consolidated score of **65** %

Online Assignments	15.94/25	Proctored Exam	49.5/75
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Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23M6054443344

To validate the certificate



No. of credits recommended: 3 or 4





NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
AYUSH CHOUDHARY
for successfully completing the course

E-Business

with a consolidated score of **42** %

Online Assignments	10.94/25	Proctored Exam	31.5/75
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Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani Chakraborty
Prof. Debjani Chakraborty
Coordinator NPTEL
IT Manager



Indian Institute of Technology Kharagpur



Roll No: NPTEL21MG495D44426

To validate the certificate



No. of credits recommended: 3 or 4



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ADITI DIXIT
for successfully completing the course

Air Pollution and Control

with a consolidated score of **62** %

Online Assignments	17.19/25	Proctored Exam	45/75
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Total number of candidates certified in this course: 7382

Sanjeev Manhas
Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Priti Maheshwari
Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL21MG495D44426

To validate the certificate



No. of credits recommended: 3 or 4





Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
AYUSH GUSAIN
for successfully completing the course

E-Business

with a consolidated score of **62** %

Online Assignments	15/25	Proctored Exam	46.5/75
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Total number of candidates certified in this course: 1682

Jan-Apr 2023
(12 week course)

Debjani
Prof. Debjani Chakraborty
Coordinator NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL2023MG05344716

To validate the certificate



No. of credits recommended: 3 or 4



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
PRANJAL SINGH
for successfully completing the course

Principles of Management

with a consolidated score of **53** %

Online Assignments	23.13/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 6619

Sanjeev

Prof. Sanjeev Manias
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Prili Maheshwari
Prof. Prili Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL2023MG05344716

To validate the certificate



No. of credits recommended: 3 or 4





Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ANJALI TYAGI
for successfully completing the course

Business Development: From Start to Scale

with a consolidated score of **62 %**

Online Assignments	22.5/25	Proctored Exam	39/75
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Total number of candidates certified in this course: 1316

Devendra Jalihal

Prof. Devendra Jalihal
Chairperson,
Centre for Outreach and Digital Education, IITM

Jan-Apr 2023
(12 week course)

Andrew Thangara

Prof. Andrew Thangara
NPTEL Coordinator
IIT Madras



Indian Institute of Technology Madras



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
SHREYA DOBHAL
for successfully completing the course

Principles of Management

with a consolidated score of **46 %**

Online Assignments	10/25	Proctored Exam	36/75
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Total number of candidates certified in this course: 6619

Sanjeev Manhas

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jan-Apr 2023
(12 week course)

Prati Maheshwari

Prof. Prati Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



NPTEL ONLINE CERTIFICATION

NPTEL Online Certification



No. of credits recommended: 4





NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

KAJAL RANA

for successfully completing the course

Management Accounting

with a consolidated score of **57** %

Online Assignments	20.85/25	Proctored Exam	36/75
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Total number of candidates certified in this course: 156

Prof. Sanjeev Manhas
Coordinator, Continuing Education Centre
IIT Roorkee

Jul-Oct 2022

(12 week course)

Prof. Priti Maheshwari
NPTEL Coordinator
IIT Roorkee



Indian Institute of Technology Roorkee



Roll No: NPTEL22MC6554476082E

To validate the certificate



No. of credits recommended: 3/4

