

SUPPORTING DOCUMENTS

CRITERION 1

1.3.2. Number of value-added courses for imparting transferable and life skills offered during last five years

SUBMITTED TO

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BY



N. L. Dalmia[®]

Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

**N. L. DALMIA INSTITUTE OF
MANAGEMENT STUDIES AND RESEARCH**

FOR

NAAC ACCREDITATION SECOND CYCLE 2022



N. L. Dalmia[®] **Institute of Management Studies and Research**

(A School of Excellence of N. L. Dalmia Educational Society)

**Number of value-added courses for
imparting transferable and life skills
offered during A.Y.2019-20**



Supporting Documents

1.3.2. Number of value-added courses for imparting transferable and life skills offered during last five years

Sr. No.	Details
	Number of value-added courses for imparting transferable and life skills offered during A.Y.2019-20
1	Certificate Program in Investment Banking
2	Certificate Program in Data Science
3	Bloomberg Analyst Certification
4	Bloomberg Market Concepts Certification
5	Talent Acquisition Training
6	Storytelling with Data
7	MarkStat
8	Selling & Negotiations
9	Certification Program in 'Communication Skills and Personality Development Indo - American Society



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A.Y.2019-20
Certificate Program in Investment Banking



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Report on Value Added Course

Title of the course- “Certificate program in Investment Banking”

Venue- N.L. Dalmia Institute of Management Studies and Research

Dates- 28th July 2019 to 1st September 2019

Duration of the Course -30 hours

Timings – 28th July 2019, 4th August 2019, 11th August 2019, 18th August 2019 and 25th August 2019 and 1st September 2019 (10am to 2pm)

Resource Person- Mr. Prateek Soni, Partner, Deloitte

Brief Description-

There was 30 hour value added program conducted by Mr. Prateek Soni (Aluminous of NLDIMSR) between 28th July 2019 to 1st September 2019 on investment banking with topics such as financial modelling, Explain the mechanics of an Initial Public Offering Build valuation models – DCF, LBO and multiples etc. The course was mainly conducted keeping in mind recruiters like Citi group who visit campus every year in the month of October. It was completed by all the 70 students who had enrolled for the course.

Re: Program in Investment Banking

Dinesh Hegde <dinesh.hegde@nldalmia.edu.in>

Mon 7/22/2019 1:14 PM

To: Anil Gor <anil.gor@nldalmia.edu.in>; Ms. Seema Saini - CEO, NLDES <ceo@nldalmia.in>

A good idea! Please go ahead.

Dr. Dinesh Hegde

Dean Academic & Head-Research & Consulting

NL Dalmia Institute of Management Studies & Research,

Tel : +91 22 4299 0033/44 Extn.758

Mob : +91 98198 47626

Email : dinesh.hegde@nldalmia.edu.in

From: Anil Gor <anil.gor@nldalmia.edu.in>

Sent: 19 July 2019 15:46

To: Dinesh Hegde <dinesh.hegde@nldalmia.in>; Ms. Seema Saini - CEO, NLDES <ceo@nldalmia.in>

Subject: Program in Investment Banking

Dear Sir,

We do get Investment Banking opportunities from Citi group, AK Capital, Accuris and Elara capital. Hence we need to prepare students for thjis profile. Like last year we will be doing special value added Program in Investment Banking for the students.

Faculty : Prateek Soni our alumni at Deloitte who has more than 5 yeras experience in Investment Banking at Citi Group.

Duration : 30 Hours

Total Charges : Rs.45,000/- (We will be paying @ visiting faculty rate of Rs.1500/- per hour)

Timing : Sunday 10.00 am to 2.00 pm

Around 60 to 70 students have shown interest. We will give this program to interested students and cost will be born by the students. (about Rs.750/- per student.)

Program will commence from 28th July,2019.

Submitted for your approval please.

Dr. Anil Gor

M.Com, LL.M. M.F.M, Ph.D.FCS, CAIIB

Chairman Placements / H.O.D. (Finance)

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Department of Finance | Value Added Program

AY 2019-20

Certificate Program in Data Science

Course structure

Program Duration: 60 hours

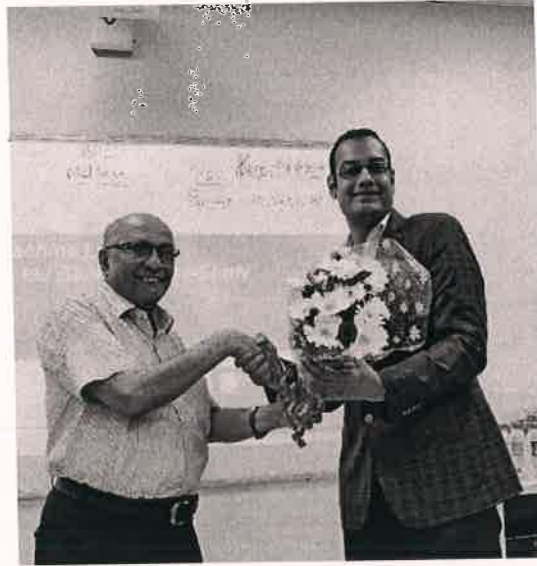
Delivery: 10 Sundays: 6 Hours on each Sunday commencing; Sunday, 12th January, 2020 at 10.00 am.

Timings: 10.am to 1.00 pm. 2.00pm to 5.00pm Lunch 1.00 pm to 2.00pm.

Sr. No.	Particulars of Topic to be covered	No. of Hours	Conducted by
1	Introduction to Fundamentals of Business Analytics	2	K2 Analytics
2	R and its applications in Business Analytics	10	K2 Analytics
3	Python and its applications in Business Analytics	20	K2 Analytics
4	Application of R& Python in Industry : Experience of Sodexo Business Analyst : Wasseque Siddiqui	03	Wasseque Siddiqui, Data Analyst with Sodexo
5	Applications of Business Analytics to Capital Market Research	03	Bhavik Bochar Executive from Citi.
6.	Business Analytics : Experience of Crisil Analyst	06	Ankush Gadi Director Crisil.
7.	Machine Learning and Artificial Intelligence	09	Ravindra Save from Technosoft Enginccrs.
8	NLP and Models of Measurements	06	Ms Prachi Mittal Data Scientist.



Programme on Data Science launched by NLDIMSR.



N. L. Dalmia Institute of Management Studies and Research launched a Certificate Program on Data Science in association with K2 Analytics on 12th January 2020.

The session began with Prof. Dr. Anil Gor Sir felicitating the founder of K2 Analytics Mr. Rajesh Jakhotia and his colleague Mr. Himanshu Gehlot with bouquet of flowers..

Opening the first session, Mr. Jakhotia explained how Data Analytics is changing the world around us. In the business world, Data Science Analysis is playing a major role. Nowadays, a lot of systems and algorithms are based on data science which is bringing a lot of convenience in doing business and helps in providing quick services.



In this Program, students will be learning R, Python, for business applications. Further, Program includes exposure to Artificial Intelligence and Machine Learning in addition to NLP as well as Models of Measurements. In addition to K2 Analytics, program envisages inputs from industry experts from Sodexo, Citi Corp, Google, and Crisil.. Program is pread over 10 Sundays covering 60 hurs learning to the students in the area of Data Sconce and Analytics.

Grishma Sawant





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A.Y.2019-20

Certificate Program in Bloomberg Analyst

Introductions:

Universities, colleges and corporates around the globe use Bloomberg to bring the real world of finance into the classroom, providing students with access to the same information platform used by leading decision makers in business, finance and government.

The Bloomberg Professional service and Bloomberg Terminal seamlessly integrate the very best in data, news and analytics. The Terminal is a 24-hour, global financial services system that provides transparent and reliable financial, economic and government information covering all market sectors. It features company financials, market data spanning more than 20 years, charts, statistics, a communications platform and current news reports.

This course is intended to provide an overview of the Bloomberg Professional service so you can get started using this powerful tool.

The goal is aimed at to imbibe and enhance the following skill sets:

1. Exposure to Global Markets
2. Enhancement of technological skills
3. Peer based learning
4. Experiential Learning (Learning by Action and Application) Hands on Experience working on Bloomberg terminal.
5. Investment strategy and technical analyses

Courses Agenda:

I. Economic indicators

- Discover the fundamentals of how economic indicators are published and analyzed.
- Explain the qualities of good economic indicators.
- Explore how economic indicators can be used to spot inflection points.
- Central Banks statistics
- World Economic calendar analyses
- World Trade Monitoring

- Currency circulations With sub modules like *The Primacy of GDP*, *Monitoring GDP*, and *Forecasting GDP*, Students can expose the most critical and basic indicators through the lens of GDP. The module covers a wide range of Terminal functions.

II Equities

- Real Time trade Analyses (RITA).
- Intraday performance of securities
- Working Capital structure
- Explore the nature and allure of equity ownership.
- Analyst Recommendations
- Back Testing
- Earnings Estimates
- Corporate Action.
- Describe how industry and supply chain analysis is foundational to equity research.
- Discover how the use of accurate industry drivers facilitates accurate earnings forecasts.
- Describe the five-step absolute valuation process and the attendant pitfalls.
- Identify the three types of relative valuation and the role of future earnings growth when assessing fair value.
- Supply chain Analyses
- Relative valuation and comparisons

A deep immersion into the exciting, volatile world of equity investing, with such submodules as *Introducing the Stock Market*, *The Nature Of Equities*, *Equity Research*, *Absolute Valuation*, and *Relative Valuation*. Many Terminal functions are covered and students will leave course with a deep and robust knowledge base to build upon.

III. Fixed Income

- Discover how the bond market became the biggest, most complex market in the world, as well as how it serves a vital public purpose.
- Explore how yields facilitate comparison across the vast diversity of the bond market.
- Describe how government bond yields are a yardstick by which all other investments are measured.
- Describe how bond markets instill discipline in governments around the world.
- Discover why, when and how central banks make interest rate decisions.
- Explore how bond valuation is driven by creditworthiness, inflation and central bank interest rates.
- Describe the importance of the yield curve to businesses and consumers around the world.
- Interpret the meaning of the four major shifts in the yield curve and the meaning of curve inversion.

Deep into the world of Fixed Income, with sub modules including *The Roots Of The Bond Market*, *Bond Valuation Drivers*, *Central Bankers & Interest Rates*, *The Yield Curve & Why It Matters*, and *Movements In The Yield Curve*. A number of key Terminal functions covering FI will be explored.

IV. Currencies:

- Real time world currencies exchange rate analyses
- Real time world currency matrix
- Explore the history and mechanics of currency markets.
- Identify the three main drivers of currency valuation.
- Discover the role of central banks in guarding against inflation and deflation.
- Demonstrate how investors and businesses are affected by currency markets and how they manage currency risk.

With submodules on *Currency Market Mechanics*, *Currency Valuation*, *Central Banks and Currencies*, and *Currency Risk*, you can help students start to master liquidity, investment, and cross-border Analytics capital flows. An array of Terminal functions will be utilized.

V. Technical indicators/Analytics and Charts:

- ✓ Line Charts
- ✓ Candle Charts
- ✓ Heikin-Ashi
- ✓ Simple Average Moving Method (SAM)
- ✓ Ratio Analyses.
- ✓ Balance sheet Analyses
- ✓ M&A Analysis
- ✓ Structured Finance
- ✓ Company in-depth analyses

VI. Bloomberg Certifications

A. Bloomberg Markets Concepts

B. Bloomberg Analyst Certificates

Bring the markets into classroom by offering foundational content with clearly defined goals. Technical Analyses and other real-world examples act as a complement to syllabus.

Course Plan

Program	PGDM - Finance
Course Title	Bloomberg
Course Credit	NA
Academic Year	2019-20
Batch	2019-21
Duration (Hrs)	90
Name of the Faculty	Prof. Prakash Rathod

1. Course Overview

Universities, colleges and corporates around the globe use Bloomberg to bring the real world of finance into the classroom, providing students with access to the same information platform used by leading decision makers in business, finance and government.

The Bloomberg Professional service and Bloomberg Terminal seamlessly integrate the very best in data, news and analytics. The Terminal is a 24-hour, global financial services system that provides transparent and reliable financial, economic and government information covering all market sectors. It features company financials, market data spanning more than 20 years, charts, statistics, a communications platform and current news reports.

The Bloomberg Terminal brings together real-time data on every market, breaking news, in-depth research, powerful analytics, communications tools and world-class execution capabilities — in one fully integrated solution.

Up-to-the-minute access to the news that matters, that moves markets and that changes the course of a business can make all the difference. News is reported when it happens, from where it happens. With more than 2,700 news professionals in 120 countries, Bloomberg's award-winning coverage of companies, markets, economies, politics and governments ensures that you get the information you need when you need it most.

Bloomberg has a broad range of research offerings including direct access to sell-side and independent research from more than 1,500 sources, as well as proprietary, analyst-driven research that provides a comprehensive view of industries and their key constituents with unsurpassed depth and breadth at the sector, industry and company levels. This course is intended to provide an overview of the Bloomberg Professional service so students can get started using this powerful tool.

N.L. Dalmia Institute of Management Studies and Research is the first Institute to set up the Bloomberg lab in Mumbai to provide students an extremely focused and high end knowledge programs with a high degree of practical learning and on-the-job applicability especially for finance & research students.



2. Course Outcomes (CO)

Sr. No	At the end of the course students will be able to :
C01	Bloomberg Technical Training Certifications. 1. Bloomberg Market Concepts 2. Bloomberg Analyst Certification
C02	Illustrate the world equity Indices, world economic indicators, Statistics, world center banks, Industries and all financial On & Off market instruments. Liquidity, volatility, maturity, and pricing of various financial instruments issued across domestic and foreign markets.
C03	Provides a comprehensive overview how students can import Bloomberg data into Microsoft Excel. It includes a step-by-step guide, cheat sheets and descriptions of recent enhancements. Will also display information on performing Bloomberg calculations in Excel.
C04	Analyze Portfolio and risk analytics, monitoring, characteristics, attribution, historical performance & pinpoint the sources of active risk in portfolios with fundamental risk factor Models.

3. Course Outcome and Program Outcome mapping

	P01	P02	P03	P04	P05
C01	H			M	
C02	H	H			
C03			L	H	
C04	H	H		M	

H- Highly correlated, M- Moderately correlated, L- less correlation

- P01- Apply knowledge of management theories and practices to solve business problems
 P02- Foster Analytical and Critical Thinking abilities for data based decision making
 P03- Ability to develop Value based Leadership ability
 P04- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business
 P05- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment



4. Course Overview

Module No.	Topic	Sessions
1	Introduction and System Navigation: Introduction to Bloomberg Key Board navigation Basic commands	1-3
1	Economic indicators: Discover the fundamentals of how economic indicators are published and analyzed.	4-13
3	Equities: A deep immersion into the exciting, volatile world of equity investing, with such sub modules as Introducing the Stock Market, The Nature Of Equities, Equity Research, Absolute Valuation, and Relative Valuation. Many Terminal functions are covered and students will leave course with a deep and robust knowledge base to build upon.	14-24
4	Bloomberg Market Concepts: Bloomberg Technical Training Certification.	25-32
4	Money Market: T-bills, Commercial Paper, Call money market, Commercial Bill Market, Repo and Reverse Repo.	32-35
4	Fixed income securities/ Bond Market: Deep into the world of Fixed Income, with sub modules including The Roots Of The Bond Market, Bond Valuation. Drivers, Central Bankers & Interest Rates, The Yield Curve & Why It Matters, and Movements In The Yield Curve. A number of key Terminal functions covering FI will be explored.	36-42
5	Currencies/FX Market: Currency Market Mechanics, Currency Valuation, Central Banks and Currencies, and Currency Risk, you can help students start to master liquidity, investment, and cross-border Analytics capital flows. An array of Terminal functions will be utilized.	43-48
6	Technical indicators/Analytics and Charts: Markets, Industry, sectors and Company in-depth analyses using Graphic fundamentals.	49-54



5. Pre requisites /co requisites (if any) from students

Sr. No	Details
1	Awareness regarding finance and economics in the country and around the world
2	Basic Technical and Analytical skill

6. Session Plan (Each session of 90 minutes)

Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
1	Introduction to Bloomberg and system navigations	Class room Discussion & Interaction	Understand Bloomberg Terminals, History, founder, Login credentials	NA
2	Introduction to Bloomberg and system navigations	Class room Discussion, Interaction & Practical – Demo & Practice	Explain the Bloomberg Keyboard The red stop keys, green action keys and yellow market sector keys help you access information quickly and easily.	NA
3	Introduction to Bloomberg and system navigations	Class room Discussion, Interaction & Practical – Demo & Practice	ACCESSING THE APPLICATION; Bloomberg panels, settings, create a login name and password when logging in for the first time	NA
4	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators WECO -> world economic calendar ECST -> for macroeconomic parameters EMKT -> emerging mkt trends msg ECOW -> World eco stats	NA
5	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
6	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
7	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
8	Economic indicators:	Class room Discussion, Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA L.M.Bhole NA
9	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
10	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
11	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
12	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
13	Economic indicators:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Economic indicators Bloomberg Commands	NA
14	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	Functions & Securities Functions used in Bloomberg: 7. HCPI – 1. DES – Security Description 2. TK – Ticker Symbol lookup 3. SECF – Security Finder 4. MGMT – Company management 5. HP – Historic Price 6. GP – Graph Price	NA
15	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	7. HCPI – Historic Open, High, Low and Closing prices 8. DVD – Dividend and Split details 9. CACS – Corporate Action Summary 10. EE – Earnings & Estimates 11. GIP – Intraday Price Chart 12. GPO – Year to Year Price Chart 13. ANR – Analysts Recommendation 14. RV – Relative Valuation	NA
16	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	15. MA – Mergers & Acquisition 16. CNDL – Candlestick Chart 17. COMP – Compare two securities while viewing a graph 18. MOST – Most Active Securities 19. FUND – Mutual Fund Search	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
			20. EVTS – Company Events 21. CN – Current News 22. NI – Search News for Specific Category	
17	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	HDS -> security ownership - DDIS -> debt distribution (select debt type) - EPR -> stock exchange profile - EM -> Earning matrix / trends - CN -> Company news - FTST -> factor back tester -> create custom	NA
18	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	GIQ -> intraday market chart - BXT -> Buy ticket - SXT -> Sell ticket - CRPR -> Credit rating profile - FIPX -> Fixed income price discovery - NIM -> New issue monitor	NA
19	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	COMM/RV/RAC /ANR/RITA– Comparative Analyses	NA
20	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	PORT -> portfolio & risk analytics KI -> Key insights SPLC -> Supply chain analysis	NA
21	Equities:	Class room Discussion, Interaction & Practical –	Illustrate various Equity Bloomberg Commands TMSG -> Trade ideas	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
		Demo & Practice		
22	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Equity Bloomberg Commands	NA
23	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Equity Bloomberg Commands	NA
24	Equities:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Equity Bloomberg Commands	NA
25	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
26	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
27	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
28	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
29	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
30	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
31	Bloomberg Markets Concepts Certification.	Online Assessment	Certification	NA
32	Money Market	Class room Discussion, Interaction &	Illustrate various Bloomberg Commands for T-Bills	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
		Practical – Demo & Practice		
33	Money Market	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands for Commercial Papers	NA
34	Money Market	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands for Repos	NA
35	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
36	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
37	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
38	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
39	Fixed income securities/	Class room	Illustrate various	NA

Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
	Bond Market:	Discussion, Interaction & Practical – Demo & Practice	Bloomberg Commands – Related to Fixed income securities	
40	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
41	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
42	Fixed income securities/ Bond Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Fixed income securities	NA
43	Currencies/FX Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Currencies – SPOT & Forward FX, FX Conversions, Global Currency Matrix etc	NA
44	Currencies/FX Market:	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate various Bloomberg Commands – Related to Currencies – SPOT & Forward FX, FX Conversions, Global Currency Matrix etc	NA
45	Currencies/FX Market:	Class room Discussion, Interaction & Practical – Demo &	Illustrate various Bloomberg Commands – Related to Currencies – SPOT & Forward FX, FX Conversions, Global Currency Matrix etc	NA



Session No	Topics/Units	Pedagogy	Expected Learning outcome	Resources (Books/ Chaps / Case etc)
		Practical – Demo & Practice	Related Markets, Industry, sectors and Company	
53	Technical indicators/Analytics and Charts	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate in-depth analyses using Graphic fundamentals Related Markets, Industry, sectors and Company	NA
54	Technical indicators/Analytics and Charts	Class room Discussion, Interaction & Practical – Demo & Practice	Illustrate in-depth analyses using Graphic fundamentals Related Markets, Industry, sectors and Company	NA
55	Bloomberg Analyst Certification	Practical & Theory	Certification	NA
56	Bloomberg Analyst Certification	Practical & Theory	Certification	NA
57	Bloomberg Analyst Certification	Practical & Theory	Certification	NA
58	Bloomberg Analyst Certification	Practical & Theory	Certification	NA
59	Bloomberg Analyst Certification	Practical & Theory	Certification	NA
60	Bloomberg Analyst Certification	Practical & Theory	Certification	NA



7. Detailed Assessment Plan (briefly describe each component and how the students are going to be evaluated)

Sr. No	Components with details	Individual/Group	Marks	Intended CO to be assessed
1	Bloomberg Market Concepts	Individual	100	CO1, CO2
2	Part I - Assessment - Practical / MCQ Part II - Assessment - Financial Market Analyses report	Individual	50 50	CO1, CO2, CO3, CO4.
	Total		100	

Prepared by: (Faculty name and signature with date)	Prof. Prakash Rathod
Approved by: Name and signature with date	Program Head Dr. Jyoti Nair





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**Institute of Management
Studies and Research**

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A.Y. 2019-20
Talent Acquisition Training

Talent Acquisition

Dr. Frederick Correa, Vice-President HR of Darashaw

The simulation was an extensive learning experience for all the HR students. Dr Correa took it in a steady and step-by-step manner, ensuring that all the students participate and understand the practical value of talent acquisition process.

To understand the existing knowledge of the students, an interview roleplay was done. While 3 students were a part of the roleplay, others were asked to observe and discuss later. Taking this roleplay as an example, the loopholes and better approaches were discussed.

The “how” of selection process involves “Authenticity”, “Objectivity” and “Credibility” as tools to gauge the effectiveness of it. This concept created a basis on which the entire perspective of the interview stood.

Further, we were explained the BARS (Behaviorally Anchored Rating Scale) and how it is useful in identification of behavioral competencies. To have more clarity, each student group was given one competency, for which they had to define three behavioral levels of poor, average and good using three traits. The purpose of this is that the interviewer should be able to align the observed behavior of the candidate with that given in BARS.

Next, the STAR and STEP approach was explained for framing questions. These frameworks are used to gauge the required information from the candidates. The idea is to form the questions in such a way that the candidate cannot beat around the bush and answer as required.

Dr Correa took efforts to give feedback on each step about the improvements that could be included in pre-placement talks, the job description, interview evaluation sheet and pointed out the loopholes in the questions asked in interview and how can we get better at it.

At the end of two-days, the students who did not have any experience of talent acquisition, got to experience it in a meticulous manner and those who did, got to know how to improve themselves. This value-addition will definitely help all the students in the long-run.

HR SEMESTER - II
ATTENDANCE SHEET

Sr No.	Date	Name of Webinar	Conducted By	Facilitator	Student Absent
1	14-May-2020	HR response to covid -19	Ms. Sreerupa Sengupta	Prof. Caral Dcunha	Clovette Muzrello
2	27-May-2020	Preparing leaders post covid	Dr. R Krishna Murthy	Prof. Ulhas Deshpande	All present
3	5-Jun-2020	HR Newbies- Flight from Campus to Corporate	Ms. Reena Wadkar	Mrs.Sajita Pradeep	Clovette Murzello
4	14-Jun-2020	Employee Engagement	Mr. Prashant Gautam	Prof. Caral Dcunha	Clovette Murzello
					Mitesh Duraphe
5	11-Jul-2020	TA in Godrej Industries	Ms. Priny Thomas	Prof. Caral Dcunha	All present
6	19-Jul-2020	Talent Aquisition Workshop	Mr. Frederick Correa	Prof. Caral Dcunha	Ankia Kedia (attended first half)
	25-Jul-2020				Akanksha Kumawat
7	26-Jul-2020	HR Knowledge Bytes	Pannel Discussion	Prof. Caral Dcunha	Akanksha Kumawat
8	30-Aug-2020	HR Knowledge Bytes	Ms. Krishna Desai	Prof. Caral Dcunha	Roll Nos.: 3,6,9,11,15,18,20
9	01-Sep-2020	NLP Workshop	Ms. Kiran Padhi	Prof. Caral Dcunha	Clovette Murzello
	4-Sep-2020				All present
	5-Sep-2020				All present
10	12-Sep-2020	Balanced Scorecard	Ms. Sanjivani Patil	Prof. Caral Dcunha	All present
11	26-Sep-2020	Devising L&D Strategies	Mr. Sanjay Chandel	Prof. Caral Dcunha	Mitesh Duraphe, Sakshi Tiwari, Anajana Tiwari
12	26-Sep-2020	Challenges of HR professionals in healthcare industry during COVID 19	Mr. Neil Sequeira	Prof. Caral Dcunha	Mitesh Duraphe, Sakshi Tiwari, Anajana Tiwari
13	24-Oct-2020	Talent Acquisition and Talent Mangement	Mr. Vishal Sawant	Prof. Caral Dcunha	Roll Nos.: 8,9,13,16,19
14	7-Feb-2021	Executive Coaching	Mr. Mudit Yadav	Prof. Caral Dcunha	Roll Nos.: 1, 3, 13, 20

Talent Management
19-20

Day 1			
Time	Topic/Section	Brief	Activity
Session 1	Introduction	Trainer gets to know participants and we and Learning outcomes are set	
	Reliving Interviewing experience as an interviewee	As an interviewee which interviews are Fresh in the memory? Why? What has stuck; leading to finer aspects of employer brand, planning the interaction; overall experience and interviewing skills of the interviewer	
	Role Play 1 by 3 participants	Leading to discussion on what could have been done to make process better; Whats good, what could have been better; aspects of interviewing skills leading to the 3 pillars of an effective hiring process	others will act as observers provide feedback: is there room for improvement? Where?
	Impact of a Wrong hire	Hard Costs and Soft Costs	Table exercise to compute Hard and soft costs
Break			
Session 2	Foundations of Competency Based Interviews	The 3 Pillars: Authenticity; Objectivity; Credibility	
	Understanding Competencies	What is competency; Behavioral Anchors and BARS	Exercise to define a particular competency and rating scales for that
	Types of Data Available to the interviewer	work, education, certifications, skills, specific experiences, interests: where should the interviewer focus	Exercise: what would you ask the candidate about work-education-skills, experience and interests
Break			
Session 3	Traditional Versus Behavioral Questions	What are traditional Questions and what are behavioral Question	
	Step/Star Framework	Introduction	
	Elusive Steps	Ambiguous Statements, Suppositions and Opinions	Individual exercise on Identifying STEPS and over coming ambiguous statements/Suppositions/Opinions by asking follow up Behavioral Questions
Break			

Session 4	Elusive Steps Cont.	Hypothetical and Leading Questions Versus Behavioral Questions	Individual exercise on hypothetical or leading questions to behavioral questions
	Follow up with Refining behavioural questions	Participants discuss and build questions repository for a couple of competencies	Table exercise to compute Hard and soft costs
	Some Common Interview Pitfalls	Interview Biases	Group interaction
Break			
Session 5	Introduction To Recruitment	Difference between Recruitment and Selection	
	How to Hire Right Fit	Thomas PPA introduction; Job Analysis; Strategy for recruitment and how to recruit on campus	
	Campus Simulation Part 1	Create JD and Employer Branding and development of Campus Strategy	
Day 2			
Session 1	Campus Simulation Part 2	Groups to pitch Employer Branding strategy and Campus PPT	Observers to give Feedback
	Campus Presentation	Delivered by Facilitator	Group interaction
Break			
Session 2	Campus Simulation Part 3	Best 2 groups get to conduct interview process (2 volunteers from Senior Batch required)	others will act as observers provide feedback: is there room for improvement? Where?
Break			
Session 3	Recap of Learning so far	From Participants	
	Good Questions	Summarising Questioning Techniques	
		Preparing for Role plays (Lateral Recruitment), including thinking through competency based behavioral questions, going through JD and Candidate profile- Panel of 3 participants, others observe and audit interview	Handover of Dummy Candidate Profiles/JDs
Session 4	Mock Interview	Role Plays by other groups	25 Minute interview/15 min feedback

Session 5	Real World Fit	It is quite Possible that a candidate measures upto the competencises and expertise; but does not join or leaves within 6 months. Introduction to the hallmarks of Real world Fit	
	Evaluation Test		Discussion of correct Answers
	Close		

* Each Session can range between 1 hour 45 minutes to 2 hours and 30 minutes
 Considering breaks we will need to earmark 11.5 - 12 hours each day
 Sessions will start at 8 am

Feedback Form

Timestamp	Name	Was the session usefui?	Was the content delivered	Did the session cover whi	Overall rating for the sess	Any other feedback/suggestion
9/12/2020 17:10:51	Aashika Nowar	Yes	Yes	Yes	5	Great
9/12/2020 17:18:52	Mitesh	Yes	Yes	Yes	5	NA
9/12/2020 18:11:41	Pranjal Mundhe	Yes	Yes	Yes	5	Excellent session and excellent delivery
9/12/2020 20:58:00	Ankita Kedia	Yes	Yes	Yes	5	One of the best sessions I have attended, looking forward to more such fun and insightful sessions
9/13/2020 8:44:02	Ishita Vasudeva	Yes	Yes	Yes	3	NA
9/13/2020 9:32:50	Ayushi Agrawal	Yes	Yes	Yes	4	Great workshop. Subject understanding was maxmum.
9/13/2020 11:08:47	Clovetta Murzello	Yes	Yes	Yes	4	NA

TA - WORK SHOP
20-21

Fw: Workshop on Talent Acquisition

Caral D'Cunha <caral.dcunha@nldalmia.edu.in>

Fri 17-07-2020 19:29

To: prajaktajha1@gmail.com <prajaktajha1@gmail.com>; Aanal Mehta <aanaldm1010@gmail.com>;
nld.pgdmhr2019.21@gmail.com <nld.pgdmhr2019.21@gmail.com>

Cc: Sonali Sawant <sonali.sawant@nldalmia.in>; Reeba Mathew <reeba.mathew@nldalmia.in>

Dear Students,

As planned earlier, the two days workshop on "**Simulation on Talent Acquisition**" by Mr. Fredrick Correa, AVP HR- DaraShaw will be on 19th and 25th of July 2020 from morning 10 am till evening 5 pm.

Sonali: Kindly book the slots in the TimeTable.

Caral D'Cunha | Assistant Professor - HR**N. L. Dalmia Institute of Management Studies and Research***(A School of Excellence of N. L. Dalmia Educational Society)*

M: +91-9920467801 | D: (022) 4299 0057 | B: (022) 4299 0033 (Ext. 657)

Srishti, Sector 1, Mira Road (E), Thane (MMR) 401107

*Accredited Grade "A" by NAAC & "Premier College" by ASIC**AICTE Approved | Affiliated to the University of Mumbai | An ISO 9001:2015 Certified*

From: Caral D'Cunha <caral.dcunha@nldalmia.edu.in>**Sent:** 16 March 2020 13:57**To:** Frederick Correa <fredericksidneycorrea@gmail.com>**Subject:** Re: Workshop on Talent Acquisition

Dear Fredrick,

Due to the outbreak of the Corona Virus, govt has directed all the institute to close down all academic activities till 31st March 2020, hence we need to reschedule the workshop. I will update you on the same. Apologies for the inconvenience caused.

Thanks & Regards,**Prof. Caral D'cunha.**

Faculty - HR

N.L. Dalmia Institute of Management Studies and Research

Email: caral.dcunha@nldalmia.edu.in; Mobile: +91-9920467801

From: Frederick Correa <fredericksidneycorrea@gmail.com>**Sent:** 08 March 2020 10:01

: Caral D'Cunha <caral.dacunha@nldalmia.edu.in>

Subject: Re: Workshop on Talent Acquisition

Dear Caral,

PFA details for the workshop.

We can do it on 13 and 14 or 21st and 22nd of March as per your convenience.

Actually this needs to be taught as a 3 credit course, but i have tried and squeezed it into a 2 day workshop.

Best

Frederick

Talent Management
Invision

Frederick Correa

9930681882/9182880691

fredericksidneycorrea@gmail.com

PERSONAL PROFILE

Human Resources professional with more than 8 years of experience and a proven track record of creating and implementing HR strategies that successfully drive business initiatives related to profitability, talent development and effective change management. Adroit in assessing existing processes and accordingly designing and implementing measures aimed at enhancing process efficiency, organizational effectiveness, employee potential & morale

Key Strengths: People Management, Stakeholder Management, Talent Management

PROFESSIONAL EXPERIENCE

HR Business Partner at Darashaw & Co. Pvt. Ltd. (April 2014 – Present)

(Assistant Vice President, hired as Management Trainee)

A. Talent Acquisition

Campus Hiring

- Designing and Implementing the Campus Recruitment Strategies
- Recruited more than 100 Management Trainees from premium B Schools ensuring quality intake by creating brand awareness and getting Day Minus One / Day Zero Slots

Leadership Hiring

- Responsible for Leadership Hiring and Ensuring Seamless Knowledge Transfer for continuity of Business

B. Talent Management

Performance Management

- Equip leaders with appropriate tools and knowledge to effectively manage their people in line with their people plans e.g. performance management, career management and succession planning
- Imbedded a performance management culture within the business areas as a means of driving business improvement by ensuring clear objectives, feedback and the improvement of client service through behaviors aligned with our values

Career and Succession Management

- Identified and Development Internal Successors for 12 critical Leadership positions in FY 17
- Developed and Implemented Individual Development Plans for Successors
- Conceptualized and drove Learning Interviews and Industry mapping for Identifying Successors externally
- Developed TNA for the Organization

C. Business Process Efficiency

- Skill Mapping and Job Loading analysis leading to reduction of outsourcing cost by approximately 11% in FY 18
- Implemented Talent Review process to optimize the team and equip the Leaders to take talent related decisions

D. Retention Management and Employee Engagement

- Developed an Early Warning Signal process for identifying the signs of distress and disengagement among employees
- Introduced an HR Outreach Program where every HR connects with the employees to address any issue hampering their productivity
- Set up a feedback bridge to the CEO to facilitate people matters
- Building a cohesive work environment through driving the various engagement activities such as conferences, training programs, fun at work etc

HR Business Partner at SHRM Biotechnologies (April 2010 - April 2012)

(HR Project Management Officer, hired as Project Coordinator)

- Performance Management in a wide variety of business applications which included development of Project Strategies and ensuring Project Milestones are met within specified time lines
- Responsibilities included Performance Management, Manpower Planning, Campus / Lateral Recruitment and Employer Branding

EDUCATION

Chitkara University Doctor of Philosophy	Chandigarh Pursuing
Mumbai University Master of Labour Laws and Labour Welfare	Mumbai 2018
Goa Institute of Management PGDM, Human Resources Management	Goa 2014
Amity University M.Sc. Biotechnology	Noida 2010
St Xavier's College (Calcutta University) B.Sc. Microbiology	Calcutta 2008

CERTIFICATIONS, HONORS AND AWARDS

- Valedictorian and recipient of the **Nirmal Goswami Gold medal for The Class of 2014** at GIM
- Awarded the **HR professional of the year** in 2020 (<10 year category) at the X4 Management Summit
- Recognized by the CEO with the **Glad to have you on the Team Certificate** for contributions in performance management 2019
- Recognized by the CEO with the **Glad to have you on the Team Certificate** for developing a strong talent fabric through MT program in 2018
- Youngest recipient to be awarded the **Darashaw Certificate of Performance** as a Management Trainee in 2015
- Certified Practitioner of **Thomas PPA (DISC Profiling)**
- Certified Practitioner of **Behavioral Event Interviews**
- Certified Practitioner of **Neuro Linguistic Programming**
- Certified in **6Sigma (Green Belt) and Behavioral Sciences**
- Was selected and represented India as **Youth Ambassador to United Nations**
- Elected to **Student's Advisory Council** at GIM and **Assistant General Secretary of the Student Body** at St. Xavier's college



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A.Y. 2019-20
Storytelling with Data

Course Plan

Program	Post Graduate Diploma in Management
Course Title	Storytelling with Data
Subject code	PGM 206
Course Credit	02
Academic Year	2019-20
Batch	2019-2021
Semester	II
Duration (Hrs)	20
Name of the Faculty	Mr. Ram Krishna and Mr. Sourav Choudhury

1. Course Overview

Storytelling with Data is getting popular among Fortune 500 organizations as an innovative and effective way to communicate with audience and leave a lasting impact without swamping them into data pool and side-stepping the reading out numbers after numbers in the slide-decks. Course strives to make students a presenter, that with the help of Data visualization techniques induces simplicity and helps audience spot the anomaly, trend or impact effortlessly. Course showcases effective messaging tools that help the presenter get the win resources, mindshare and approval for success of the projects or tasks undertaken.

2. Course Outcome (CO)

Sr. No	At the end of the course students will be able to :
CO1	Understand the importance of Storytelling with Data and learn to identify the story out of data
CO2	Understand to spin the storyline by using available data visualization tools
CO3	Conversant with Tableau and apply the tools to story scenarios.

3. Course Outcome and Program Outcome mapping

	PO1	PO2	PO3	PO4	PO5
CO1	H	H			
CO2		H			
CO3	H	H		M	

H- Highly correlated, M- Moderately correlated, L- Slight correlation

PO1- Apply knowledge of management theories and practices to solve business problems

PO2-Foster Analytical and Critical Thinking abilities for data-based decision making

PO3-Ability to develop Value based Leadership ability

PO4-Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business

PO5- Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment

4. Course Modules

Module No.	Topic	Sessions
1	Introduction to Story Telling with Data	2
2	Getting Started with Tableau	2
3	Time Series data, Aggregation and Filters	2
4	Joining and Blending Data	2
5	Group Presentation and individual quiz	2
6	Hierarchies, Maps and Scatter Plot	2
7	Table calculations and Clustering	3
8	Assignment to tell insightful story with help of given data	2

5. Pre requisites /co requisites (if any) from students

Sr. No	Details
1	A laptop/ computer to download and practice Tableau

6. Detailed Assessment Plan (briefly describe each component and how the students are going to be evaluated)

Sr. No	Components with details	Individual/Group	Marks	Intended CO to be assessed
1	Continuous Assessment		20	

	Participation	Individual		CO1, CO2, CO3
	Assignments	Individual/ Group		CO1, CO2, CO3,
	Quiz	Group		CO1, CO2, CO3,
2	Project	Individual	30	CO1, CO2 CO3

7. Session Plan (Each session of 90 minutes)

Session No	Topics/Unit	Pedagogy	Expected Learning outcome	Resources (Books/Chapters/Case etc	CO to be addressed
1	Importance of Stories, Human brain's perceptual and cognitive tendencies, story-telling arc, understanding your audience.	Video lecture/ Classroom Discussion	Understand the importance of Storytelling with Data.	https://www.youtube.com/watch?v=9w4IxAjleTU https://www.nature.com/articles/s41467-017-02036-8	CO 1
2	Visual components of data stories, importance of data visualization	Classroom Discussion/ Video Clip/ Blog	Introducing the world of Data visualization	https://www.nationalgeographic.com/news/2017/03/charles-minard-cartography-infographics-history/	CO 2
3	Getting Started with Tableau- Installing Tableau,	Hand-on practice	Downloading Tableau	Sejal Vora, Ch-2, Page- 27 https://www.tableau.com/about/blog/2020/8/importance-data-storytelling-next-decade-data	CO 3
4	Import data, bar chart, formatting options	Interactive Lecture Hand-on practice	Understand the popular tools and Gartner ranking	https://www.google.com/search?q=gartner+data+visualization+magic+quadrant+2020&sxsrf=ALeKk039UZ-bM5cNjv1vaayIKKxaQiEOSQ:1607877473248&source=lnms&tbm=isch&sa=X&ved=2ahUKEwiNIqtssvtAhVJU30KHR12A2UQ_AUoAnoECBIQBA&biw=1280&bih=578#imgrc=tWDjKYmUkOVOOM	CO1, CO2
5	Time Series data, Aggregation and Filters- Working with time-series data, understanding aggregation,	Hands on Interactive Lecture	Learn to work with time series data	Tableau	CO2, CO3
6	Understanding the granularity and level of details adding filters, creating interactive filters and highlights	Interactive classroom discussion	Learn to spin the storyline	Tableau	CO2

7	Joining and Blending Data - Different types of data joins, multiple field joins, Blending Data	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to apply the tools to story scenarios	Tableau	CO3
8	Managing joins and blends in same data set.	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to apply the tools to story scenarios	Tableau	CO2, CO3
9-10	Group Presentation				CO1, CO2, CO3
11	Hierarchies, Maps and scatter plots- Creating heirarchies, creating scatter plots	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to create scatter plots	The power of Data Storytelling by Sejal Vora; Storytelling with data by Cole Nussbaumer Knaflic	CO2, CO3
12	Mapping data with geographical maps, creating dual axis charts	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to map data	The power of Data Storytelling by Sejal Vora; Storytelling with data by Cole Nussbaumer Knaflic	CO2, CO3
13	Table calculations and Clustering -Table calculations	Classroom Interactive Lecture; Blog, Hand-on practice	Understand table calculations,	The power of Data Storytelling by Sejal Vora; Storytelling with data by Cole Nussbaumer Knaflic	CO2, CO3
14	Preparing data for clustering	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to prepare data for clustering	The power of Data Storytelling by Sejal Vora; Storytelling with data by Cole Nussbaumer Knaflic	CO2, CO3
15	Creating clusters, Cluster Modelling	Classroom Interactive Lecture; Blog, Hand-on practice	Learn to create cluster modelling	The power of Data Storytelling by Sejal Vora; Storytelling with data by Cole Nussbaumer Knaflic	CO2, CO3
16-17	Assignment to tell insightful story with help of given data	Assessments			CO1, CO2, CO3

8. Books, Reading Materials, Other Resources (Databases/journals/periodicals) prescribed

Sr. No	Details
1	The power of Data Storytelling by Sejal Vora
2	Storytelling with data by Cole Nussbaumer Knaflic
3	https://www.nationalgeographic.com/news/2017/03/charles-minard-cartography-infographics-history/
4	https://public.tableau.com/en-us/s/resources

Prepared by: (Faculty name and signature with date	Mr.Ram Krishna, 13/12/2020 Mr. Sourav Choudhury, 11/12/2020
Approved by: HOD – Name and signature with date	Dr.Joyeeta Chatterjee

Session 1 – 10: Mr. Ram Krishna

Session 11-17: Mr. Sourav Choudhury

Approved 01.01.2021

Dr. Joyeeta Chatterjee, HoD Marketing



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A.Y. 2019-20
MarkStat

A.Y 2019-20 (Batch 2018-20)

Mark Strat- Marketing Simulation

Markstrat – Simulation is an experiential learning which has been offered to the PGDM Marketing Students. These kind of learning increases retention and improves learning outcomes. The Mark Strat Simulation was conducted in the ICT Lab by Ms. Rashmi Jain. The licenses were procured from Mark Strat. All the students of Marketing participated in the simulation. Students have taken this simulation exercise very well.

The method of running this simulation was through competitive game of marketing simulation in workshop mode. Software used is MarkStrat.

In the two years PGDM course alike other students, Marketing students were also taught different subjects along with relevant marketing concepts and specialization courses. For them to be truly industry ready, it is important that the students understand the interplay of the conceptual areas and the impact of environmental factors on the success of organizational strategy.

Marketing Simulation helped students to understand the subjects like Marketing Strategy, Product and Brand Management, Negotiation Skills, Selling and Marketing Financial products in real world perspectives. This simulation enabled the students with real-life environment challenges; students used the knowledge of subjects to overcome the challenges.

Marketing simulation was conducted in a competitive (game) format for two continuous days. Students were divided in teams. Each team represented a company in a given industry within a hypothetical market. The teams competed with each other to maximize certain business KPIs over various stages. The competition was very innovative and the winners were awarded with certificates.

Dr. Joyeeta Chatterjee

Professor and HoD, Marketing



Strategic digital marketing concepts that transform your participants into digital experts.

- Experienced marketers, MBA and Master students
- 12 to 20 hours
- B2C durable goods (electronics)

Learning outcomes

- Know-how to blend digital and traditional media in developing a marketing plan.
- Segment, target and position a portfolio of brands on a digital-sensitive market.
- Manage digital marketing as a profit-center.

[learn more](#)



Fundamental strategic marketing concepts to turn your participants into effective marketers.

- Experienced marketers, MBA and Master students
- 12 to 20 hours
- B2C durable goods (electronics), B2C consumer goods (cosmetics), B2B (mechatronics)

Learning outcomes

- Learn the fundamental strategic marketing concepts: segmentation, targeting, positioning, brand portfolio strategies.
- Manage established and emerging market strategies.
- Experience essential marketing tools and conduct market and competitive analysis.

[learn more](#)



Circular economy & sustainability with Circular Markstrat to get participants to embrace the circular economy.

- Experienced marketers, MBA and Master students
- 12 to 20 hours
- B2C durable goods (electronics)

Learning outcomes

- Design eco-friendly products & business processes
- Discover how sustainability & profitability can be synergistic
- Adopt digital transformation for environmental good

[learn more](#)



Innovation concepts with Blue Ocean Strategy to create trends, eliminate competitors and own your market.

- Experienced executives in strategy and innovation, MBA and Master students
- 6-12 hours of decision-making
- Video game console industry, retail industry

Learning outcomes

- Adopt an innovation mindset & creative perspective
- Build know-how on creating new market demand
- Comprehend Blue Ocean theory from conception to delivery in all business aspects

[learn more](#)



REVMANEX

Achieve revenue management excellence in sales.

- Sales professionals & undergraduate, graduate & executive students in sales & marketing
- 2-3 hours of decision-making
- Consumer goods industry

Learning outcomes

- Adopt a value creation mindset for sustainable growth
- Become a savvy negotiator
- Embed customer-centricity in the sales process

[learn more](#)



BrandPRO

Step into a Brand Manager's role.

- Core Marketing Courses, Academic & Executive levels
- 3 hours
- B2C Durable Goods (electronics)

Learning outcomes

- Develop acumen for successful brand management
- Learn targeting and positioning concepts through product, pricing and communication decisions.
- Develop a customer-centric mindset

[learn more](#)



DIGITAL MediaPRO

Become savvy digital transformers.

- Core Marketing, Media Courses, Academic & Executive levels
- 3 hours
- Energy Drink Industry

Learning outcomes

- Learn media planning, execution tactics, specific language
- Know how to blend digital and traditional media to execute a media strategy
- Navigate key digital media challenges.

[learn more](#)



MixPRO

Master the 4Ps and effectively apply the marketing mix.

- Core Marketing Courses, Academic & Executive levels
- 3 hours
- B2C Durable Goods (electronics)

Learning outcomes

- Achieve brand performance through coherent and tactical marketing mix decisions
- Learn key marketing mix levers.
- Understanding of the 4Ps of the marketing mix

[learn more](#)



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A.Y. 2019-20
Selling & Negotiations

PGDM Post Graduate Diploma in Management (PGDM) - Batch 2020-22

Course Contents

Program	PGDM- Marketing
Course Title	Selling and Negotiation Skills
Credit Value	2
Semester	II
Duration	20 hours

1.Course Objectives

This course will focus on developing and strengthening selling and negotiation skills while working to build a mutually beneficial deal. The Programme shall address issues that will enable participants to appreciate the increasing significance of professional skills in sales and negotiation to achieve desired sales results and reinforce customer relationship.

2.Course Contents

Sr. No	Topic	No of sessions of 90 minutes each
1	Introduction to Negotiation Busting preconceived notions around negotiations, Introduction to Negotiation – Definition and Types, Introduction to ZOPA and BATNA, BATNA essentials	4
2	Negotiation skills Importance of communication in negotiation, Bargaining styles and Personality styles, Difference between Position and Interests, Stages of Negotiation – Negotiation Cycle	5
3	Types of Negotiation – Win-win, Win-lose, Lose-lose	1
4	Ethics, fairness and trust in negotiation	1
5	Selling Types of selling, Hunting and Farming, The selling approach – 8 steps, Buyers remorse and Sellers remorse	4
Total		15

3.Teaching Methods

Lectures , Lab sessions, Case studies, Projects and Assignments

4.Assessment

Sr. No	Method	Marks	Weightage (%)
1	Continuous Assessment (Class attendance/Participation/ Tests/ Assignments/ Projects/ Viva voce)	20	40%
2	Semester End Examination	30	60%
	Total	50	100%

5. Reading Materials recommended (Text Books/Reference Books/Others)

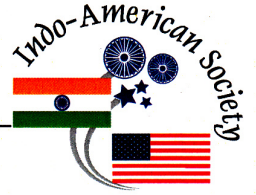
Sr. No	Reading Material
1	Essentials of Negotiation - Roy J Lewicki, Bruce Barry, David M Saunders. McGraw Hill
2	Splitting the difference - Chris Voss, Harper Collins
3	You can negotiate anything - Herb Cohen, Penguin



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**Communication Skills and Personality
Development Indo - American Society**

Indo-American Society



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Website: www.indoamericansociety.org

President

Mr. Kuldeep Singh Gouri

BILLING ADDRESS

NL DALMIA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH.

SECTOR-1,SRISHITI,

MIRA ROAD,MUMBAI-401104.

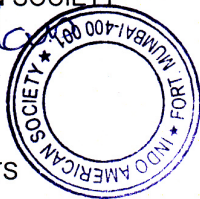
PAN NUMBER:-AAATN2542C

SAC NUMBER:-SAC999293 (COMMERCIAL TRAINING & COACHING & MEMBERSHIP)

INVOICE NO 04-2019/2020 Dated 09/07/2019	AMOUNT.PS
GST NO:-27AAATI0035M1ZR	
CERTIFICATION PROG IN COMMUNICATION SKILLS & PERSONALITY	
DEVELOPMENT AT NL DALMIA INSTITUTE-MIRA ROAD, FOR 106 STUDENTS	
6 DAYS PROGRAMME STARTING FROM 26/06/2019,27/6/2019,28/6/2019 3/7/2019,04/07/2019, AND 05/07/2019	
TRAINING 3 HOURS PER DAY WITH STUDY MATERIAL,& CERTIFICATE	
RS 2200 PER STUDENT(FACULTY MR.S.VISHWANATHAN ,MR NEVILLE MEHTA)	197627.00
ADD:-CGST 9%	17786.43
ADD:-SGST 9%	17786.43
ADD:-ROUNDING OFF	0.14
TOTAL THREE LACS THIRT THREE THOUSAND TWO HUNDRED ONLY)	233200.00

FOR INDO AMERICAN SOCIETY

B. Ramanathan
B. RAMANATHAN
MANAGER ACCOUNTS





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The following mentioned value-added programs include assignments/project modules along with instructional hours. Assignments were taken into consideration while approving the program completion certificate/status.

Sr.No	Program Title	Instructional Hours	Assignment/projects modules hours	Total Hours
1	Executive Coaching (AY 2018-19)	18	15	33
2	Certificate program in Investment Banking (AY2018-19)	25	8	33
3	Talent Acquisition Training (AY2019-2020)	18	12	30
4	Storytelling with Data (AY2019-202)	20	12	32
5	Certification Program: Category III AIFs and Portfolio Management Services - Hedge Funds (AY2020-2021)	25	10	35
6	Certification Program: Category I AIFs and Category II AIFs - Private Equity (AY2020-2021)	25	10	35
7	NLP Foundation Course Dale Carnegie Training (Competency Modelling) (AY2021-22)	22	8	30



Head of Accreditation

Vaishali Kulkarni
Prof. (Dr.) Vaishali Kulkarni.