

Value Added Certificate Course (March-April, 2022)

Amity Business School, Amity University Uttar Pradesh conducted a Value Added Certificate Course on “**Developing Skills and Competencies in New Normal: Reigniting Innovation, Creativity and Growth**”.

The course intended to work upon developing the required skills and competencies for budding Professionals to give an overview of the changing dynamics of the VUCA environment wherein Innovation and Creativity are the steps towards Growth and Progress.

Course Objectives :

- To sensitize the students about the changing scenario of campus recruitment.
- To understand and analyse the importance and criticality of innovation in the changing world.
- To be able to comprehend the perfect mix of innovation and technology in all aspects of business.
- To facilitate the development of creative mindset for entrepreneurial ventures.

Course Learning Outcomes :

- To understand and analyse how the world, business and the globe have changed over the past few years.
- To identify the expected skills and competencies required for Industry 4.0
- To be able to create the mindset to think diverse and different for excellence in the VUCA world.
- To be able to think from the perspective of venture creation and sustainability.

The certificate course comprised of 9 core areas:

- Changing landscape of Campus recruitments and Expectations of Industry 4.0
- Digital Transformation: A key enabler.
- Innovative Marketing Paradigms in the Digital Era.
- Technology Challenges in Accounting & Finance.
- Business Analytics: From Big Data to Big Impact.
- Developing Entrepreneurial Mindset.
- Developing future ready workforce for organizational success.
- Building happy organizations.
- Industry expectations: Takeaways from the Corporate World.

The course duration was 30 hours and conducted on weekends. No registration fee was there for the participants.

Schedule:

26 th March 2022	10:00-13:00 hrs.	Changing landscape of Campus recruitments and Expectations of Industry 4.0
	14:00-17:00 hrs.	Digital Transformation: A key enabler

2nd April 2022	10:00-13:00 hrs.	Innovative Marketing Paradigms in the Digital Era
	10:00-13:00 hrs.	Technology Challenges in Accounting & Finance
9th April 2022	10:00-13:00 hrs.	Business Analytics: From Big Data to Big Impact
	14:00-17:00 hrs.	Developing Entrepreneurial Mindset
16th April 2022	10:00-13:00 hrs.	Developing future ready workforce for organizational success
	14:00-17:00 hrs.	Building happy organizations
23rd April 2022	10:00-13:00 hrs.	Industry expectations: Takeaways from the Corporate World
28th April 2022	14:00-17:00 hrs.	Assessment/Evaluation

Coordinator Team

Dr. Jaya Yadav, Dr Puja Sareen, Dr Richa Sharma

Session In-charges

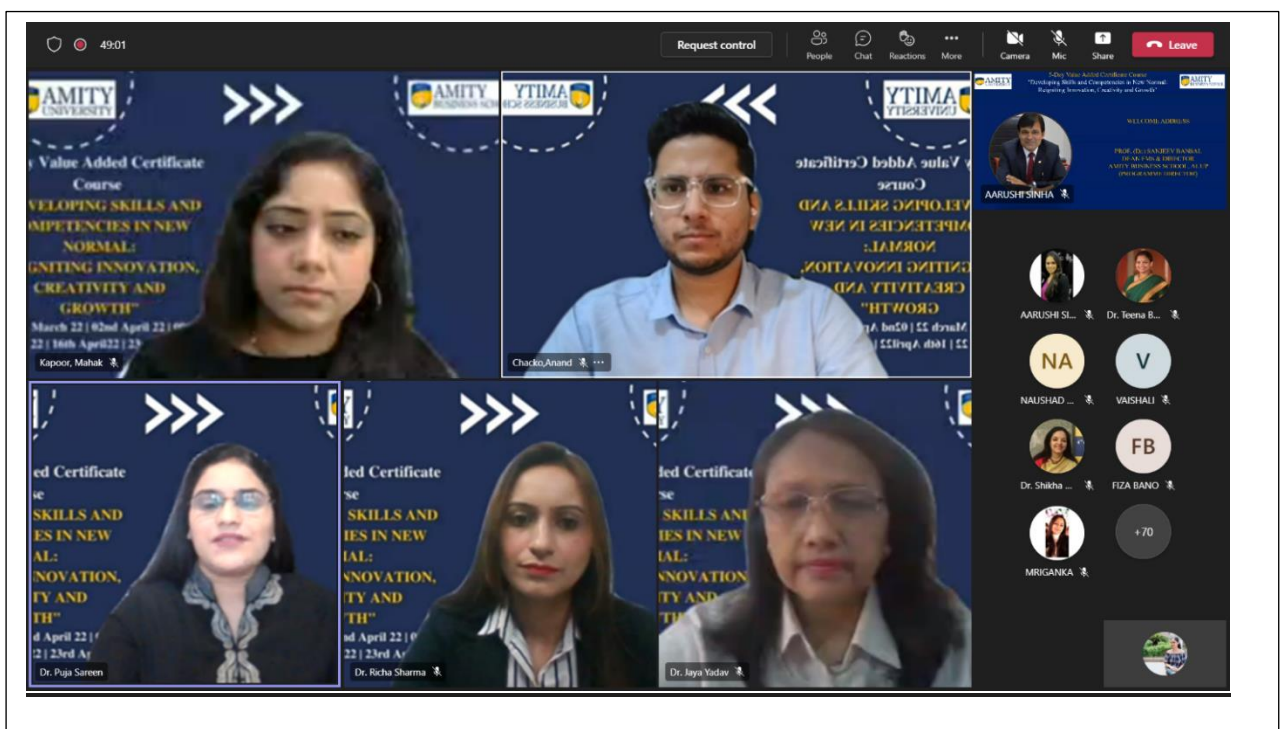
- Dr Teena Bagga
- Dr T V Raman
- Dr. Anjani Kumar Singh
- Dr. Vandana Ahuja
- Dr. Vijit Chaturvedi
- Dr Sumeet Singh Jasial
- Dr Shikha Mishra
- Ms. Kritika Dasgupta

Details of Speakers:

Date	Time	Session Theme	Session In-charge	Speaker
26-03-2022	10.00am-1.00pm	Changing Landscape of Campus Recruitments and Expectations of Industry 4.0	Dr. Jaya Yadav, Dr. Puja Sareen, Dr. Richa Sharma	<p>Mr. Anand Chacko Sr. L&D Specialist R&A Gartner India</p> <p>Ms. Mahak Kapoor Assistant Vice president – HR Genpact</p> <p>Mr. Naushad Alam Vice President Axis Bank South 2 Cluster Delhi</p>
	2.00pm-5.00pm	Digital Transformation : A Key Enabler	Dr. Teena Bagga, Professor	<p>Mr. Venkatesh Krishna Murthy Founder & CEO Wharf Street Strategies and Wharf Street Studios</p> <p>Mr. Prassenjit Co-Founder & Senior Partner Social Friendly Consulting</p>
02.04.2022	10.00am-1.00pm	Innovative Marketing Paradigms in the Digital Era	Dr. Vandana Ahuja, Professor	<p>Mr. Kallol Hazra Director, Sales Strategy, Planning and Enablement Dell</p> <p>Mr. Vinay Dalal Co-Founder and CEO, Talbrum-An HPSPL Initiative</p>
	2.00pm-5.00pm	Technology Challenges in Accounting & Finance	Dr. T.V. Raman, Professor	<p>Mr. Sumit Makhija Partner Financial Advisory Services Deloitte India</p> <p>Mr. Devendra Negi SEBI Registered Investment Adviser CFP, Financial Advisory Dehradun, Uttarakhand</p>
09.04.2022	10.00am-1.00pm	Business Analytics: From	Dr. Sumeet Singh Jasial,	Cdr (Retd.) Sanjeev Raman CEO

		Big Data to Big Impact	Associate Professor	AK Industries & Pareena Metals Private Ltd. Mr. Joyveer Dutt Head ESH & ESG Task Force L&T Realty Mr. Harman Puri Director Blockting India Pvt Ltd.. Dr. Shailja Sinha IBM Executive Project Manager Kyndryl Inc.
	2.00pm-5.00pm	Developing Entrepreneurial Mindset	Dr. Anjani Kumar Singh	Mr. Arun Subrahmanyan Coach & Trainer Prof.(Dr.) Harsh Vardhan Professor National Institute of Technical Teachers Training and Research Chandigarh Mr. Abhay Srivastava President Operation Mankind Pharma
16.04.2022	10.00am-1.00pm	Developing future ready workforce for organizational success	Dr. Shikha Mishra, Associate Professor	Mr. Debi Kar CEO Personifwy Bangalore – an AI based engagement platform Ms. Neenu Porus Associate Director - Human Resources Organisation IndiGo (InterGlobe Aviation Ltd)
	2.00pm-5.00pm	Building Happy Organizations	Dr. Vijit Chaturvedi, Professor	Dr. Meena Mahaajjan Spiritual Teacher & Founder Siddhi Philanthropic Foundation Dr. Snehal Deshpande Director CME, Heartfulness Institute Dr. Ram Pratap


				Former Director IGNOU & Former EDN Advisor, Governor of Bihar Advisor to Governor of Bihar
23.04.2022	10.00am-1.00pm	Industry expectations: Takeaways from the Corporate World	Ms. Kritika Dasgupta, Asst. Director - CRC	<p>Dr. Meenakshi Davar Director-HR (Retd) Power System Operation Corporation Ltd</p> <p>Ms. Nidhi Pasricha Associate Director- Talent Consulting EY GDS</p> <p>Mr. Nitin Gupta Managing Director MG Industries Ltd</p> <p>Mr. Ravneet Bhalla Co-Founder, Head of Sales & Strategic Partnerships Towno - Redefining Experiential Travel</p>
28.04.2022	2.00pm-5.00pm	Assessment / Evaluation	Dr. Jaya Yadav, Dr. Puja Sareen, Dr. Richa Sharma	Evaluation completed in hybrid mode.



Meeting now

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Principles



- Natural Laws or Fundamental truths
- Universal, Timeless
- Produce predictable outcomes
- External to ourselves

Meenakshi Davar (Guest)

Dr.Richa Sh...

INNOVATIVE MARKETING PARADIGMS IN THE DIGITAL ERA

01:32:18 Request control People Chat Reactions More Camera Mic Share Leave

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Dr. Vandana Ahuja

AMITY UNIVERSITY

Using social media for targeted advertising

Amity Business School

Geotargeting

Behavioral targeting

Socio-psychographic targeting

- Targeting based on geographic locations, IP addresses and location based services can help advertisers in sending location based content to a consumer. For example, a consumer holidaying in Goa (information received by a brand from his social media update) can be targeted with ads pertaining to clothing or retail or fast food stores in that area, with the intention of piquing his interest.
- This is targeting based on the amount of time spent on a webpage or social media page, specific pages visited, links clicked, searches made etc. For instance, if a consumer has been constantly looking for prices of hotels or plane tickets, the targeting system would recognise this and throw up advertisements accordingly, like good airfare or hotel deals on Facebook etc.
- The social media profile of a consumer reflects his personality, lifestyle, interests and values, and this can be used by brands to reach out to them. A consumer with specific choice in apparel or food or jewellery, as visible on his social media presence can be targeted with relevant ads.

CHITRANS... YASHVI BA... PA

Technology Challenges in Accounting and Finance

02:20:31 Request control People Chat Reactions More Camera Mic Share Leave

devendra (Guest)

YOGESH C... RD

Conclusion by Prof. Mischel & Ebbesen

Success in all walks of life is related to just one thing:

Postpone Temptation!

Or

Delay Gratification!

devendra (Guest)

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