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Institute of Business Management & Research

IBMR IPSA in Top 100 Management Institutes of India since 2017...

Management 4.0
AICTE Sponsored
Online Short Term Training Program (STTP)

Program Chair:

Dr. Vivek Singh Kushwaha
Director
IPS Academy, IBMR

Program Coordinator:

Dr. Sachin Mittal
Professor
IPS Academy, IBMR

Program Co-Coordinators:

Dr. K. C. Modak
9981574946

Dr. Nidhi Jhawar
9425063133

Dr. Kiran Gehani
9407267195

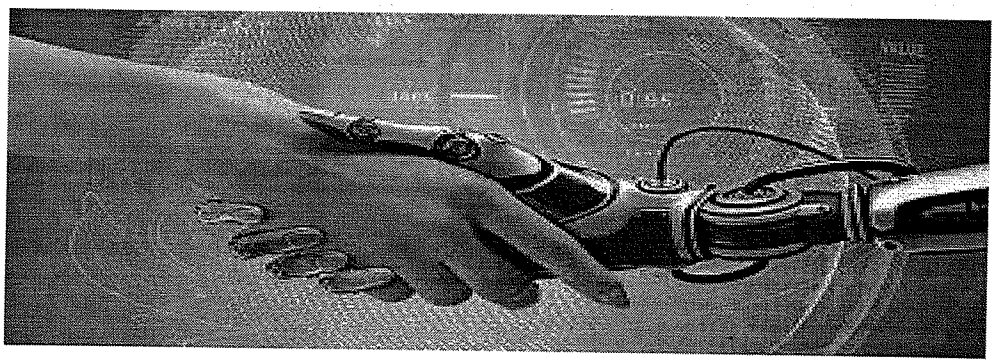
- **Online STTP will be conducted in 3 Phases**

Phase 1: Feb 15 - 20, 2021
Phase 2: Mar 22 -27, 2021
Phase 3: April 26 - May 01, 2021

Highlights:

- No Registration Fee
- The registration form on https://forms.gle/guopAKaGXLNanXcb9 to be filled on or before

- 5th Feb 2021 for Phase 1
- 12th March 2021For Phase 2
- 16th April 2021 For Phase 3



Program Overview:

Management 4.0 seeks to unwind the relevance of Fourth Industrial Revolution over Management Professionals, Academicians, Industry Practitioners, Consultants, Budding Managers and Entrepreneurs. The Training Program aims to upskill professionals by giving them expert's insight into dimensions of Management 4.0 like Innovations in Teaching and Learning, Digital Marketing, HR Analytics, Utilizing Research to bridge Industry Academia Gap and Essence of Personal Effectiveness.

Management 4.0 STTP will embark a spark of potential learning's in dynamic perspective to help you meet the Modern Industry Demands in a rapidly-changing, diverse and Technology-led Economy.

Program Outline:

- Teaching Innovations in Management 4.0
- Digital Marketing in Management 4.0 Era
- Essence of Research in Management 4.0
- Emerging HR Analytics in Management 4.0
- Exploring Teaching Pedagogy in Management 4.0
- Management 4.0 & Personal Effectiveness

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Phase 1: Feb 15 - 20, 2021——Phase 2: Mar 22 -27, 2021——Phase 3: April 26 - May 01, 2021

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Learning Outcomes:

The program is oriented to enhance;

- Application of Innovative Concepts and Skill Development in Management 4.0
- Knowledge of HR Analytics, Digital Marketing and Personal Effectiveness in Management 4.0
- Understanding of Latest Research and Case Writing Techniques.

Information for Participants

- No registration fee for participants.
- The STTP is open to the faculty members, government and industry professionals, research scholars, entrepreneurs, consultants and management professionals.
- The STTP will be held on virtual platform i.e. ZOOM.US.
- Participants registration once confirmed, will be informed through mail.
- Each participant will receive the e-certificate only if they maintain minimum 80% attendance and minimum 60% marks in the online test.
- The STTP will be organized thrice. Hence, participants shall only register in one of the Phases (1 , 2 & 3) of STTP.
- All relevant queries should be directed through e-mail at sttpibmr.mgt@ipsacademy.org.
- The 6 Day online STTP will have session of five hours each day

(Tentative timing: 10.00 to 11.30, 12.00 to 1.30, 2.30 to 4.30)

Resource Persons

Dr. Rajendra Nargundkar
Director,
NMIMS,
Bangalore

Dr. Vinay Goyal
Associate Professor,
S.P. Jain Institute of Management & Research, Mumbai

Dr. Karunesh Saxena
Director, IQAC Cell & Chairman,
Faculty of Management Studies,
FMS, Udaipur

Mr. Yatish Mathur,
Ex-Vice President, Operations
Force Motors,
Team leader and Motivator

Prof. Vinayak Nath
Serial Entrepreneur, Angel Investor,
Mentor &
TEDx Speaker

Shri Krishna Pad Das Ji
Youth Mentor & Life Skill Coach
Hare Krishna Movement,
The Akshaya Patra Foundation

Dr. Girish Agrawal
Retd. Professor,
Institute of Rural Management,
Anand

Dr. Prateek Maheshwari
Associate Professor,
IIFM,
Bhopal

Mr. Abhishank Babbar
Alumni of IIFT,
Storyteller & Mentor,
South Delhi

Mr. Divyansh Ganjoo
Director & Founder,
Pitara Studio,
Mumbai

Prof. Manish Saraf
Education Business Consultant
& Mentor,
Indore

To Register Please Follow:
https://forms.gle/guopAKaGXLNanXcb9

Phase 1: Feb 15 - 20, 2021
Phase 2: Mar 22 -27, 2021
Phase 3: April 26 - May 01, 2021

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All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg,Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org

STTP- Sanction Letter

Ref. No. 34-66/197/FDC/STTP/Policy-1/2019-20

Date 10 AUG 2020

From

Director,
Faculty Development Cell,
AICTE, New Delhi-110070

To

The Drawing and Disbursing Officer,
All India Council for Technical Education,
Nelson Mandela Marg,
Vasant Kunj, New Delhi - 110070

Sub: Release of grant for conduct of Short Term Training Programme (STTP) under AQIS 2019-20 during the financial year 2020-21- reg.

Sir,

This is to convey the sanction of the Council for payment of Rs. 322667 /- (Rupees Three Lakh TwentyTwo Thousand Six Hundred SixtySeven Only) for conduct of Short Term Training Program as per details given below:-

1	Name and address of the beneficiary University / Institution	IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.) HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE Madhya Pradesh 452011
2	Permanent ID of Institute	1-3930783
3.	Institute type	Unaided - Private
4.	Name of Coordinator	Dr. VIVEK KUSHWAHA
5.	Amount sanctioned	Rs. 322667/
6	Amount to be released	Rs.322667/- Full & final payment
7.	Head of account	601.15(a) Gen. Short Term Training Programme (Plan)
8	The authorized officer in whose favour Cheque/ Demand Draft/ RTGS is to be made	REGISTRAR / DIRECTOR / PRINCIPAL
9.	Title of the programme	MANGEMENT 4.0

1. The amount of the grant shall be drawn by the Drawing and Disbursing Officer, All India Council for Technical Education on the grant-in-aid bill and shall be disbursed to and credited to the Registrar/ Director/Principal of the institute through RTGS.

2. This grant in aid is being released in conformity with the terms & conditions as well as norms of the scheme as already communicated, and also being communicated in this letter.

3. The Principal of the institute and the Coordinator of the Program are requested to verify the correctness of the under mentioned Bank Account / RTGS Details furnished by them alongwith the proposals, in which the grant is being released.

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Institute PAN No.	Bank Name	Bank Branch Name	Bank Branch Address	Account Holder Name	Account Type	Account Number	IFSC Code
AAATI3186K	HDFC BANK LTD	INDORE	UPPER GRD FLB COMMERCE HOUSE 7 RACE COURSE ROAD	IPS ACADEMY	Current Account	50200012278632	HDFC0001240

Instructions/Guidelines to be followed by the University/Institution

I. **Disbursement of funds to University/Institutions**

a. **The full amount of the grant sanctioned is being released as advance to the University/Institute.**

b. **The amount spent by the institute on the conduct of STTP shall be adjusted on the basis of utilization certificate and detailed expenditure statement submitted by the University/Institution on the prescribed format along with other mandatory documents viz feedback form, copy of proceedings and completion report etc.**

b. The above said amount of grant shall be refunded back to AICTE if the Letter of Approval (LOA) / Extension of Approval (EOA) is not issued by AICTE to the institute for the academic year 2020-21.

II Maintenance of Accounts

a. The Institute shall strictly follow the provisions laid down in the scheme document as available on the portal

b. Funds covered by this grant shall be kept separately and would not be mixed up with other funds so as to know the amount of interest accrued on the grant.

c. The University/College/Institute shall maintain proper accounts of the expenditure out of the grants, which shall be utilized only on approved items of expenditure.

d. The grant is intended to cover items of expenditure connected with the Short Term Training Programme such as Boarding & Lodging to the participants, TA to outstation participants, Honorarium to Course Coordinator, reading material to participants, Honorarium to resource persons, TA/DA to resource persons including two outstations resource persons & working expenses (reprographic services, postage, transport, daily wages, tea/coffee etc

III. Conduct of test and issuance of certificate

A test shall be conducted by Program Monitoring Committee (PMC) at the end of the program and joint certificates shall be issued (by AICTE & conducting institute) to those participants who have attended the program and have scored minimum 60% marks in the test.

IV. Submission of Documents by the University/Institutions to AICTE

a The following mandatory relevant documents are required to be submitted by the University/Institution within one month of the completion of the program:

(i) Original Statement of actual expenditure & Utilization Certificate in the prescribed proforma duly signed by the Head of the institution and countersigned by Registrar/Finance Officer/Govt. Auditor. In case of self financing/private institutions, Statement of actual Expenditure & Utilization Certificate are required to be audited & signed and sealed by a Chartered Accountant endorsing the membership number and complete postal address. Format for same is available on AICTE web portal

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The University/Institution is not required to submit bills/vouchers/invoices etc for the expenditure incurred out of recurring grants. However, such copies of bills/vouchers/invoices shall be digitized by respective institutions receiving grant and uploaded scanned copies of such bills/vouchers/invoices etc on the portal for availability and view at any point of time.

(ii) Feedback form in the prescribed proforma.

(iii) Copy of the proceedings and completion report.

(iv) List of candidates who have successfully completed the program on the basis of the test conducted by Program Monitoring Committee (PMC).

(v) Report submitted by Program Monitoring Committee (PMC).

b. The amount of the grant shall be adjusted on submission of utilization certificate & detailed expenditure statement by University/Institution. On receipt of these documents, the total amount of financial assistance, admissible as per the norms, shall be worked out and grant-in-aid adjusted.

V. General instructions

a. Preferably 10% of the participants may be industry professionals deputed by industry. Further, not more than 2 participants shall be from the host institution/group of institutions.

b. The grant released/or part thereof, if remains unutilized for any reason after expiry of stipulated time period (for any reasons to include unspent amount, interest , penalty if imposed) shall be refunded back to AICTE in the form of RTGS payable to Member Secretary, AICTE, New Delhi. The bank details of AICTE are as under:

Account No	:	55113199952
Name of the Account Holder	:	Member Secretary, AICTE, New Delhi
Bank Name	:	State Bank of India
Branch Name	:	Shastri Bhawan, New Delhi
IFSC Code	:	SBIN0050203

c. The STTP is a residential program of a duration of six days with minimum 40 participants. The approved STTP shall be conducted within six months from the date of release of funds.

d. If programme is not conducted within the period of six months of the release of the 100% grant, the released amount, alongwith interest accrued thereon, has to be necessarily returned back to AICTE within a month through RTGS.

d. The expenditure under the Heads 'Honorarium to Course Coordinator' and 'Honorarium to Resource Persons' shall not exceed 1% & 20% respectively of the total sanctioned grant for the Programme. However, overall expenditure shall not exceed the funds sanctioned for the Programme.

g. Any extra money required to complete the programme must be borne by the institute from their own resources. But the quality of the activities should not be compromised.

h. Any unavoidable circumstantial change in the program with respect to name of Project Coordinator, Venue and date for organizing STTP would mandatorily require prior approval of the Council. All such requests should be addressed to AICTE, in advance, recording the specific reasons for proposed changes, failing which the offer for the grant already issued would be treated as automatically withdrawn and the financial assistance released in favour of the beneficiary institution shall be refunded immediately to the Council. Kindly mention the File No. 33-60/19/FDC/STTP/Policy-1/2019 in your future correspondence.

i. Steering Committee/Project Monitoring Committee (PMC) is required to be constituted at institutional level. The constitution of the PMC shall be as under:

(i) Principal Director/Registrar of the [illegible] (Chairperson)

(ii) (ii) Coordinator of the program [illegible] (Secretary)

(iii) Two Professors and one subject [illegible] from the [illegible]

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The members of the AICTE Training and Learning (ATAL) Academy must be below the rank of Associate Professor. A test shall be conducted by Project Monitoring Committee (PMC) at the end of the program and the certificates shall be issued to those participants who have attended the program and have qualified in the test. The details of the activities along with the reports are to be submitted to the ATAL Academy in time, failing which the grant may be withheld.

j. **GoI GFR rules (@https://doe.gov.in/order-circular/general-financial-rules2017-0) should be followed** during utilization of grant.

k. This Sanction Order may be treated as Offer Letter for all purposes.

NOTE:- Any deviation from the above will invoke serious action against the Institute.

Yours sincerely,

(Col. B Venkat)
Director (FDC)

10 JUL 2020

Copy forwarded for information and necessary action to:

1. Name and Address of the Coordinator
   Dr. VIVEK KUSHWAHA
   IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.)
   HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE
   Madhya Pradesh452011

2. The Registrar / Director / Principal
   IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.)
   HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE
   Madhya Pradesh452011

3. Guard File

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AICTE Sponsored online Short Term Training Program (STTP) on "Management 4.0"

PhaseII (Date 22nd March to 27th March 2021)

List of participants

S.No	Participants Name	Email	Affiliation
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AICTE Sponsored online Short Term Training Program (STTP)
On
"MANAGEMENT 4.0"
Phase II
22nd March 21 to 27th March 21
Session wise Report

Date: 22nd Mar' 2021 (Day 1)

1st session was conducted from 10:00 AM to 11:30. Resource person was Mr. Yatish Kumar Mathur, title of the session was "Introduction to Industry 4.0"

Sir started with discussing Industry 4.0 and linked it to current budget and some initiatives like *Aatm Nirbhar Bharat, SAMARTH Udyog Bharat 4.0* and its contribution in growth of Manufacturing Industry in India. He also unveiled the Progression from *1.0 to 4.0* along with quoting real life examples of same. At the end he discussed the causes of Industry 4.0 and how it is linked with *Management 4.0*. Average feedback of the session was 4.290.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Mr. Devang Patel , title of the session was "Industry expectations from Management 4.0 Students". Sir started his session stating its less of a session and more of a journey. He questioned on ones choice of becoming a Teacher by *Choice or Chance*? He enquired the meaning of *4.0* and He said if you have 2 minutes as a faculty you have it all and if you have 60 minutes, still as a faculty you can make a difference. He stressed on concept of "No bad student, only bad faculty member and vice versa". He suggested on ways to be followed by Industry, Institute and Faculty to bridge the Gap to Lead the version 4.0.Sir elaborated on 4 versions of Management 4.0: Industry, Institution, Faculty, Student. He elaborated on concept of big data playing an efficient role in all four dimensions. He made the session interesting by showcasing videos and organizing participatory activities to keep the participants engaging. Average feedback of the session was 4.45.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Dr. Vivek S.Kushwaha, title of the session was "IOT: Case Based Learning". Sir started his session by discussing IOT in current scenario. Sir discussed the various smart devices like smart roti maker Rotimatic, Jet steam machine and smart refrigerator which run on IOT platform. Sir mentioned that now a day's educators and learners are also using IOT. This can be used in virtual lab for dissection of animals. Sir said that we should know the risk which is associated with IOT. Sir mentioned the use of IOT in Teaching Pedagogy. He elaborated on concept of using Real Life examples with an innovative approach and making students skill ready. Average feedback of the session was 4.47.

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Date: 23rd Mar, 2021 (Day 2)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Mr. Devang Patel, title of the session was "Entrepreneurial Marketing" . Sir started humbly on a note that we are privileged to witness this morning. He started with an interesting activity asking participants to define them in one word starting with the first letter of their name. He started with basics of Marketing-namely entrepreneurial marketing. He enquired about Marketing and its basic understanding. He showcased several videos to make it more clear and elaborative. Videos included Dairy Milek -Historic jingle of *'kuch baat he'*,Frootis brand ambassador-*Dinge Verma,Dominos,Vodafone earmuffs,Lifebuoy, etc.* He talked about Entrepreneurial marketing as low budget marketing in a creative way and very well explained its concepts. Overall it was an interactive and engaging session.Average feedback of the session was 4.44.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Prateek Maheshwari, title of the session was "Digital Marketing Ecosystem: A Post Covid-19 Scenario". Prateek Sir started his discussion the the Iceland case study in which he discussed that how Iceland worked changing the country's image as a tourist destination. He also discussed conventional Vs. Social participation model. He mentioned that Google search behaviour is changing in past 10 years and specially in COVID situation. He also emphasised on use of Social Media Differently and shift from 60 seconds to 6 seconds! Overall he made it a interactive session through videos. Average feedback of the session was 4.38.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Dr. Yogesh Upadhyay, title of the session was "Marketing 4.0: Moving from Traditional to Digital Marketing". Sir started his session stating Management 4.0 still faces Technological Lacunae. Then he continued with putting a question to audience -Whether it is boon or bane! Then he elaborated on concept of Social Media Marketing and How social media influences Consumers and how target customer are available online -24*7.Sir explained about types of Social Media measurement namely; Ongoing Analytics and Campaign Focused Matrix.Average feedback of the session was 4.32.

4th Session was conducted from 04.00 to 05.30 PM. Resource person was Dr. Kiran Gehani, title of the session was "Social Media Marketing-Cases". The session started with an interesting video showcasing the relevance of Social Media in current scenario. Then the speaker started sharing the modes of social media promotion that different industries are using. Then was discusses the dos and don'ts of social media marketing and how platforms like youtube and instagram have become the advertising platforms for budding as well as well- established entrepreneurs.Average feedback of the session was 4.2.

Date: 24th Mar, 2021 (Day 3)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Dr. Girish Agrawal, title of the session was "Industry Analysis" . Sir started his session by discussing the concept of Industry Need Analysis and the ways to curtail different market segments. He quoted examples of Oyo, ICICI Bank, Leela Hotel, etc, elaborating on defining the Industry, resources and customer requirement. He elaborated on Industry, Problem ,expenditure and Strategy Making. He continued with decision making on the basis of Industry structure, Industry attributes and types of Market.Average feedback of the session was 4.38.

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2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Girish Agrawal, title of the session was "Competitor Analysis". Sir started his session by throwing light on competitor's analysis. He discussed how to define industry. He mentioned that PESTEL analysis and 5 Forces model is helpful in competitor's analysis. Sir said that business must focus on its fundamentals for diversification. He discussed the case study of HMT, Ranbaxy, Tata and Oyo rooms. He said that there is a change in investment scenario, anyone can make FD and break FD by sitting in home without going to bank. Companies should learn from experiences. Sir mentioned that today's complementary will become future competitors.Average feedback of the session was 4.38.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Mr. Manish Saraf, title of the session was "Innovations in Teaching". Sir started his session with great zeal and enthusiasm and showcased some of the live videos to explain the relevance of innovation in Teaching. He discussed the need for *Learnings, innovation in teaching, neccesary ingredients for learning, strategies*, etc. He emphasised need for Attention, commitment and passion towards *Training Approach* and how a Teacher/Trainer can make it a unique experience for students .He explained the ways to deal with *VUCA* and suggested to use *story telling* as an important technique to carry discussions in class.Average feedback of the session was 4.5.

4th Session was conducted from 04.00 to 05.30 PM. Resource person was Dr.Nidhi Jhawar, title of the session was "Research Papers based on CMIE Data". Dr.Nidhi started the session with a brief discussion on how to utilize CMIE data for research purposes. She explained the ways of fetching data in different OSS and in definite time periods and then make use of it in informative way. She discussed few objective statements so as to know the results better and make data more useful. She concluded the session with discussing queries from participants related to using CMIE data.Average feedback of the session was 4.3.

Date: 25th Mar, 2021 (Day 4)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Mr. Yatish Kumar Mathur, title of the session was "Changes in HR practices due to Management 4.0" . Sir started his session with stating the essentials of good HRM practices in Industry and then emphasised on journey of HR 1.0 to 4.0.HR practices focused on employees to be more motivated and commited. Industry 4.0 is about industrial connect of things and artificial intelligence tracks about data linking to machines and resulting in outcomes but HR Analytics is all about tracking human behaviour in interaction with machine learning.HR world is changing and has become dynamic. The traditional conventional approach has shifted to open agile workplaces. He talked about the recent trends in HR Practices and some innovative concepts like GIG Workers, flexi timing, HR transformation, Skilling, etc,. He concluded the session with interacting with participants on real life examples of simulation and up skilling. Average feedback of the session was 4.2.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Karunesh Saxena, title of the session was "Business Intelligence Solutions for HR Analytics". Sir started his session humbly stating "Live as if you will die today" .He quoted some clinical studies with elaborating on meaning of emotional intelligence and some intelligent solutions companies are using these days. He elaborated on the concepts of Trilogy, Internet of Things,

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HR Analytics, Business Intelligence with the help of some amazing videos. He also quoted several facts and figures from across the globe. He emphasised on saying "Business Intelligence is the need of time" and organisations are adapting to it. He also stressed on New Education Policy implementation in current scenario to bridge the Industry Academic Gap and quoted humoursly -"This Generation is restless" and based on this behaviour companies shall develop some HR practices and nurture talent in organisation. He focused on empathising with employees to build good culture in organisation.Average feedback of the session was 4.53.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Dr. Karunesh Saxena, title of the session was "Emotional Intelligence for Interpersonal Effectiveness". Sir started his session asking for 55 minutes of participants! He showcased an image depiction 'Carrot, Egg and Coffee beans. He quoted be like a coffee who changes the element by being a part of it. So spread some charm in one's own life and life of others. Emotion is made of two words 'E' and 'Motion' stating without E its just motion. He stated on components of EI starting with Self Awareness, Self Regulation, Self Motivation (comes from within), Interpersonal Skills, Social Skills. He showcased multiple videos that made session interesting and amazing. The participants had active query to which sir responded with real life examples and humble suggestions.Average feedback of the session was 4.47.

4th Session was conducted from 04.00 to 05.30 PM .Resource person was Dr. Kalicharan Modak, title of the session was "Real life cases-Management 4.0". Sir elaborated on Process of Analyzing Case Studies from Students perspective and discussed way to elaborate on subject content with the help of real life case available on different portals like IVEY Publishing, Harvard edu, etc. Average feedback of the session was 4.2.

Date: 26th Mar, 2021 (Day 5)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Dr. Karunesh Saxena, title of the session was "Crafting and Publication of Research Papers" . ". Sir started his session with opening remarks on" *the significance of writing good research papers for an academician*". He then stated the relevance of Impact factor and citation and how it makes a difference in *API* Scheme. Sir clarified difference between a *Journal article, Research Article, Empirical Research and Sage Study Article.* He then elaborated on different types of journals and certain assessment parameters regarding same. Sir quotes some figures like *36000 titles* are registered in Scopus out of which only *23000* are active. There are certain other good publishing houses like Elseiver, etc. He also clarified about *ABDC* parameters of publication and its weightage. Sir summed up the discussion with stating-S*teps before Writing a Paper, Identifying a Good Journal and Process of writing a good research article.* Sir ended the session with 30 minutes of active interaction with participants, solving their queries and giving them fruitful suggestions.Average feedback of the session was 4.5.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Vinay Goyal title of the session was "Case Writing Techniques & Process". Sir summarised the learning's from last session and then explained the process and highlights to be aware of before writing a case study for good repository. He emphasised on *25 questions that Researchers* shall

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remember before writing a good piece of Research work. He shared content from *Ivey publishing website* and *Emerald Publishing Website*. He showcased some of his research work and then linked the steps to make it understand it in a easier manner. He also clarified the common mistakes made by researchers , which leads to rejection of case study. He concluded the session by keeping the discussion forum open and extending his suggestions to all participants.Average feedback of the session was 4.6.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Dr. Vinay Goyal, title of the session was "Publishing Case for Depositories of International Repute ". The session started with stating pros and cons of two well known *case repositories* namely; IIMA and IIMB. At International Level the case repositories to prioritise are *Harvard Business Review, Ivey Case Publishing, The Case Center, Darden, ACRJ,* etc,. Some Case Journals to target are; *Emerald Publishing, Sage Publication*. Sir also clarified that publishing in Ivey is equivalent to *B category publication (ABDC)*.so academicians shall focus on publishing case as it serves a great number of audience nationally and abroad. Sir showcased his educator account and explained the ways to fetch cases and related contents. Sir concluded with key points to remember while publishing case in these reputed repositories.Average feedback of the session was 4.4.

Date: 27th Mar, 2021 (Day 6)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Shri Sundaranand Das G, title of the session was "Stress Management-Power of Positivity" . The session started with the opening remark "We are spiritual beings having human experience....we are just inside the body.The concept is very well explained in Bhagwat Geeta via the terms called Deha & Dehi ". Sir explained that the sole objective of oneself should be link our self to supreme & Shri Bhagwat Geeta shows the path for the same. He stressed upon stress management and tired to make us understand that for momentary relief we may adopt some physical & mental methods but the ultimate solution is not to manage Stress but to remove it.The external methods are definitely holding our hand for a while but as we are social creature we come across with a lot of challenges in our routine life and we get into stress again...so we shall work upon removing it. The take home from the session is Bhagwat Geeta as a whole is a guide how to live life & solution to all the problems.Average feedback of the session was 4.4.

2nd Session was conducted from 12.00 to 01.30 PM.. Resource person was Mr. Divyansh Ganjoo, title of the session was "Creativity in Digital Era". Mr. Divyansh-A film maker and creative artist commenced his session stating-I am just a layman who is passionate about art. He stated his belief on 'Investing in thyself'. He clarified-there is no formal degree needed to pursue an art form just the interest and hard work to go ahead is all that is needed. He well elaborated on how peer expectation influence an individual's decision making but he insisted on prioritizing resources .His session was full of videos created by him and ideology behind the success of these videos. He discussed the growth and impact of Digital Media in current scenario and answered the queries of participants innovatively.Average feedback of the session was 4.6.

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AICTE Sponsored online Short-Term Training Program (STTP)
on "Financial Analytics"
Phase I
(Date 05thApril'21 to 10th April'21)
Session wise Report

Date: 05th April, 2021 (Day 1)

1st session was conducted on day 1 from 10:30 AM to 11:30 AM. Resource person wasDr. Saurabh Agrawal; title of the session was "Introduction to R". He discussed about R that it is a language for statistical computing and graphics. R provides a wide variety of statistical (linear and nonlinear modelling, classical statistical tests, time-series analysis, classification, clustering and graphical techniques and is highly extensible. One of R's strengths is the ease with which well-designed publication-quality plots can be produced, including mathematical symbols and formulae where needed. Great care has been taken over the defaults for the minor design choices in graphics, but the user retains full control. R is available as Free Software under the terms of the Free Software as a Foundation's GNU General Public License in source code form. It compiles and runs on a wide variety of UNIX platforms and similar systems (including FreeBSD and Linux), Windows and MacOS. Average feedback of the session was 4.51.

2nd Session was conducted from 12 noon to 2 PM. Resource person was Dr. Saurabh Agrawal; title of the session was "Introduction to R".He discussed about practical approach and how to use of R with the help of data set. Various Statistical analysis are covered such chi-square,T test,Z test, Shapiro, Wilcox and Kruskal etc.Average feedback of the session was 4.38.

3rdSession was conducted from 2.30 PM to 4.30 PM. Resource person was Dr. Sachin Mittal, title of the session was "Financial Modelling using advance excel"He started with discussing how to explore financial modelling with the help of Excel and through practices .To create dynamic model by using formulae in excel, how the change in one variable will impact the another, PMT function to calculate instalment amount, mortgage loan with the help of Data table, what if Analysis and end with the trend Analysis. Average feedback of the session was 4.29.

Date: 06th April, 2021 (Day 2)

4th Session was conducted on day 2 from 10.00 AM to 11.30 AM. Resource person was Dr. Prabhat Pankaj, title of the session was "Regression Analysis in Finance"He started with brief introduction of SPSS software which is used by various kinds of researchers for complex statistical data analysis. The SPSS software package was created for the management and statistical analysis of social science data. After discussing basics of SPSS, he further

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continued with the practical example for Regression Analysis. Average feedback of the session was 4.37

5th Session was conducted on day 2 from 12.00 Noon to 1.30 PM. Resource person was Dr. Prabhat Pankaj, title of the session was "Multiple Regression in Finance"He continued explaining of several variations, such as linear, multiple linear, and nonlinear. The most common models of simple linear and multiple linear. Nonlinear regression analysis which is commonly used for more complicated data sets in which the dependent and independent variables show a nonlinear relationship. He also explained how data needs to show homoscedasticity, which is where the variances along the line of best fit remain similar as you move along the line continued with the quadratic regression, he explains that it is the process of finding the equation of the parabola that best fits a set of data The best way to find this equation manually is by using the least squares method. Average feedback of the session was 4.33.

6th Session was conducted on day 2 from 2.30 PM to 4.30 PM. Resource person was Dr. Prabhat Pankaj, title of the session was "Regression Analysis using Dummy Variables". He explained creation of dummy variable with the help of segments, differential Beta, Hypothesis testing, co-variate in the model and data handling. Average feedback of the session was 4.22.

Date: 07thApril, 2021 (Day 3)

7th Session was conducted on day 3 from 10.00 AM to 11.30 AM. Resource person was Dr. Shripad Kulkarni, title of the session was "Quantitative Finance"He discussed the session about the concepts of compounding intrest in fraction of time ,discrete accumulation of return,continous accumulation of return, concept of exponential growth relating to Risk and Return,time value of money ,volatility in market ,non-linear relationship between input and output variable ,how stock behave with respect to the market and how financial time series analysis is used a extension of regression modelling for future estimation of stock prices. Average feedback of the session was 4.44.

8th Session was continuing on day 3 from 12.00 Noon to 1.30 PM. Resource person was Dr. Shripad Kulkarni, title of the session was "Quantitative Finance" discussedabout the Central limit theorem in statistics and how it is applied to parametric data for four statistical moments Mean, Variance,Sknewness and Kurtosis. He also explained practical meaning of Exponential Distribution and returns equation for Asset pricing model.Average feedback of the session was 4.19.

9th Session was conducted on day 3 from 2.30 PM to 4.30 PM. Resource person was Mr. Pranabesh Chatterjee, title of the session was "Portfolio Management using R". He discussed Analytical Technique using Modern theory of Portfolio on Excel sheet first, then how to download R studio, Creation of one chart series with single stock and combination of multiple stock, CAPM, Risk return Trade off, optimum Portfolio scenario, creation of multi stock Portfolio, Portfolio specification. Average feedback of the session was 4.23.

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Date: 08th April, 2021 (Day 4)

10th Session was conducted on day 4 from 10.00 AM to 11.30 AM. Resource person was Dr. Dr. V.S Kushwaha, title of the session was "Forensic Finance Using Case Study" in which he discussed a Historical financial case study relating to three scam the biggest financial fraud (Satyam, World com and Indian Enron) all this fraud cases were discussed by using facts, figures, videos and News. Average feedback of the session was 4.5.

11th Session was continuing on day 4 from 12.00 Noon to 1.30 PM. Resource person was Dr. Dr. V.S Kushwaha, title of the session was "Forensic Finance Using Case Study" continue session discussed about improved financial performance, organizations are utilizing financial analytics solutions for improved visibility into revenue, expenses and resource utilization. Adoption of financial analytics solutions provides insights around financial efficiency These improved insights enable organizations to channelize their investments for stronger profits and business performance. The demand for cloud-based financial analytics solutions is expected to witness strong growth over next 5 years. Speed of deployment, ease of scalability, and 24x7 availability are some of the key drivers for adoption of cloud-based financial analytics solutions. Average feedback of the session was 4.47.

12th Session was conducted on day 4 from 2.30 PM to 4.30 PM. Resource person was Mr. Pranabesh Chatterjee, title of the session was "Portfolio Management using R". He discussed about the portfolio theory relating to Risk and Return, volatility in market, variance, co variance between the securities, how stock behave with respect to the market, creation of efficient market frontier, creation of optimize portfolio, Sharpe ratio analysis and CAPM at last. Average feedback of the session was 4.28.

Date: 09th April, 2021 (Day 5)

13th Session was conducted on day 5 from 10.00 AM to 11.30 AM. Resource person was Dr. C.P. Gupta, title of the session was "Data Visualization and Presentation", he started the session by the discussion relating to challenges faced relating to data visualization and presentation, understanding of Dynamic visualization, use of offset (array function), VLOOKUP function, how to create multiple slicers with the help of pivot table for portfolio analysis using excel data sheet. Average feedback of the session was 4.56.

14th Session was continuing on day 5 from 12.00 Noon to 1.30 PM Resource person was Dr. C.P. Gupta, title of the session was "Data Visualization and Presentation",he tries to make participants understand about creation of optimum portfolio matrix with the help of advance excel and analyze the data sheet by taking examples and discussing about log returns and ends with the variance, co-variance Matrix and end with creating multiple portfolios. Average feedback of the session was 4.39.

15th Session was conducted on day 5 from 2.30 PM to 4.30 PM. Resource person was Mr. Pranabesh Chatterjee, title of the session was "Portfolio Management using R". He continued with efficient frontier, trade strategies, Algorithm trading analysis using time series data of

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hard facts and its implementation in strategies as reaction towards market. The decision to buy and sell, maximize profit, optimize execution cost and minimize risk. He also explained about mean reversion, momentum strategies, strategical Arbitrage and Trend following Strategies. Calculation of Sharpe ratio, simple moving average for generating idea when to create strategies for sell and buy position. Average feedback of the session was 4.54.

Date: 10th April, 2021 (Day 6)

16th Session was conducted on day 6 from 10.00 AM to 11.30 AM. Resource person was Dr. Vinay Goyal, title of the session was "Publication in High Quality Impact Journal and Accounting in Finance",he started discussion with where to publish a good research paper, important element and factors to be considered ,well known publisher across the world, citation Index ,classification based on the basis of Journal, High Quality Journal Publication, classification based on Publisher point of , Code of conduct for Review of literature, Plagiarism tool checker. Average feedback of the session was 4.45.

17th Session was continuing on day 6 from 12.00 Noon to 1.30 PM.Resource person was Dr. Vinay Goyal, title of the session was "Publication in High Quality Impact Journal and Accounting in Finance",he continued by discussing how to create unique model by validating the data used , emerging market case study, avenues where contemporary research paper can be published, research paper requirement as per API, how to select the topic for research work and ethics to be followed for writing research paper, what beginners in research paper should consider and decide the target journal for publication at end he discussed about the abstract of Research paper should be concise , accurate and provide brief conclusion in a summarize way in the research paper. Average feedback of the session was 4.55.

18thSession on day 6 from 2.30 PM to 3.30 PM. Resource person was Dr. Neha Sahu, title of the session was "Financial Analytics and security analysis" She discussed about how Fundamental analysis relies on the fundamental business factors such as financial statements, and technical analysis focuses on price trends and momentum. How one can build financial models on the data, to understand the financial health and profitability prospects of a company or sector.Average feedback of the session was 4.69This Session was followed by valedictory of the short-term training program-phase II, along with the exam for certification.

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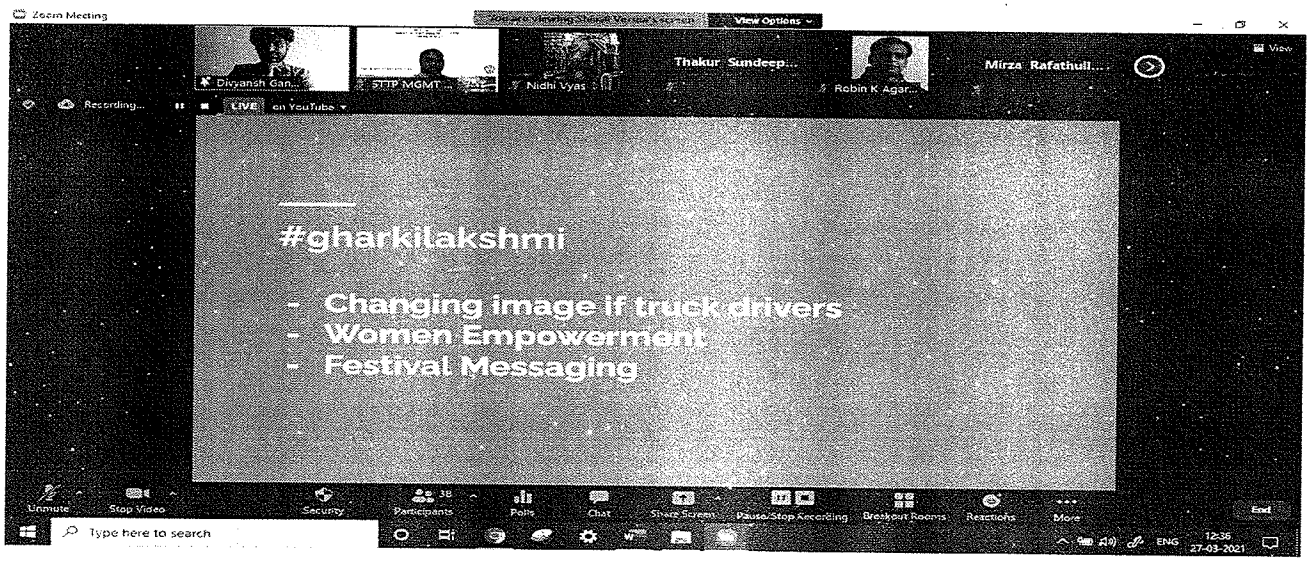
Day 6

27 Mar'2021

II Sessions:12:00 PM - 01:30PM

Mr.Divyansh Ganjoo



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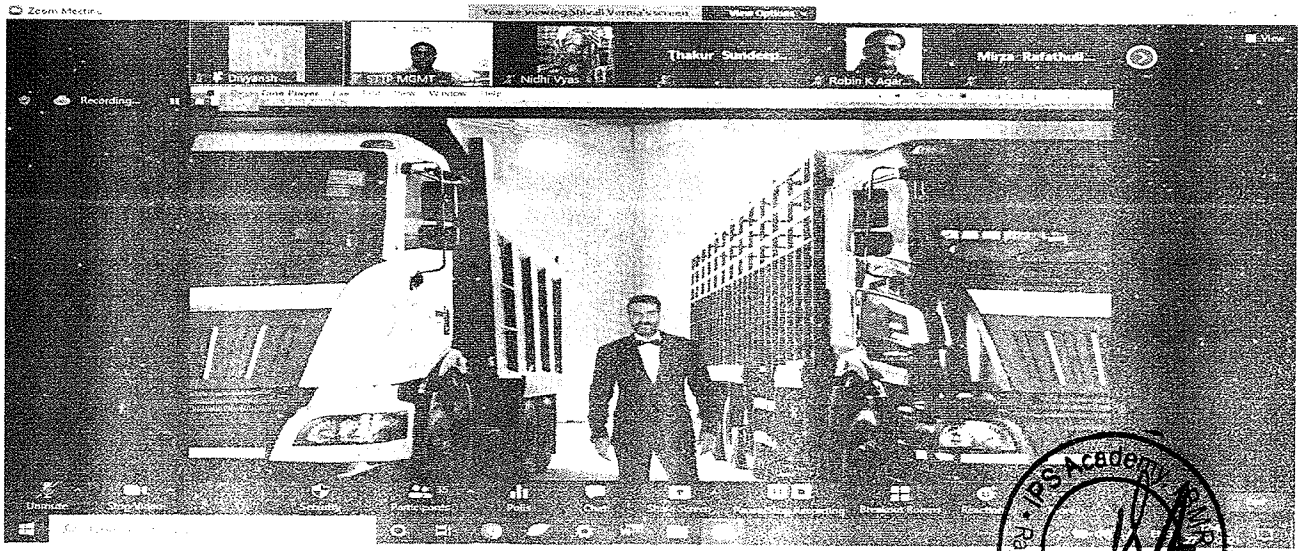

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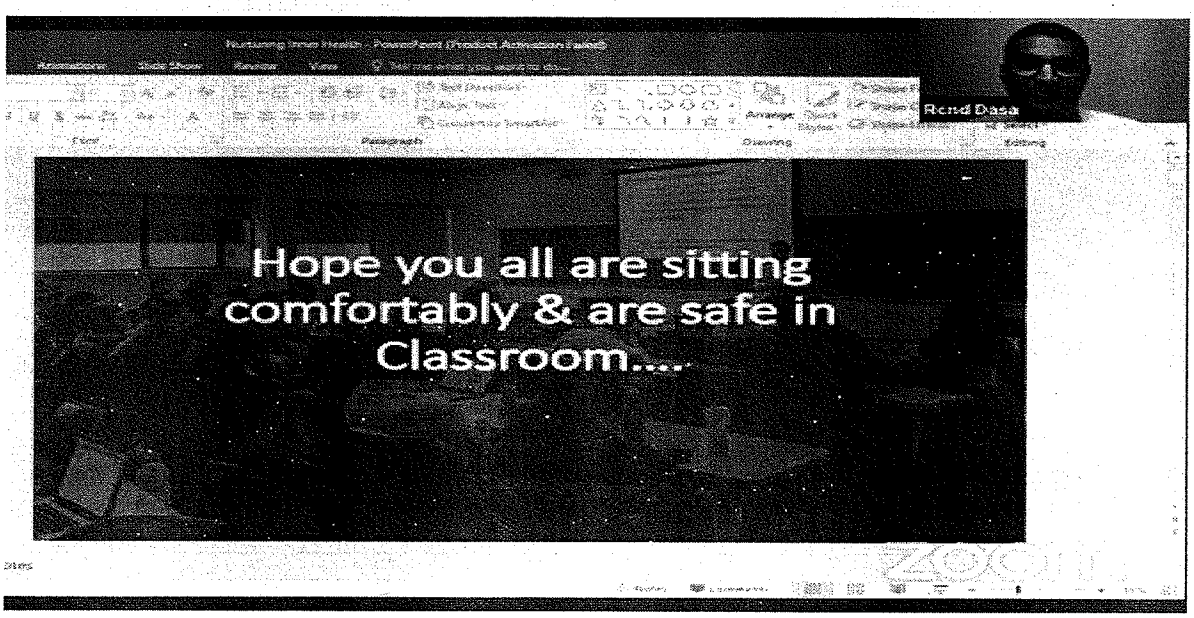
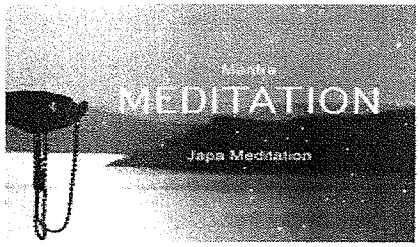
Day 6

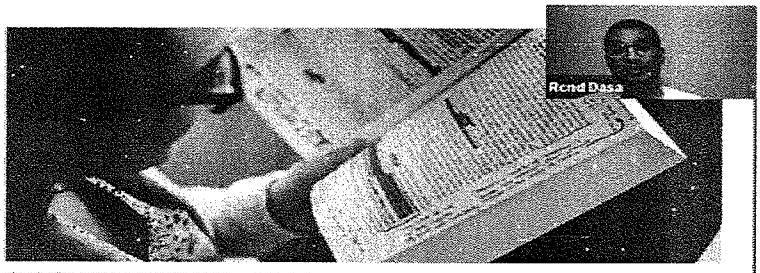
27 Mar'2021

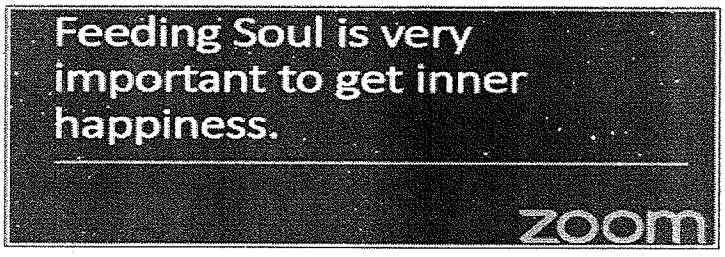
I Sessions:10:00 AM -11:30AM

Shri Sundaranand Das Ji









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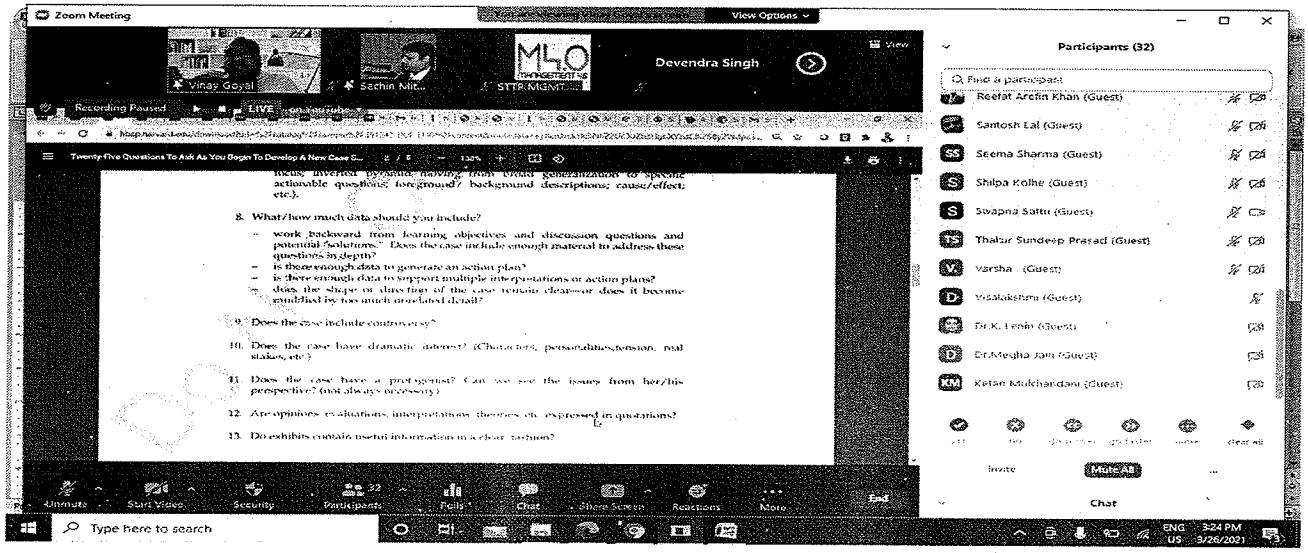
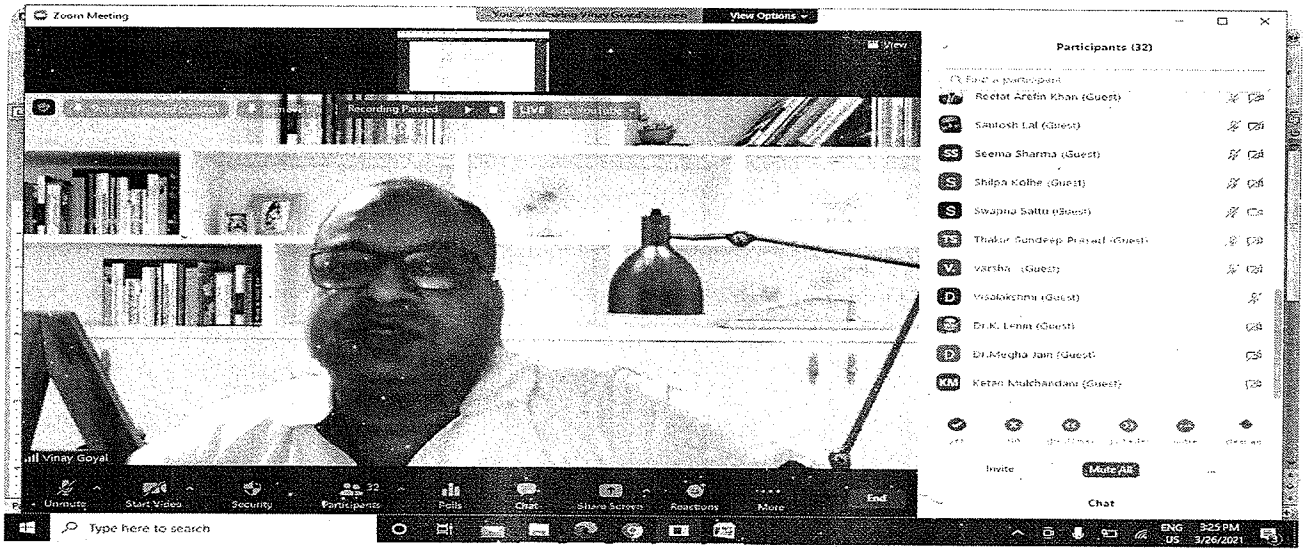
Day 5

26 Mar'2021

III Sessions: 02:30 PM -04:00 PM

Dr.Vinay Goyal





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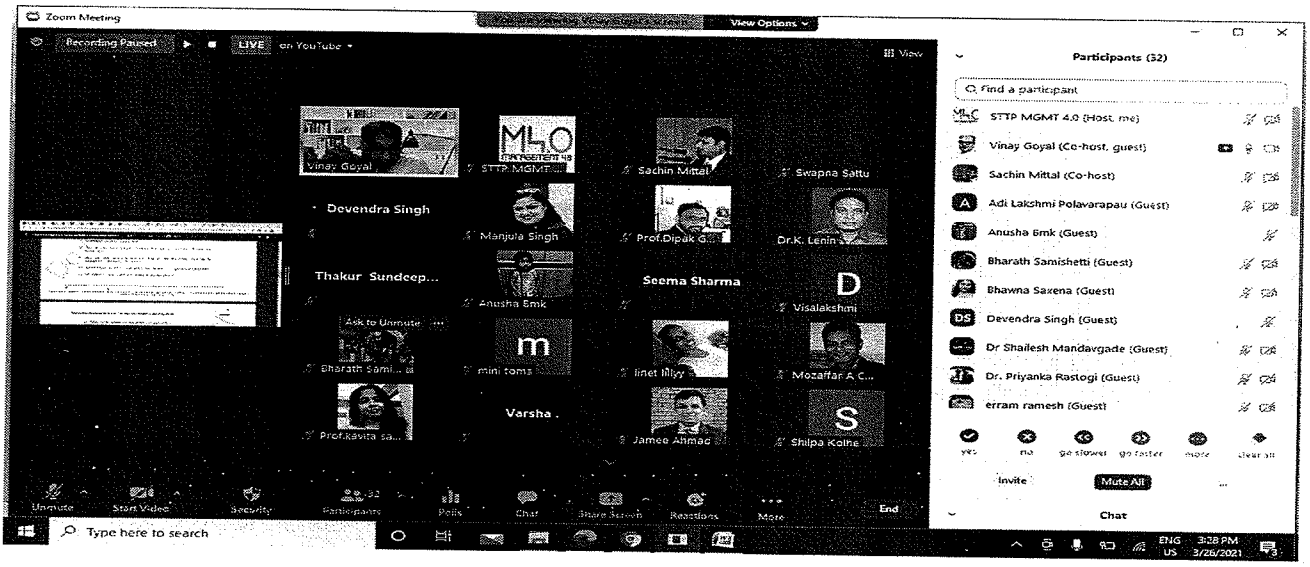

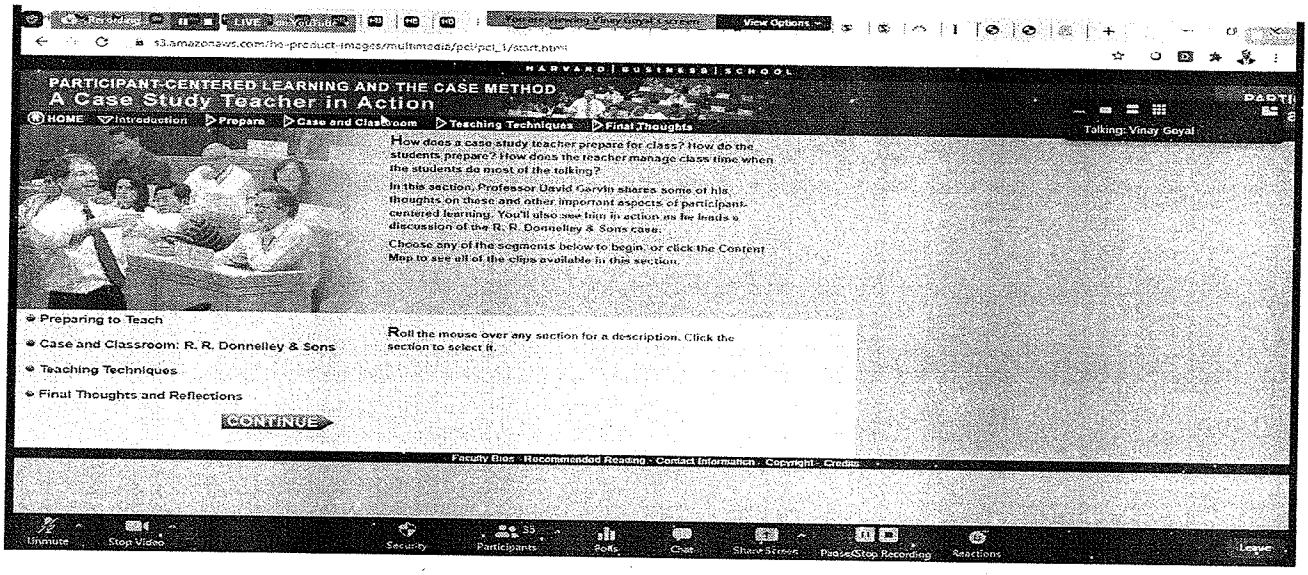

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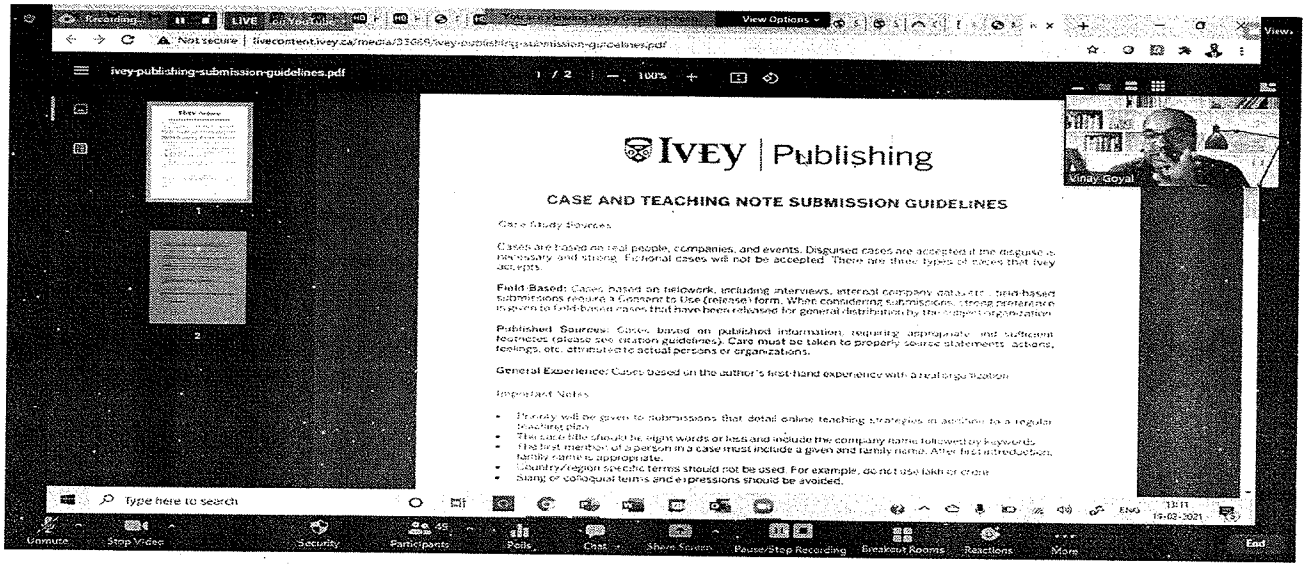
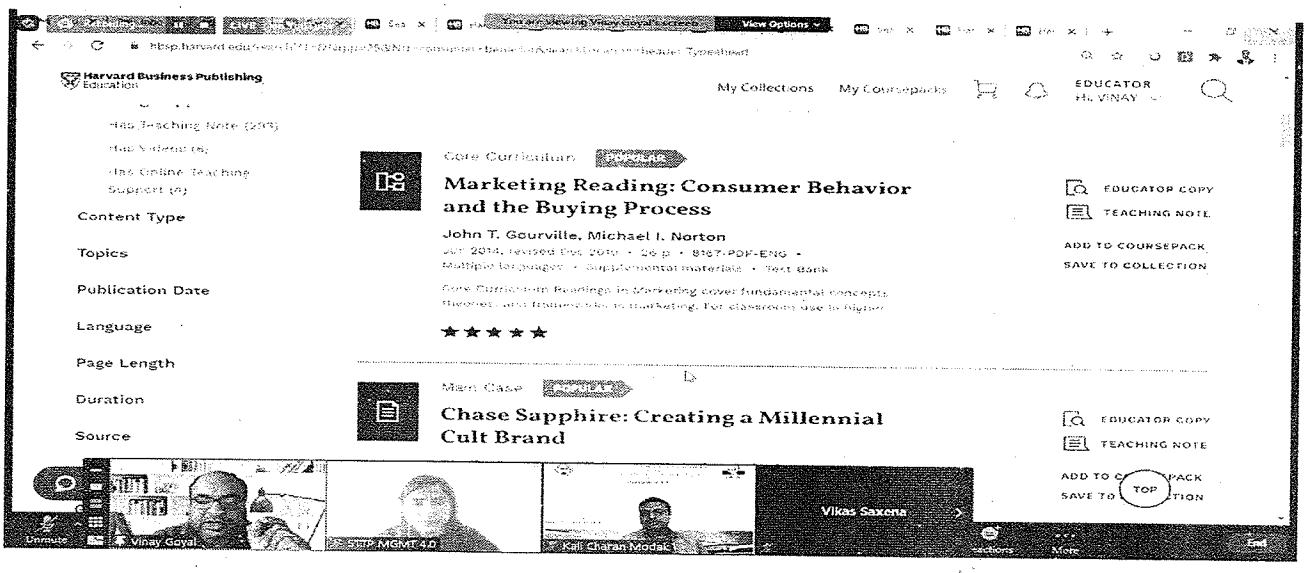
Day 5

19 sep'2021

II Sessions:12:00 PM -01:30PM

Dr.Vinay Goyal





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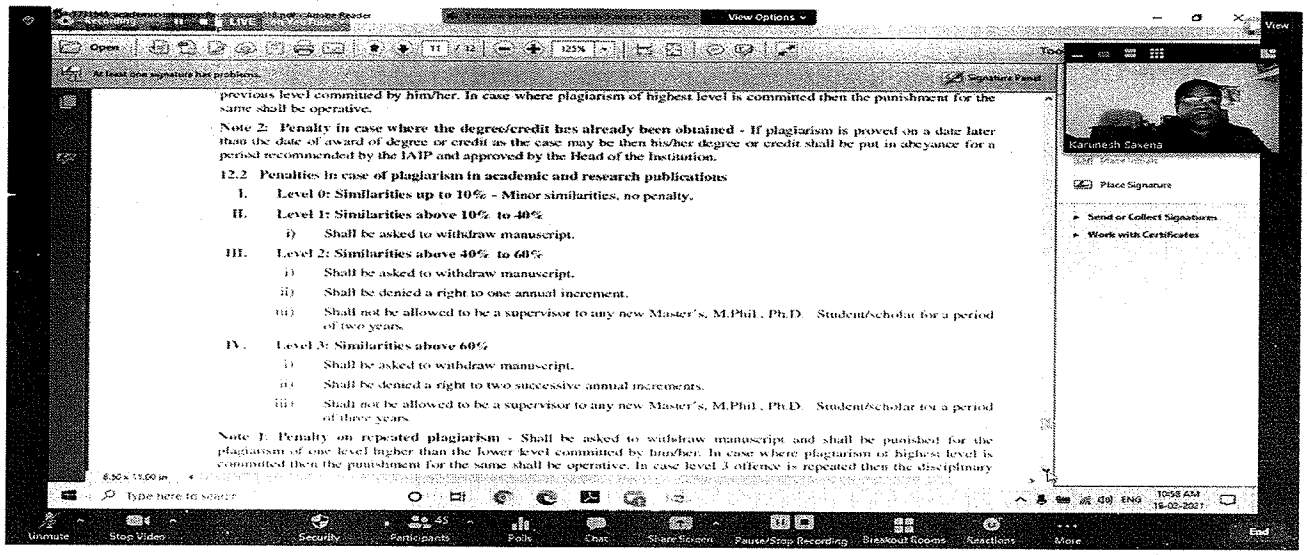
26 Mar'2021

I Sessions:10:00 AM -11:30AM

Dr. Karunesh Saxena



previous level commited by him/her. In case where plagiarism of highest level is commited then the punishment for the same shall be operative.

Note 2: **Penalty in case where the degree/credit has already been obtained** - If plagiarism is proved on a date later than the date of award of degree or credit as the case may be then his/her degree or credit shall be put in abeyance for a period recommended by the IAIP and approved by the Head of the Institution.

12.2 **Penalties in case of plagiarism in academic and research publications**

I. **Level 0: Similarities up to 10% - Minor similarities**, no penalty.

II. **Level 1: Similarities above 10% to 40%**

i) Shall be asked to withdraw manuscript.

III. **Level 2: Similarities above 40% to 60%**

i) Shall be asked to withdraw manuscript.

ii) Shall be denied a right to one annual increment.

iii) Shall not be allowed to be a supervisor to any new Master's, M.Phil., Ph.D. Student/scholar for a period of two years.

IV. **Level 3: Similarities above 60%**

i) Shall be asked to withdraw manuscript.

ii) Shall be denied a right to two successive annual increments.

iii) Shall not be allowed to be a supervisor to any new Master's, M.Phil., Ph.D. Student/scholar for a period of three years.

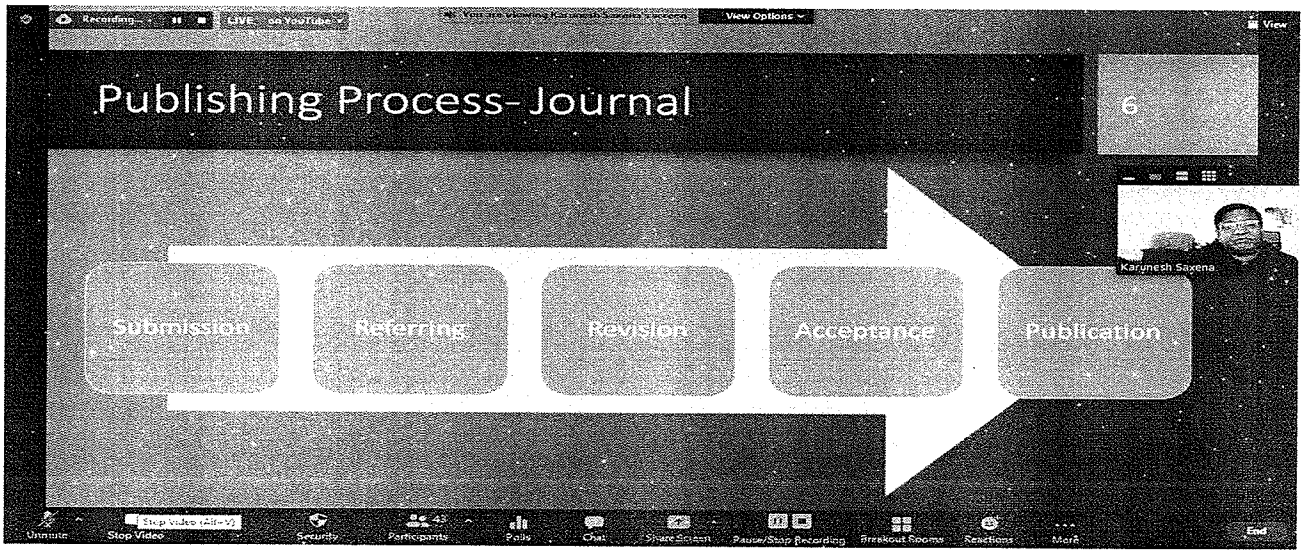
Note 1: **Penalty on repeated plagiarism** - Shall be asked to withdraw manuscript and shall be punished for the plagiarism of one level higher than the lower level commited by him/her. In case where plagiarism of highest level is commited then the punishment for the same shall be operative. In case level 3 offence is repeated then the disciplinary

Karunesh Saxena

Place Signature

Send or Collect Signatures

Work with Certificates



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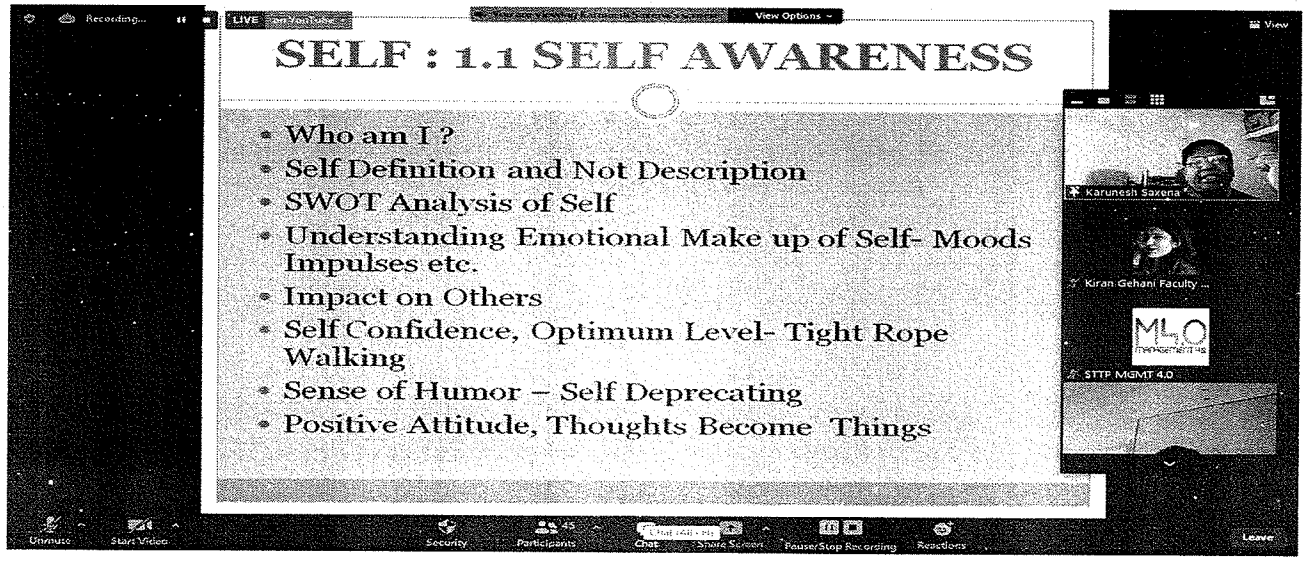
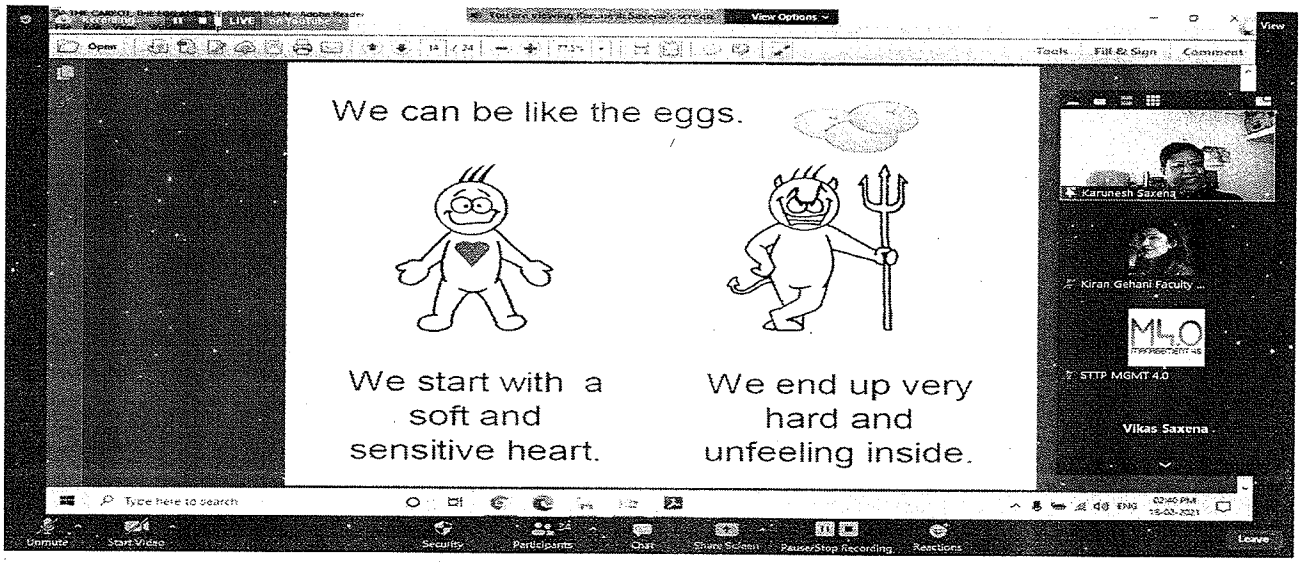
Day 4

25 Mar'2021

III Sessions:02:30PM -04:00PM

Dr.Karunesh Saxena





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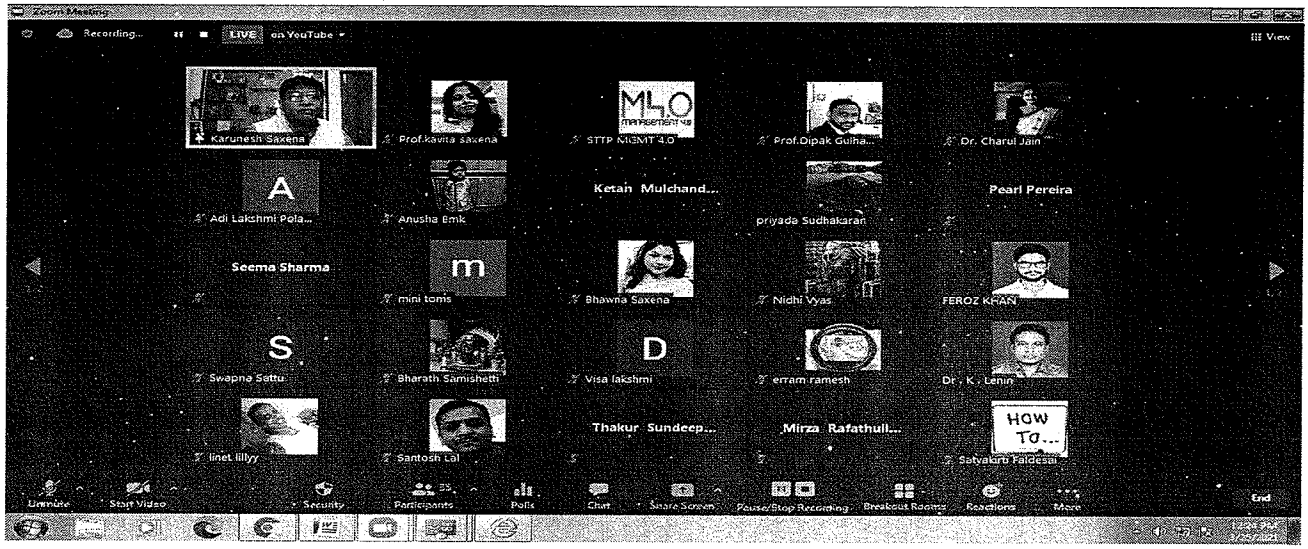
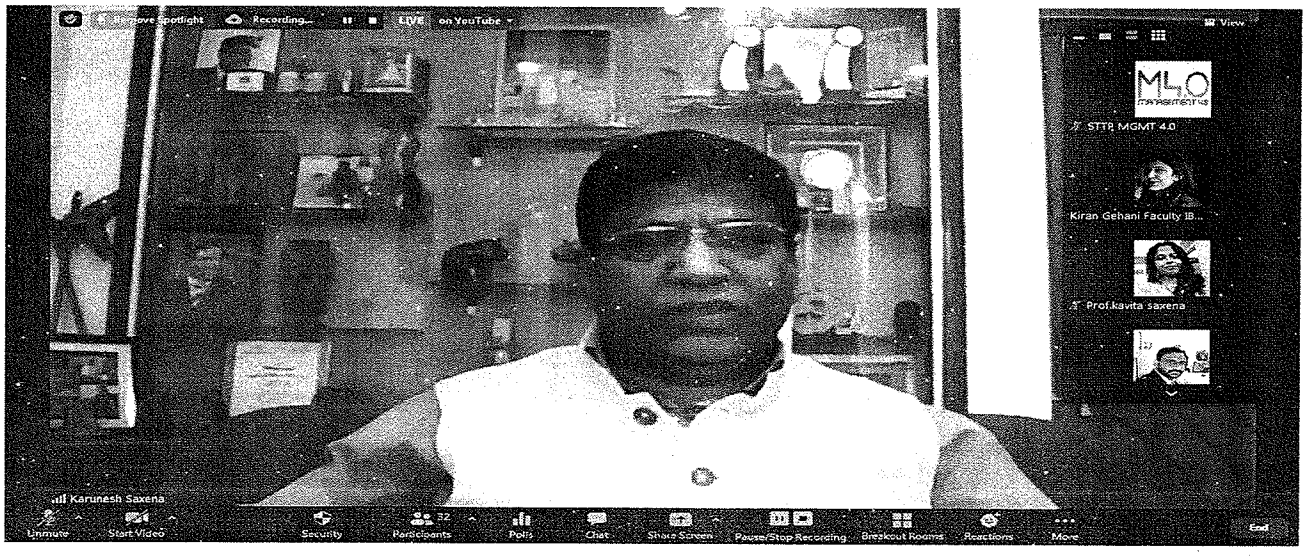
Day 4

25 Mar'2021

II Sessions 12:00AM -01:30AM

Dr.Karunesh Saxena





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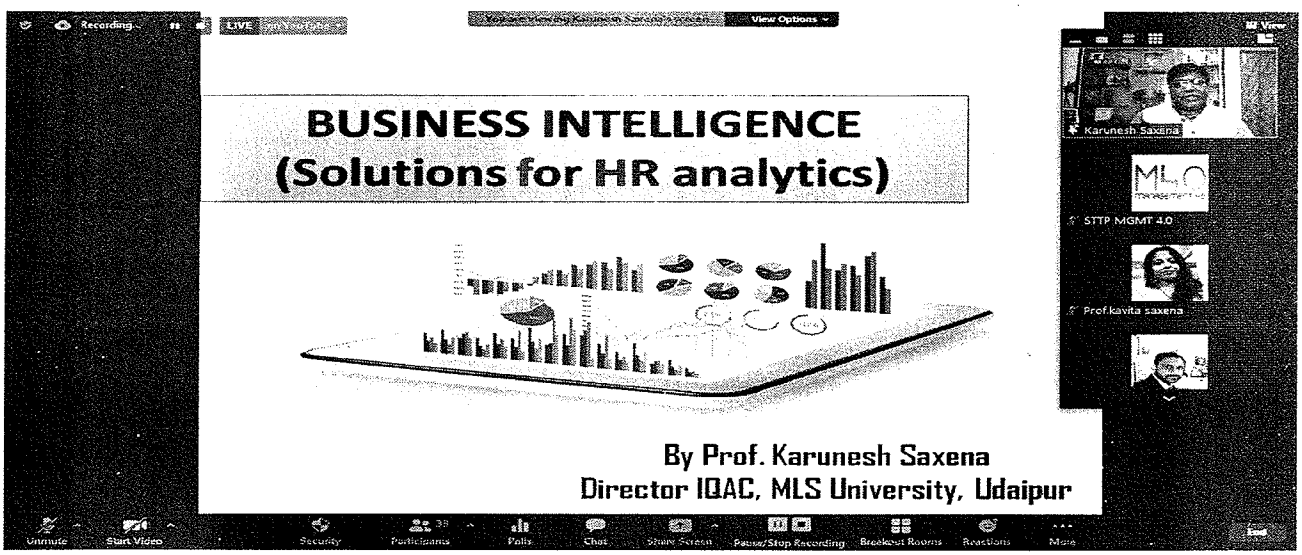
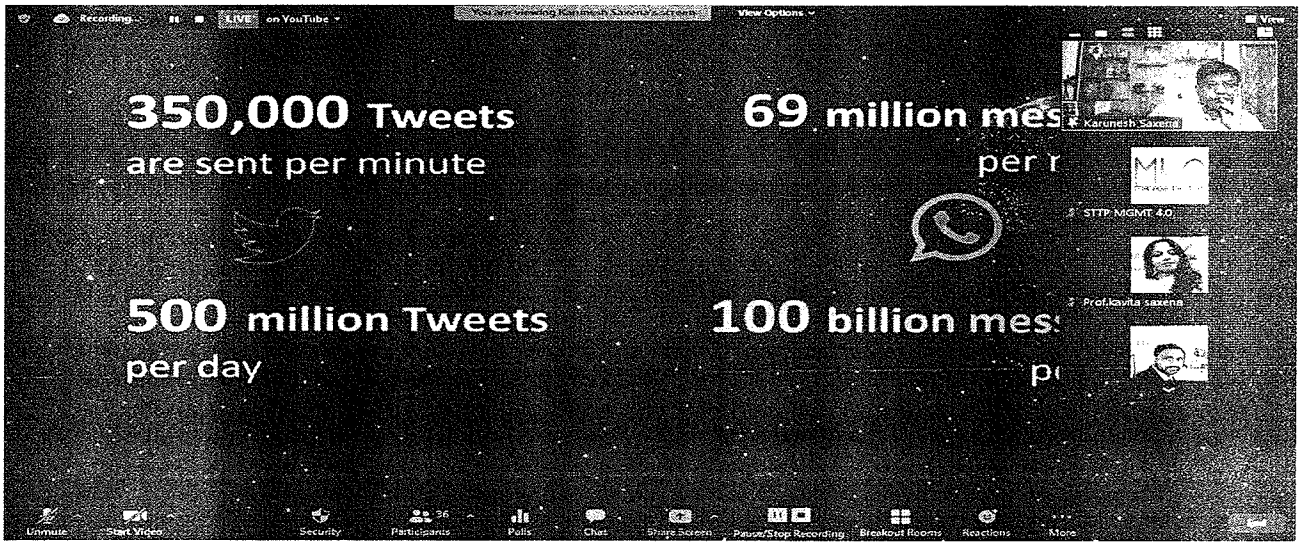
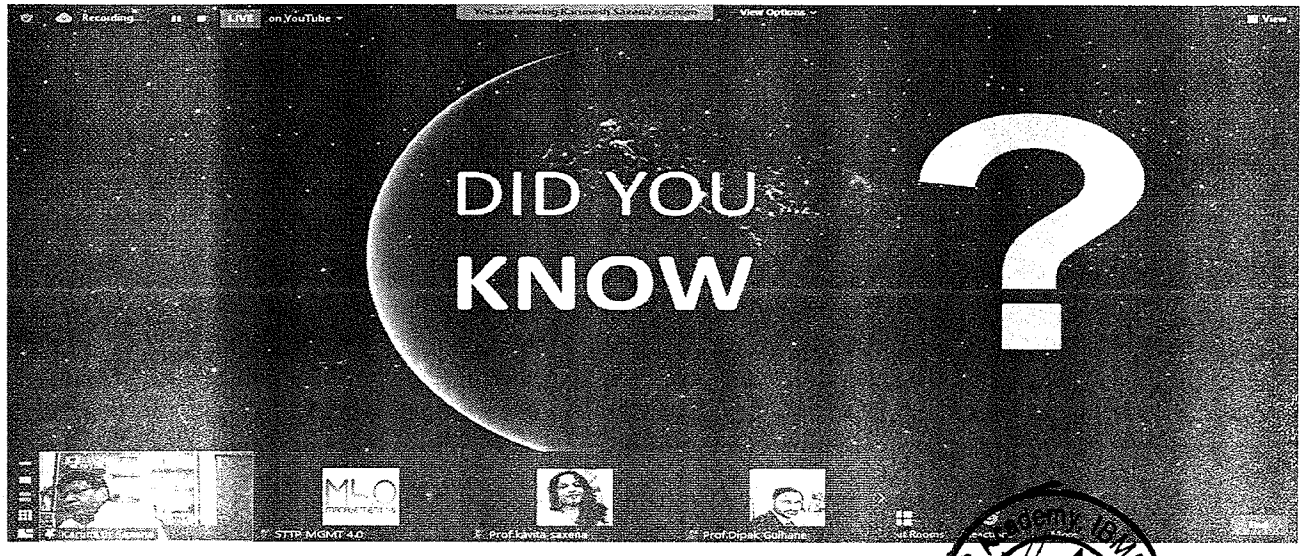

BUSINESS INTELLIGENCE
(Solutions for HR analytics)
By Prof. Karunesh Saxena
Director IQAC, MLS University, Udaipur
Karunesh Saxena
STTP MGMT 4.0
Prof.kavita saxena


350,000 Tweets
are sent per minute
500 million Tweets
per day
Karunesh Saxena
STTP MGMT 4.0
Prof.kavita saxena

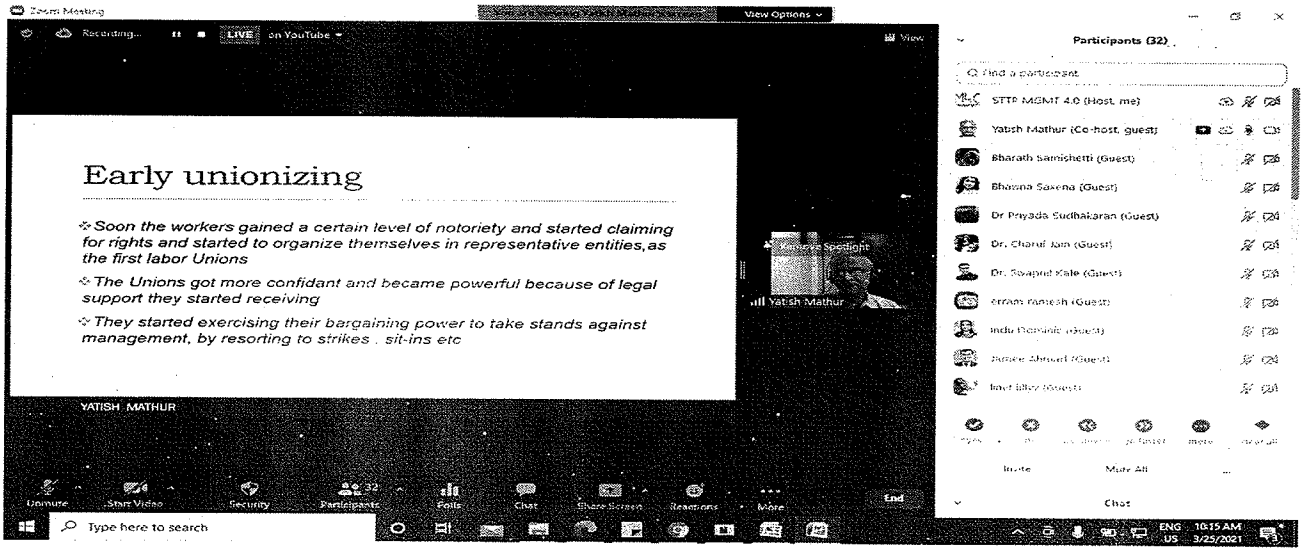

DID YOU
KNOW
?
STTP MGMT 4.0
Prof.kavita saxena
Prof.Dipak Golhana

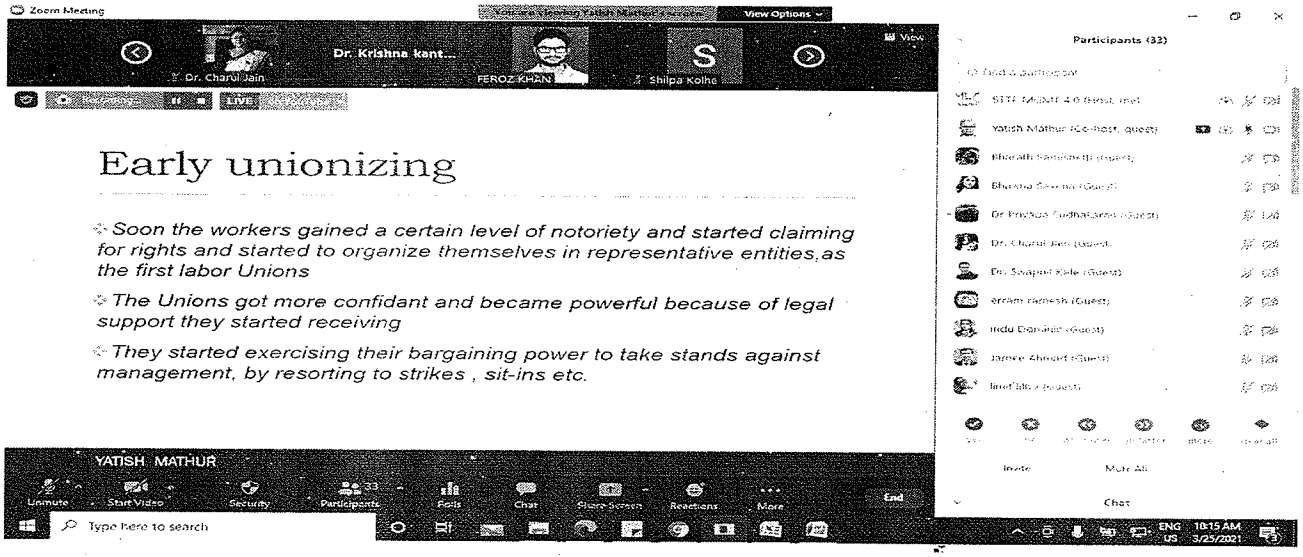
Day 4

25 Mar'2021

I Sessions:10:00AM -11:30AM

Mr.Yatish Mathur





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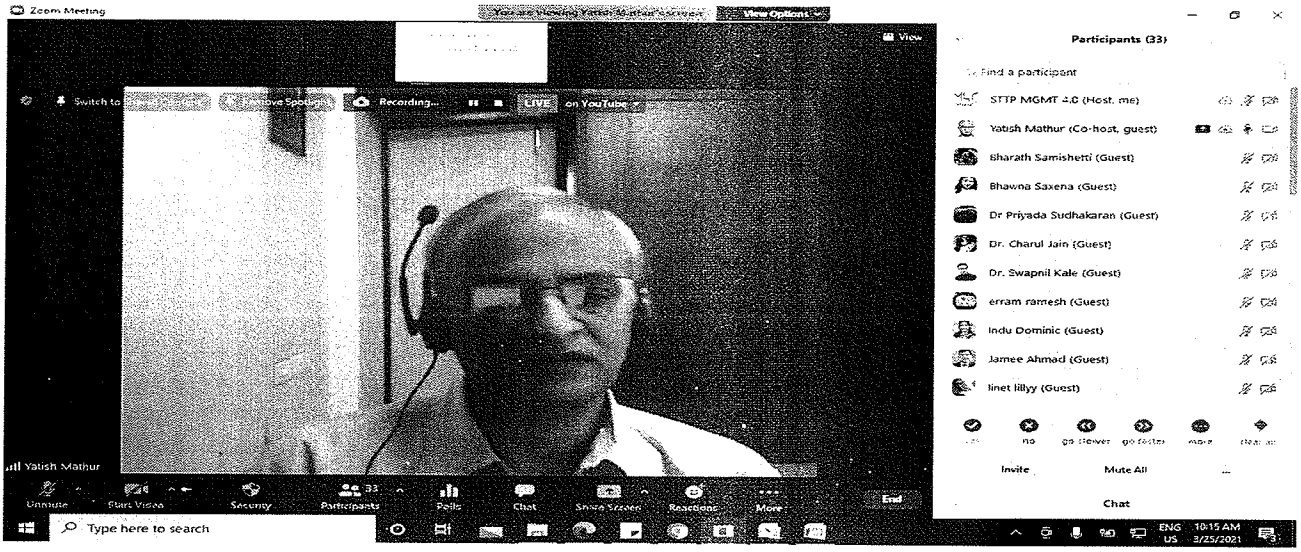

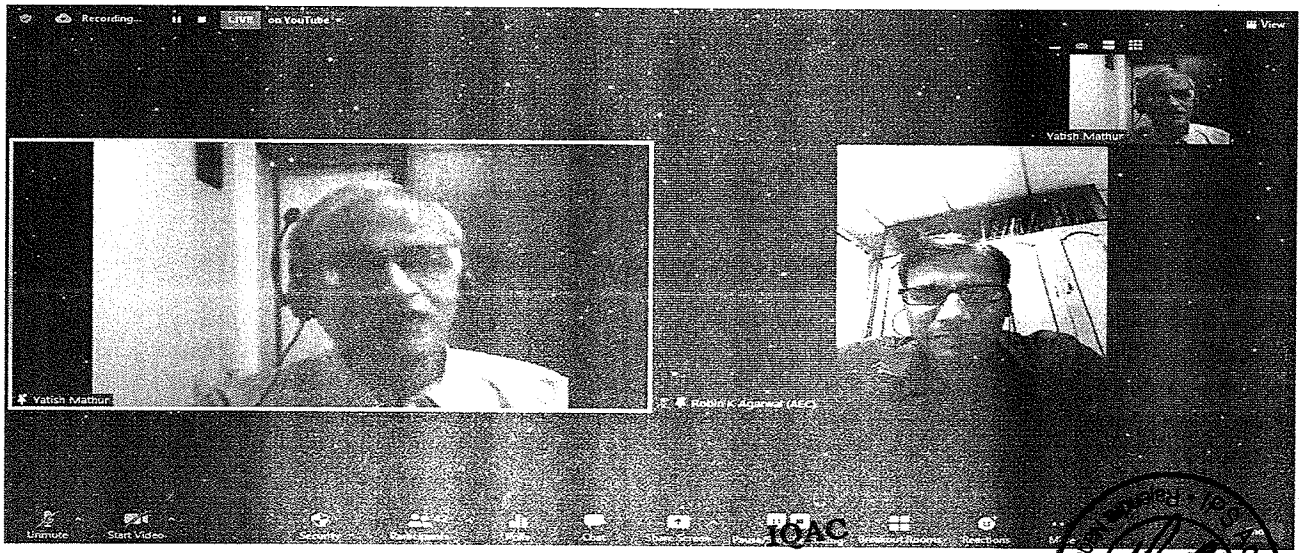

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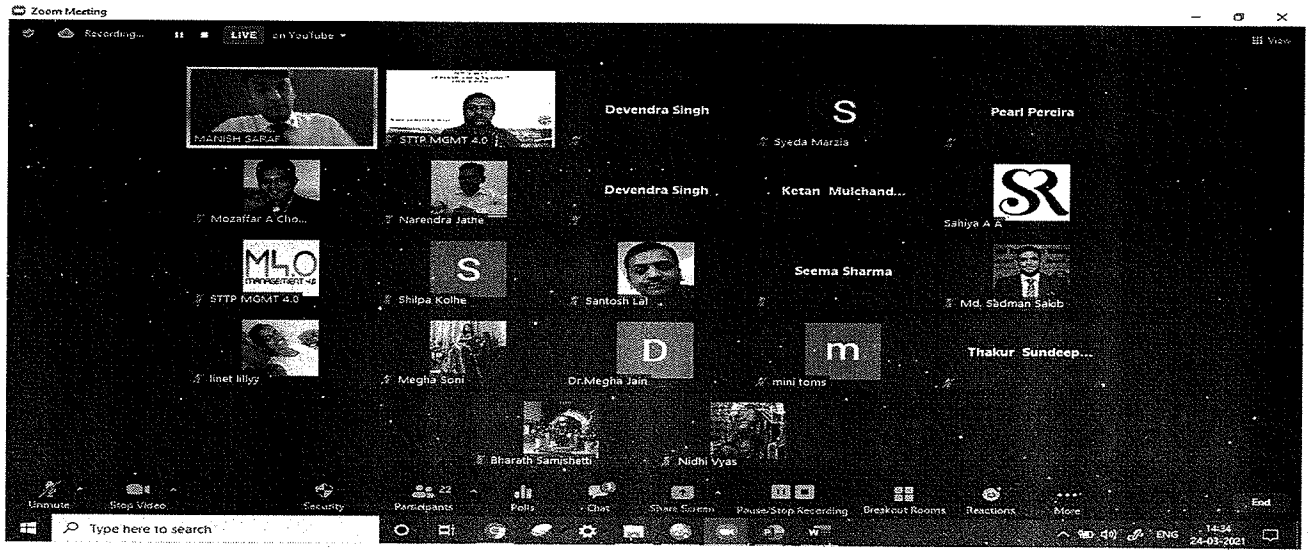
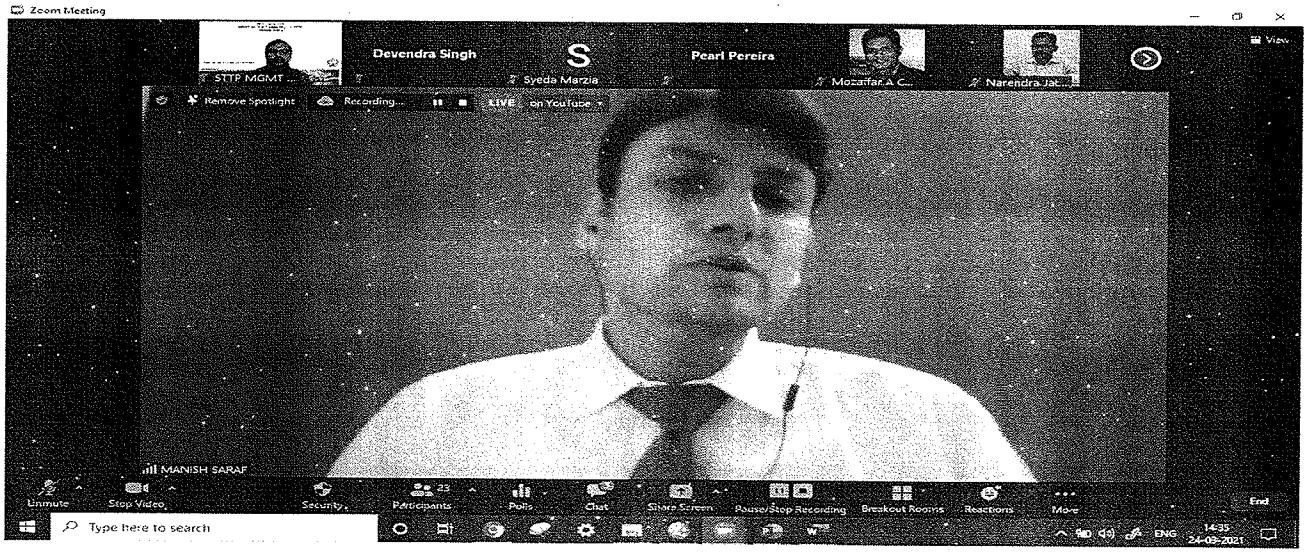
Day 3

24 March'2021

III Sessions:02:30PM -04:00PM ,

Mr.Manish Saraf





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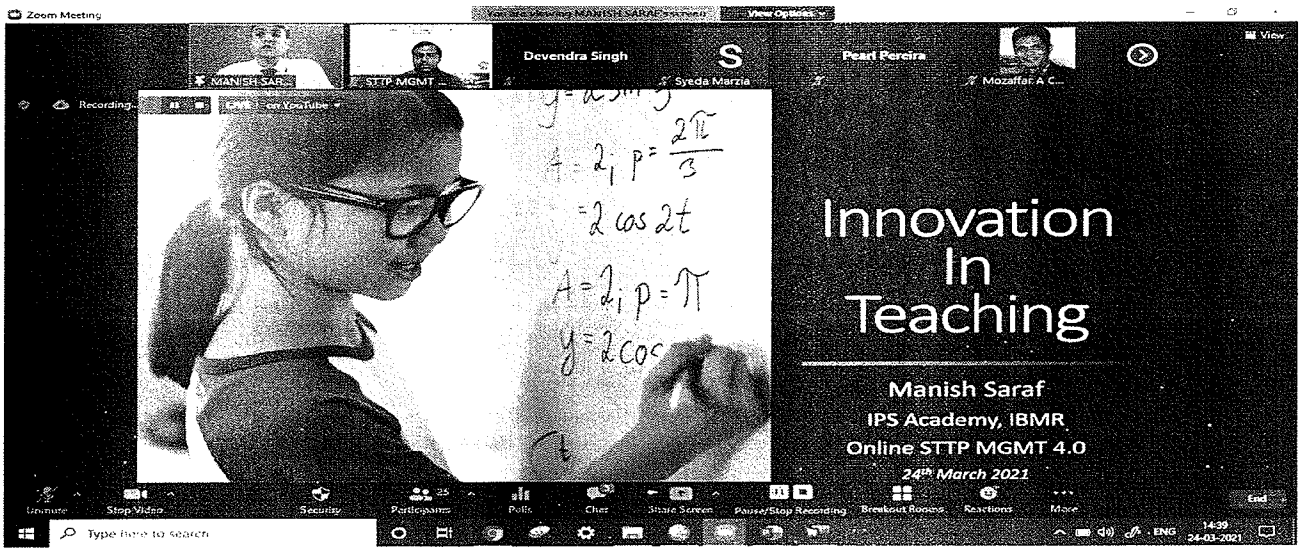
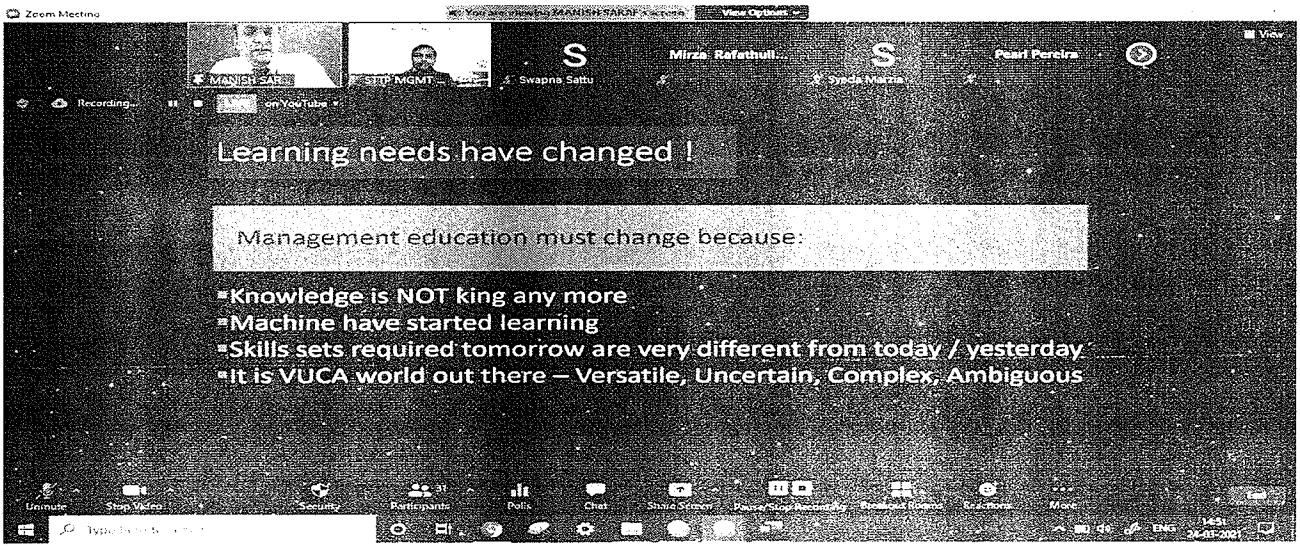
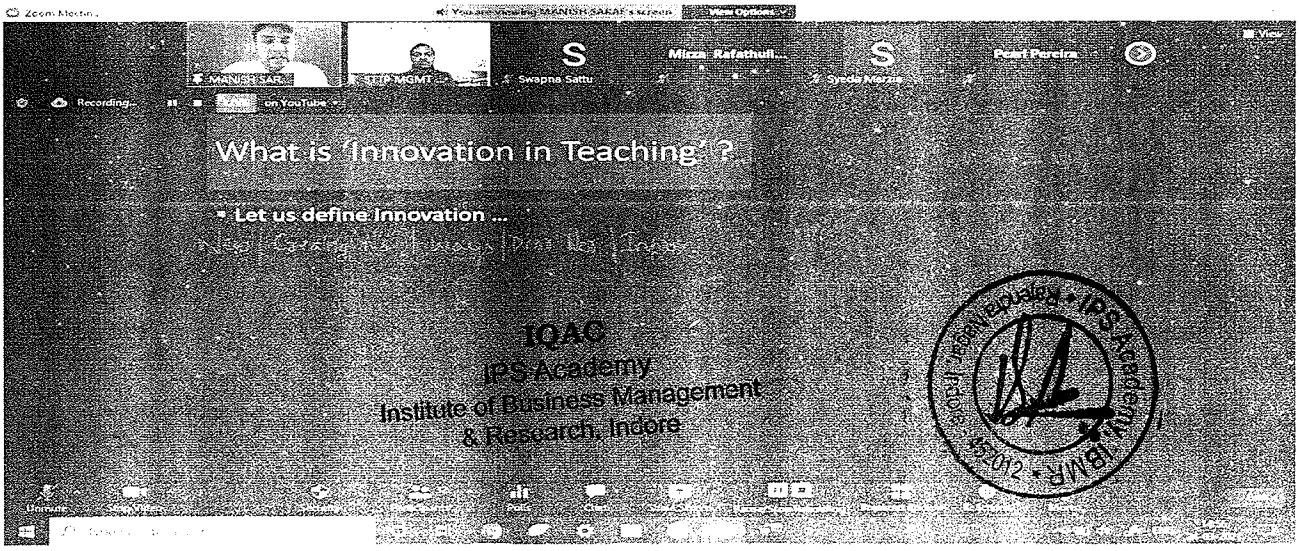

Zoom Meeting
Devendra Singh
Pearl Pereira
Innovation
In
Teaching
Manish Saraf
IPS Academy, IBMR
Online STTP MGMT 4.0
24th March 2021


Zoom Meeting
Mirza Rafathull...
Pearl Pereira
Learning needs have changed !
Management education must change because:
▪Knowledge is NOT king any more
▪Machine have started learning
▪Skills sets required tomorrow are very different from today / yesterday
▪It is VUCA world out there – Versatile, Uncertain, Complex, Ambiguous


Zoom Meeting
Mirza Rafathull...
Pearl Pereira
What is 'Innovation in Teaching'?
▪ Let us define Innovation ...
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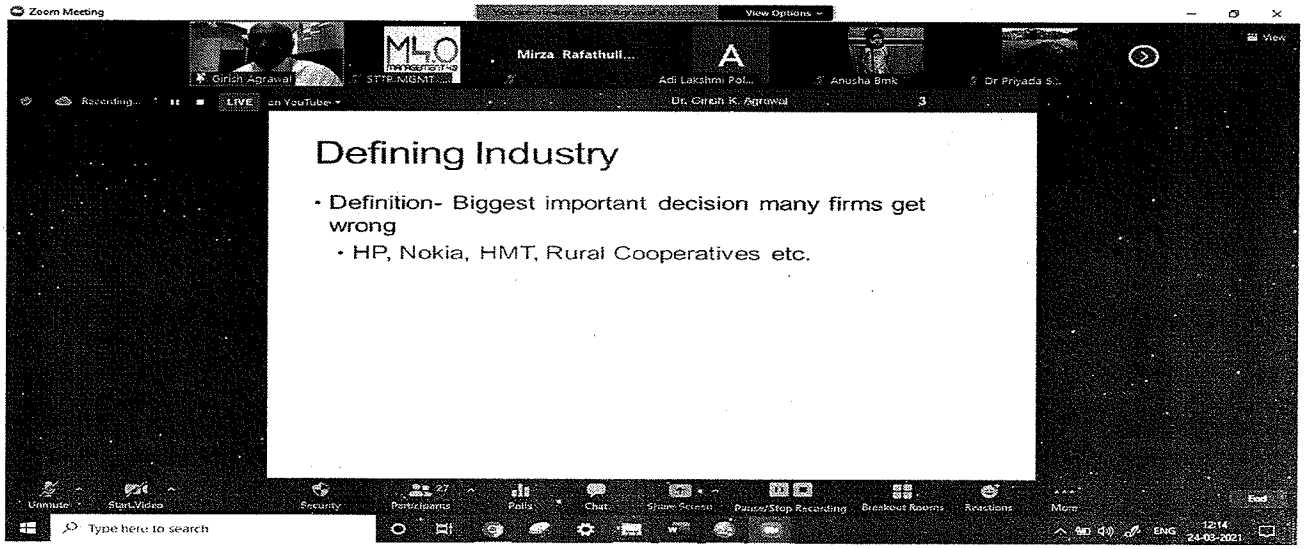
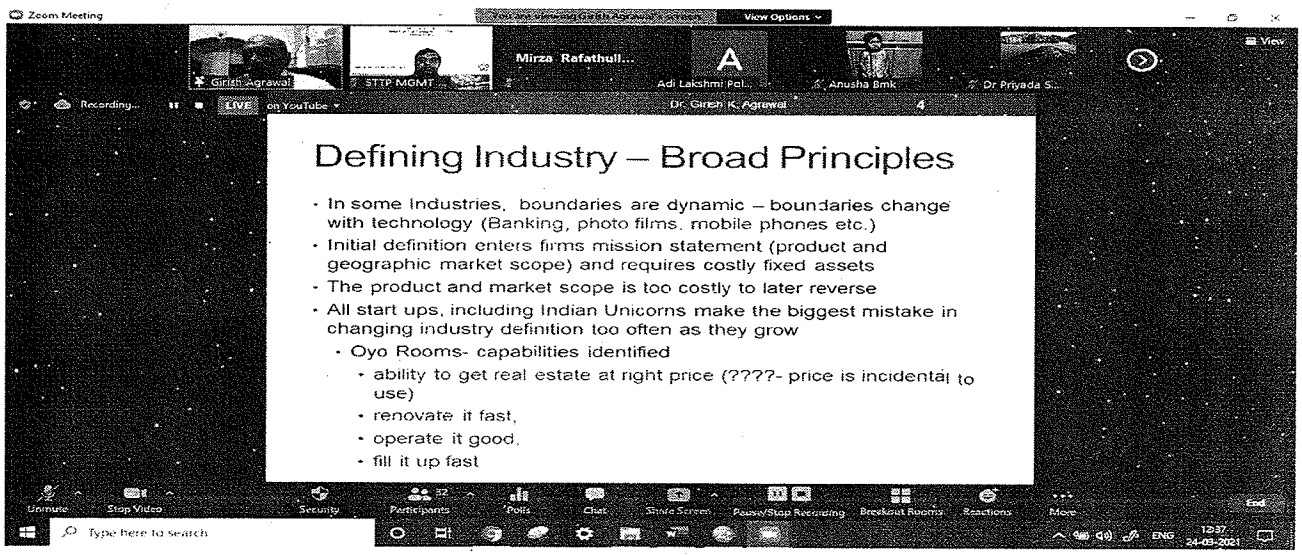
Day 3

24 March'2021

II Session:12:00PM -01:30PM

Dr.Girish Agrawal





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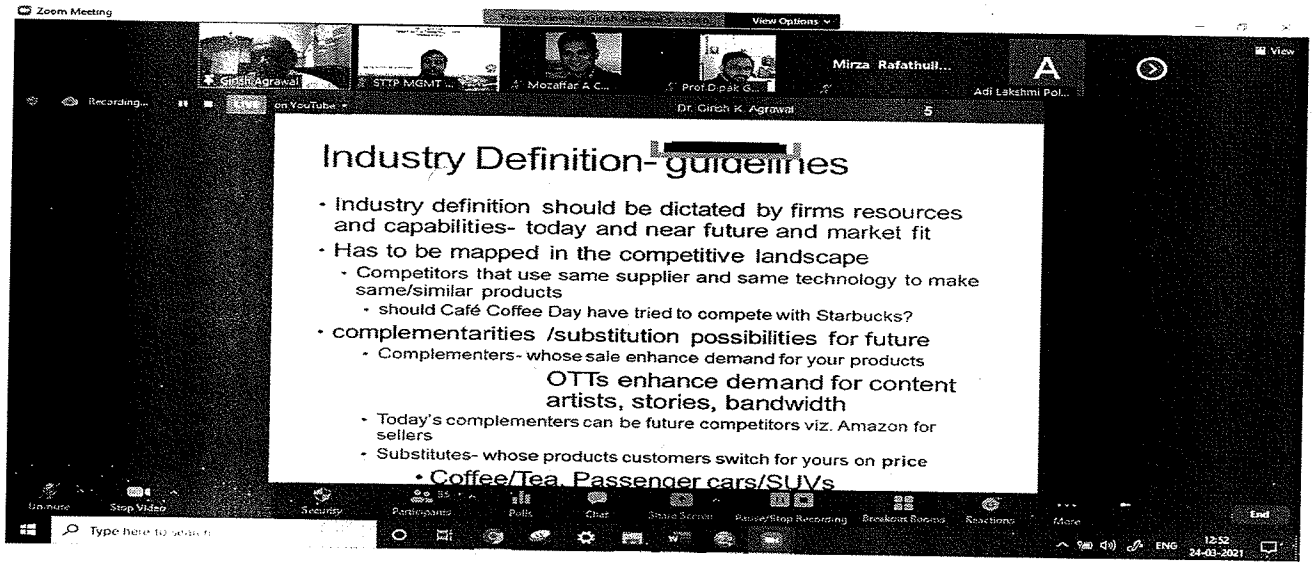
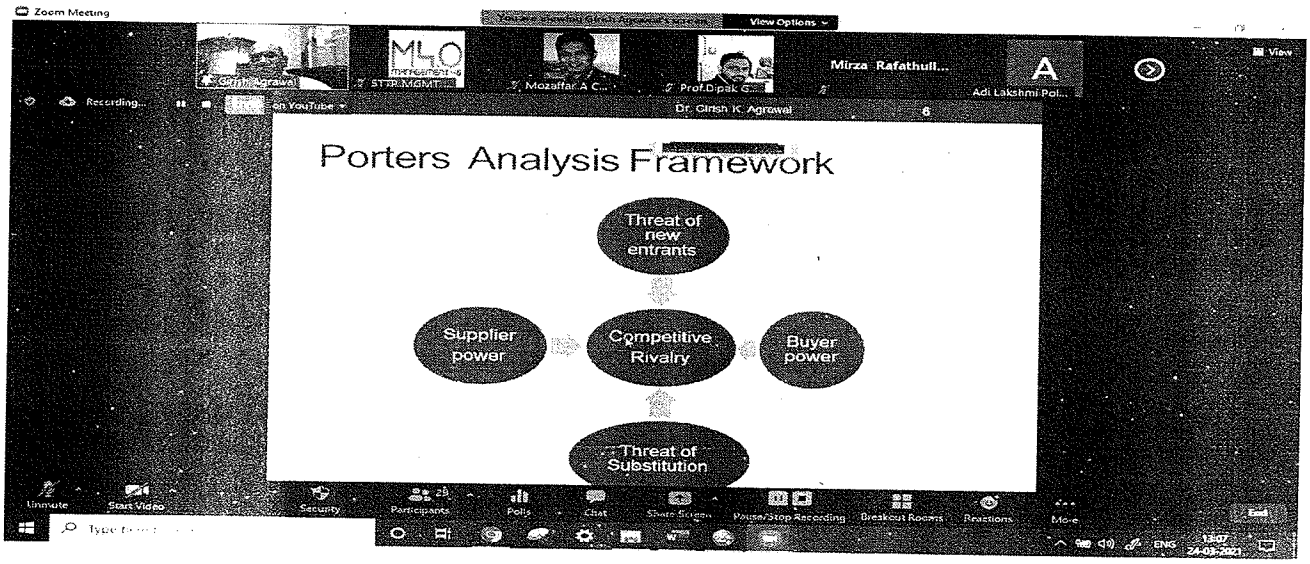
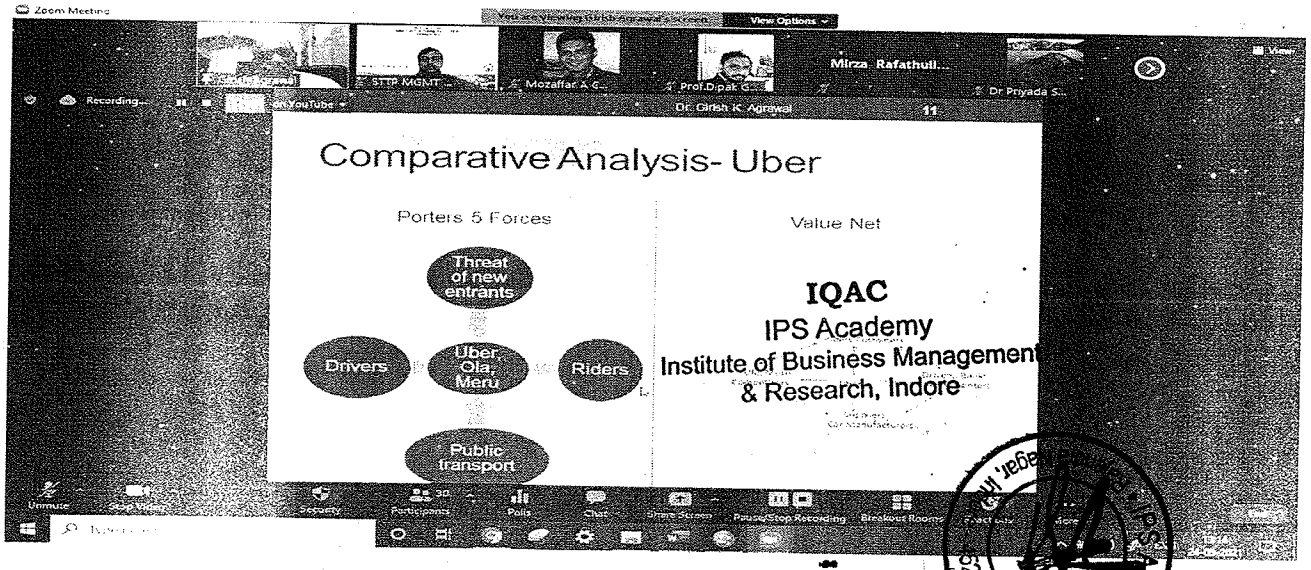

Zoom Meeting
Industry Definition- guidelines
• Industry definition should be dictated by firms resources and capabilities- today and near future and market fit
• Has to be mapped in the competitive landscape
• Competitors that use same supplier and same technology to make same/similar products
• should Café Coffee Day have tried to compete with Starbucks?
• complementarities /substitution possibilities for future
• Complementers- whose sale enhance demand for your products
OTTs enhance demand for content artists, stories, bandwidth
• Today's complementers can be future competitors viz. Amazon for sellers
• Substitutes- whose products customers switch for yours on price
• Coffee/Tea, Passenger cars/SUVs


Zoom Meeting
Porters Analysis Framework
Threat of new entrants
Supplier power
Competitive Rivalry
Buyer power
Threat of Substitution


Zoom Meeting
Comparative Analysis- Uber
Porters 5 Forces
Threat of new entrants
Drivers
Uber, Ola, Meru
Riders
Public transport
Value Net
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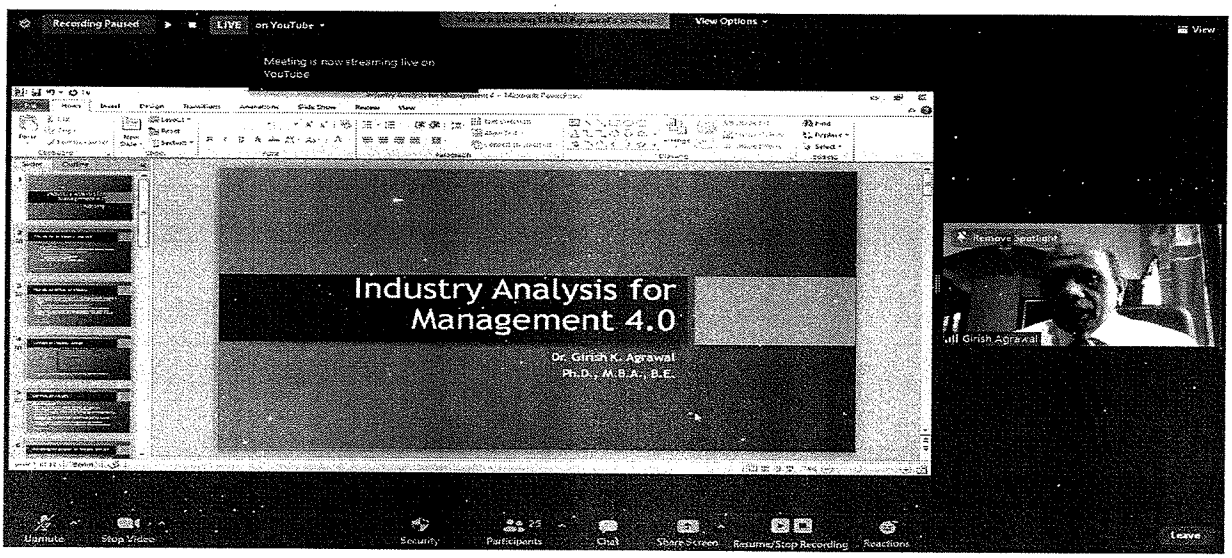
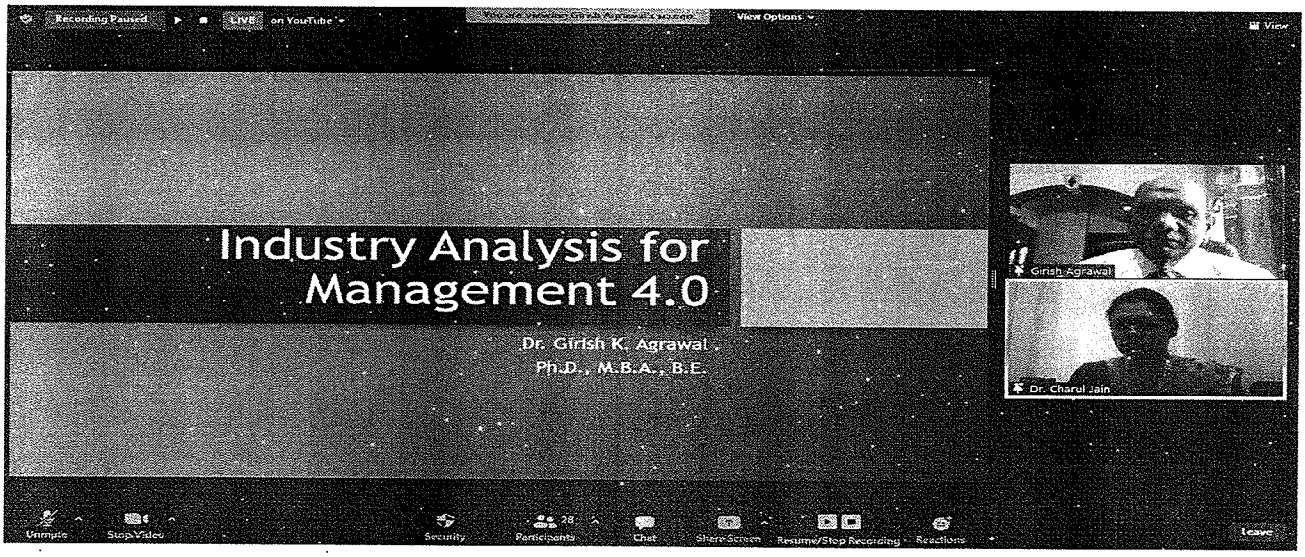
Day 3

24 March'2021

I Sessions:10:00AM -11:30AM

Dr.Girish Agrawal





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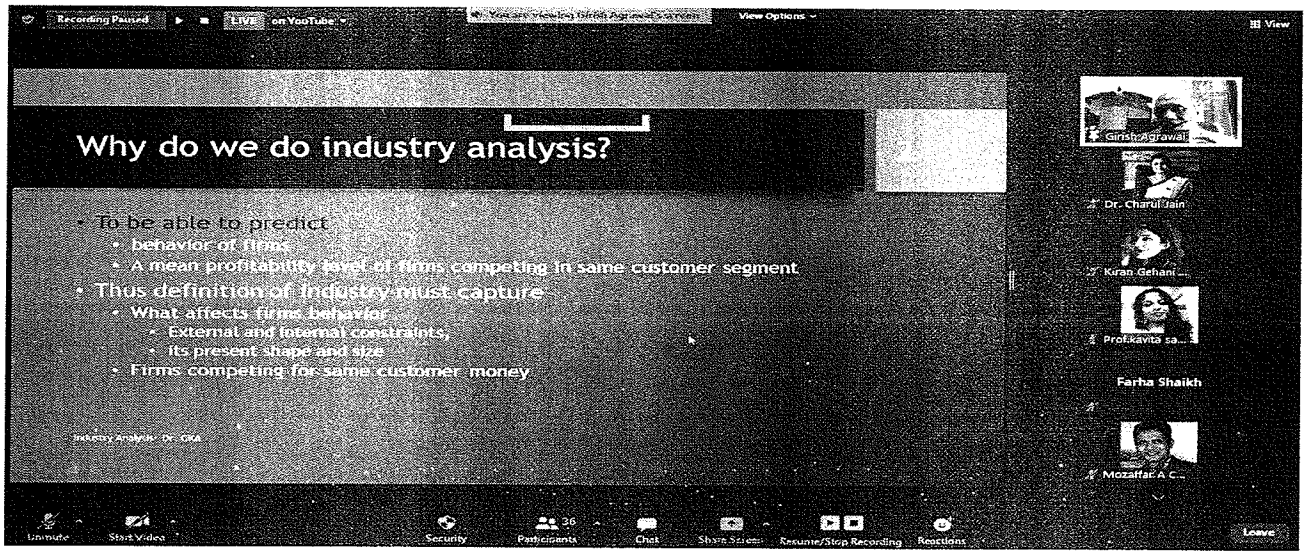

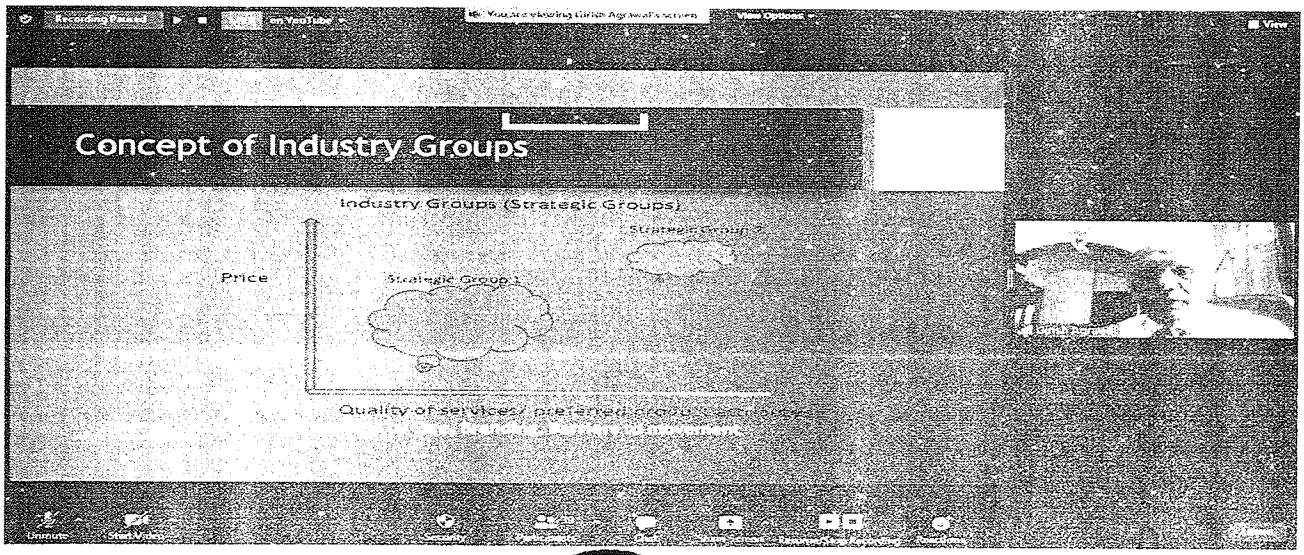

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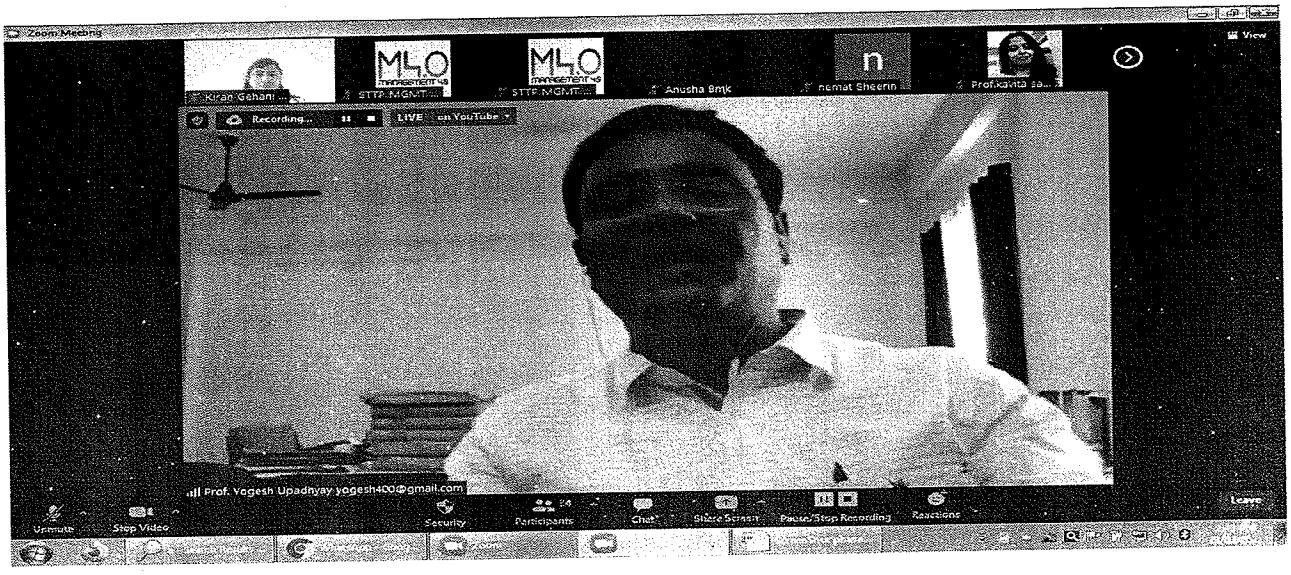
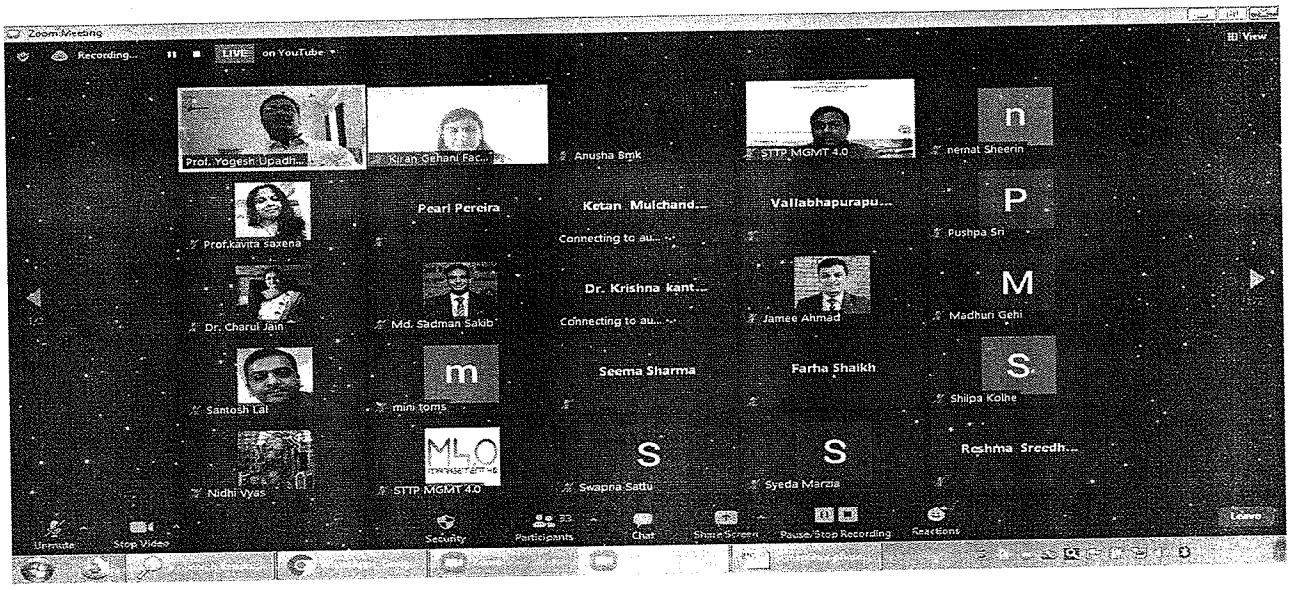
Day 2

23 March'2021

III Sessions:2:30PM -04:00PM

Dr.Yogesh Upadhyay





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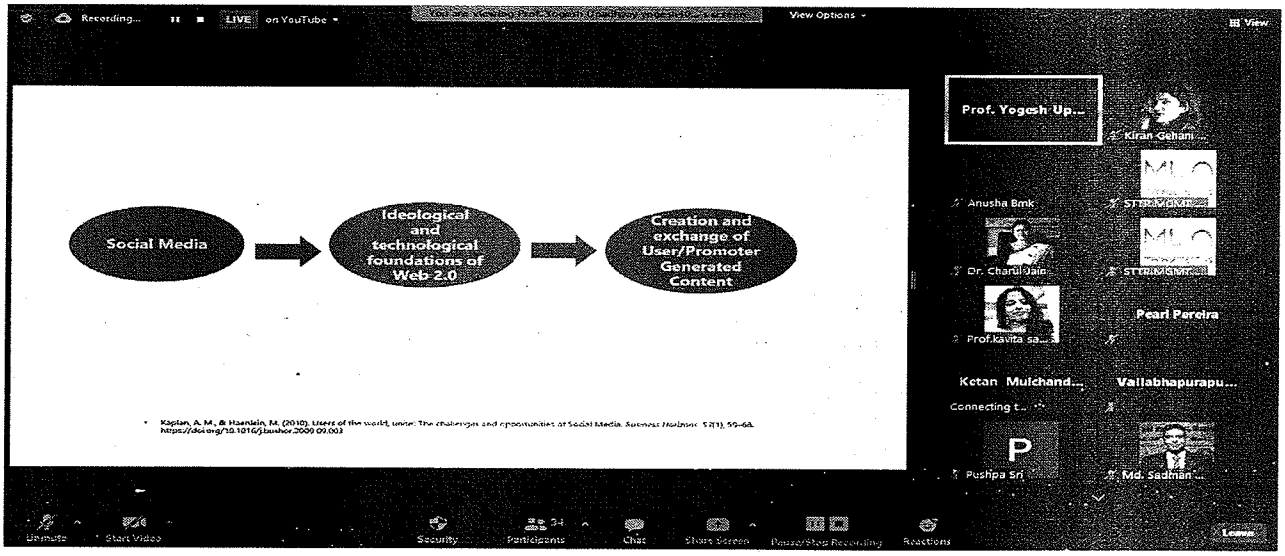

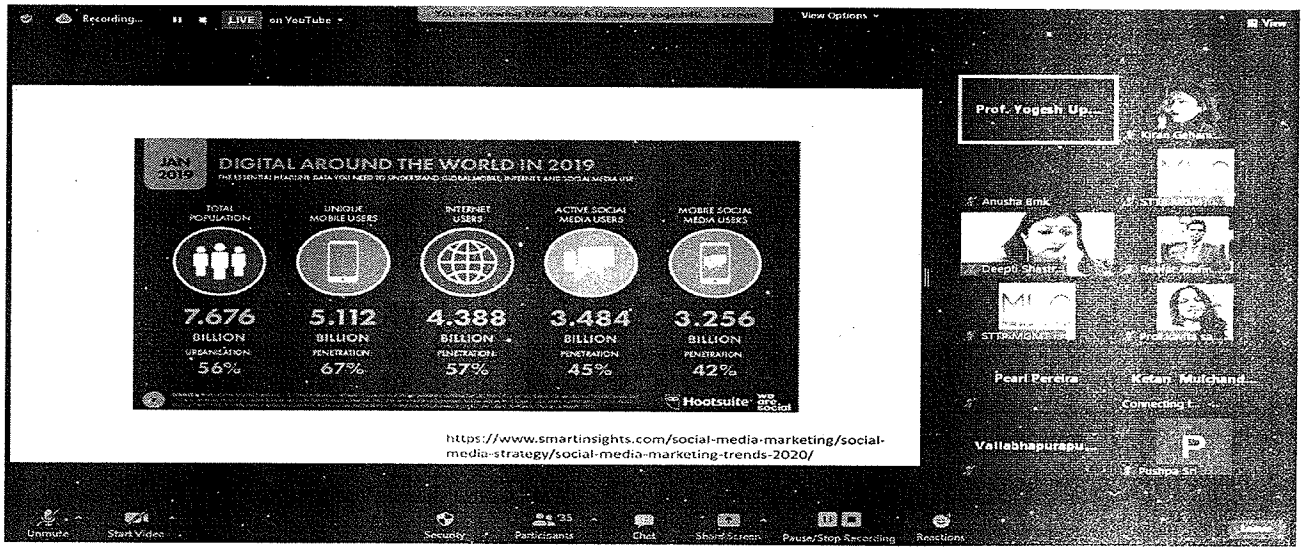

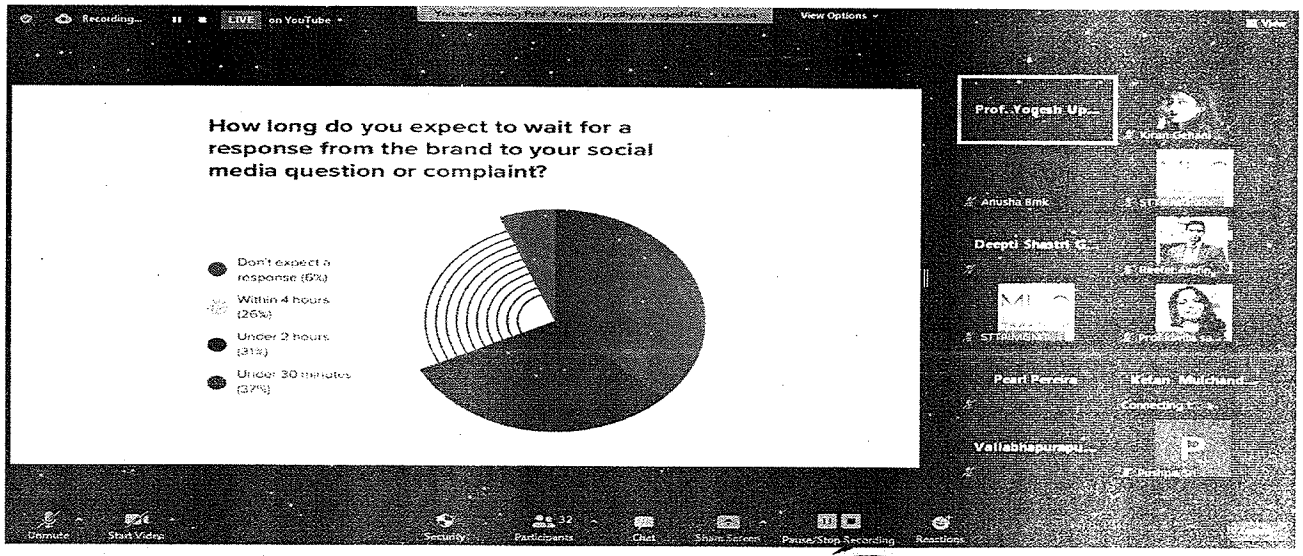

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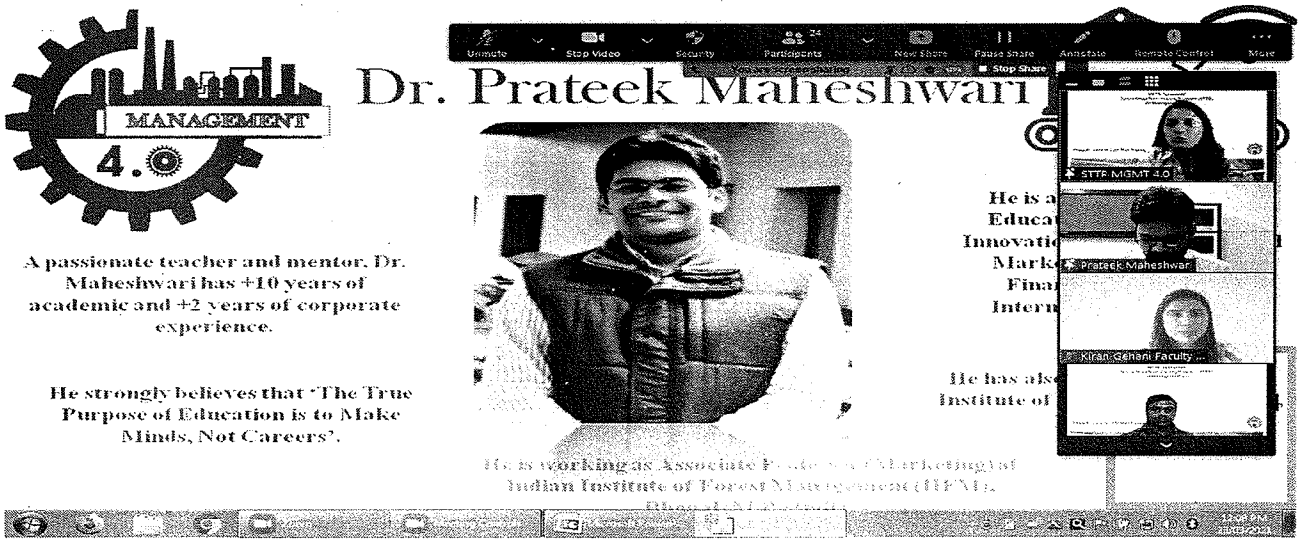
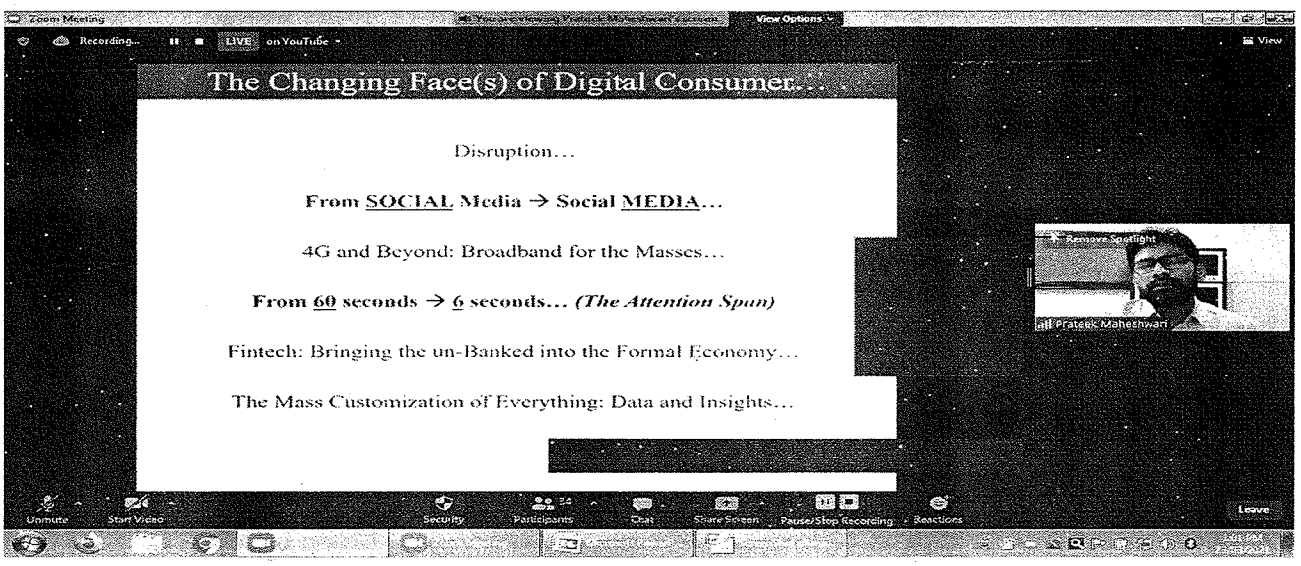
Day 2

23 March'2021

II Sessions:12:30PM -01:30PM

Dr.Prateek Maheshwari





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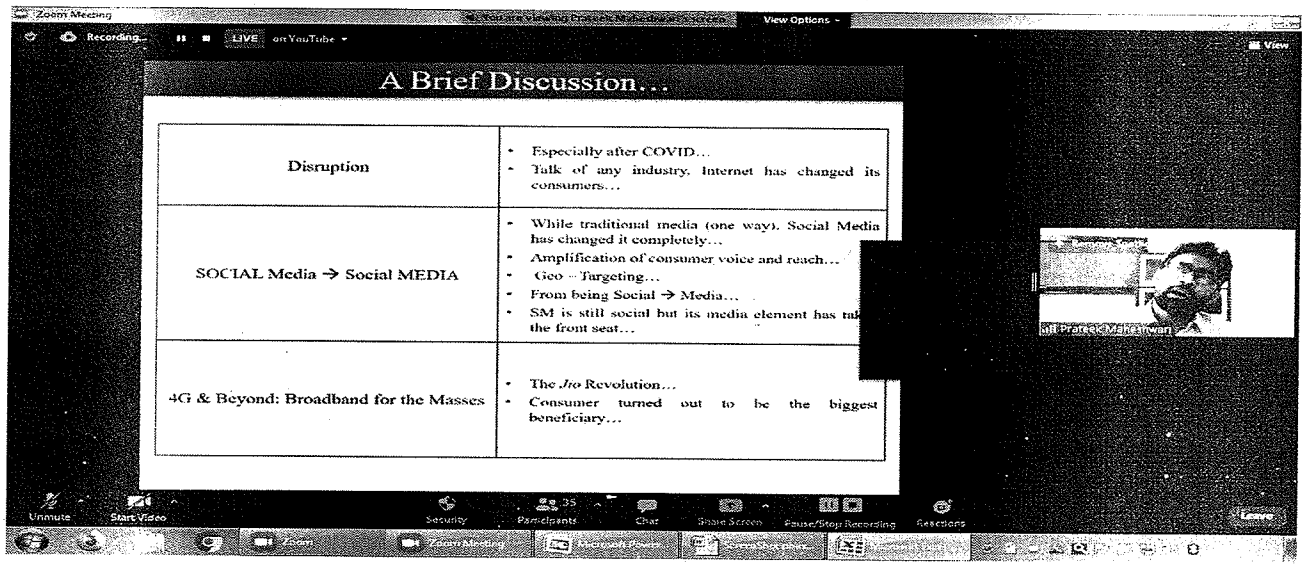
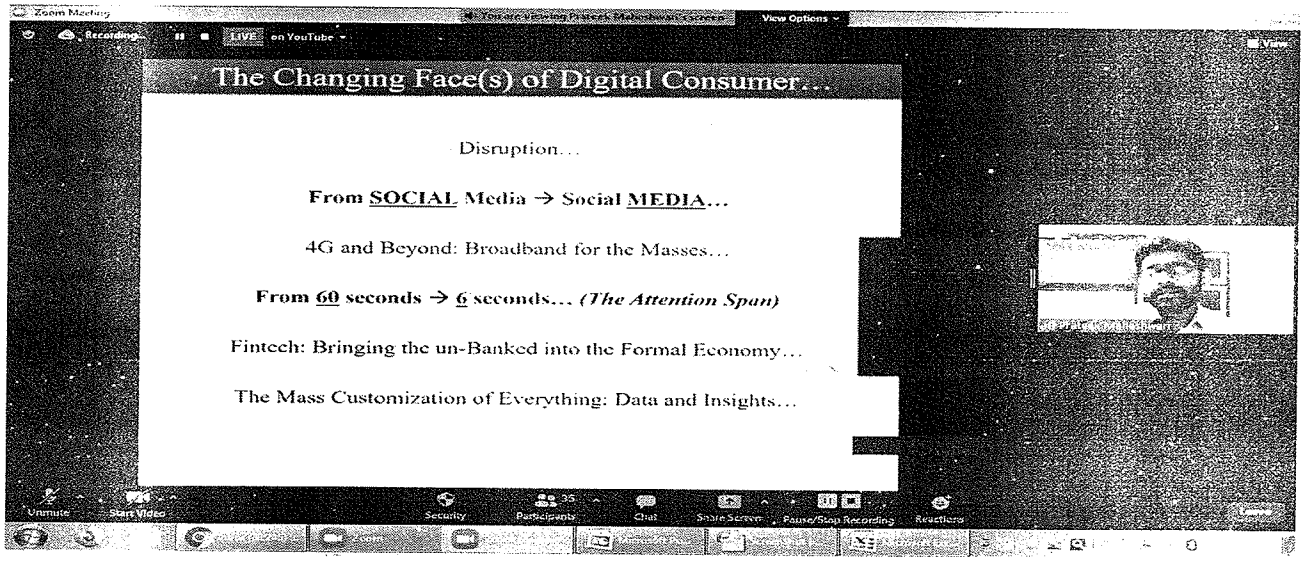




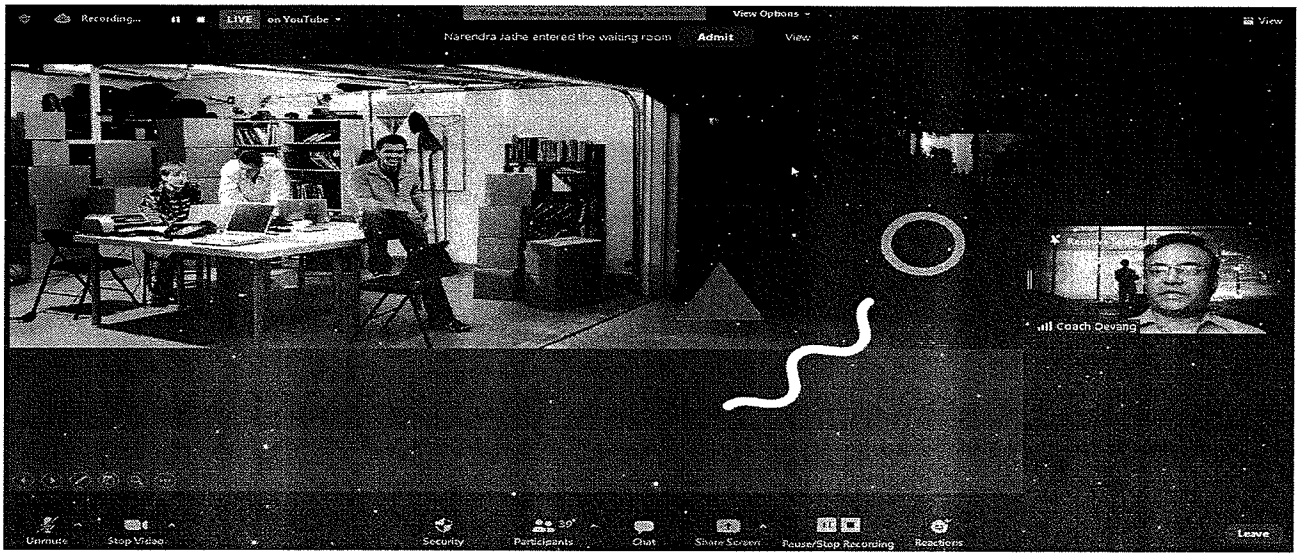
IPS Academy IBMR • Rajendra Nagar, Indore

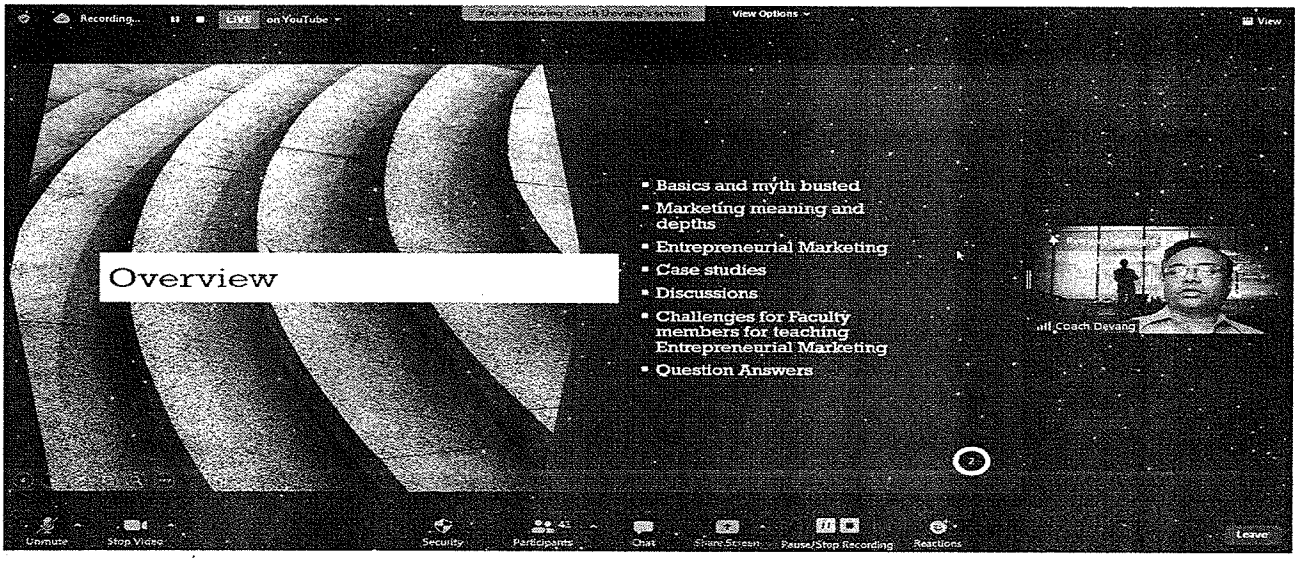
Day 2

23 March'2021

I Sessions:10:00AM -11:30AM

Mr.Devang Patel





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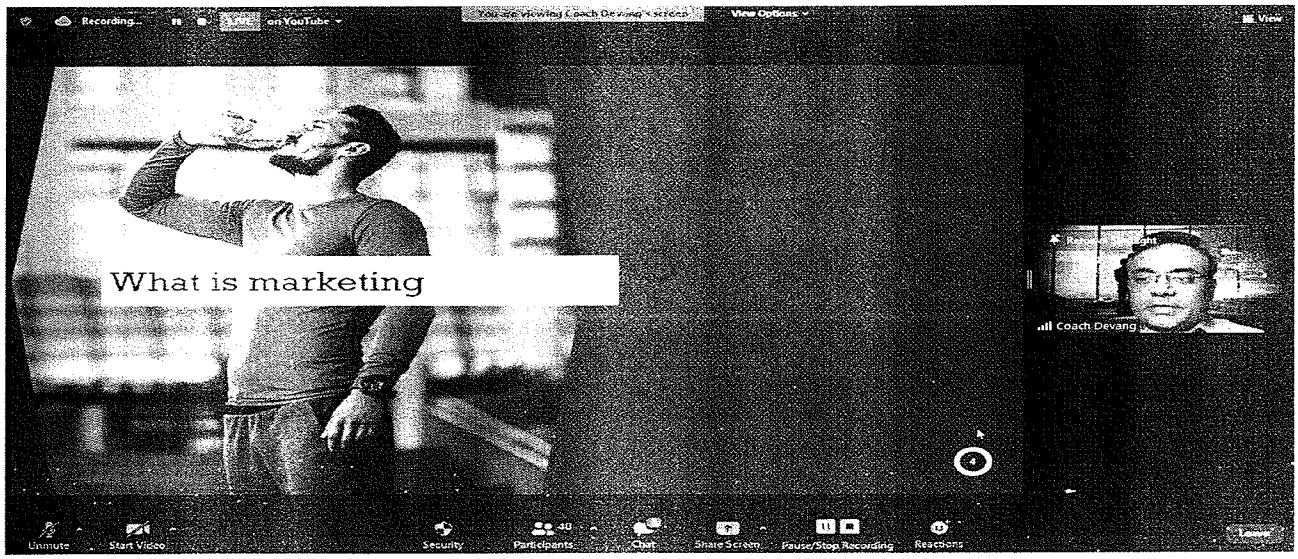
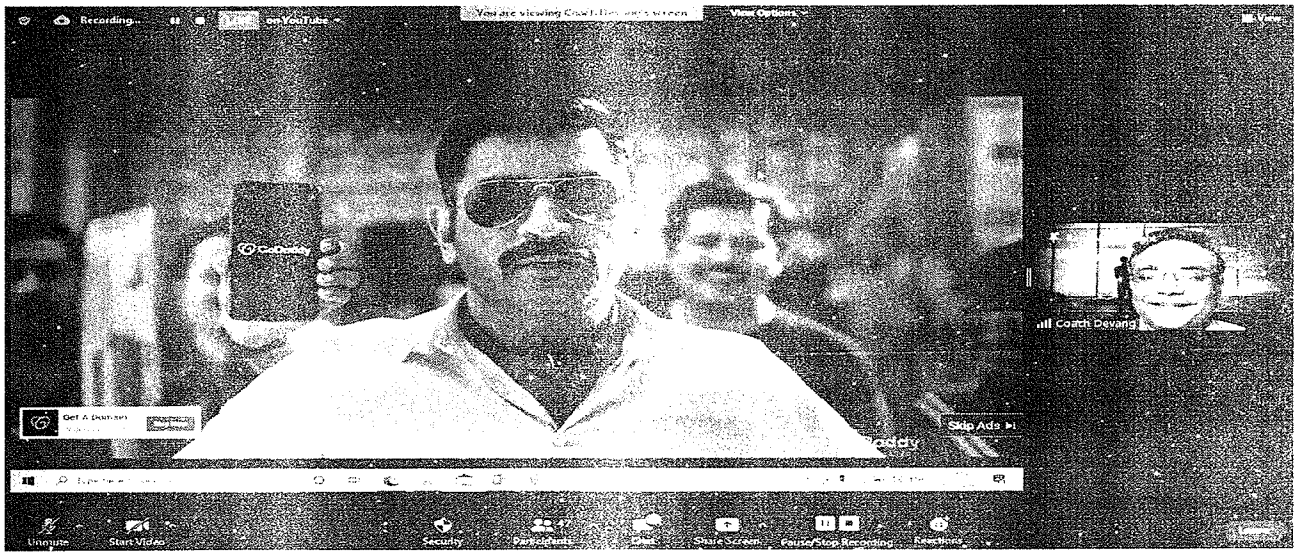
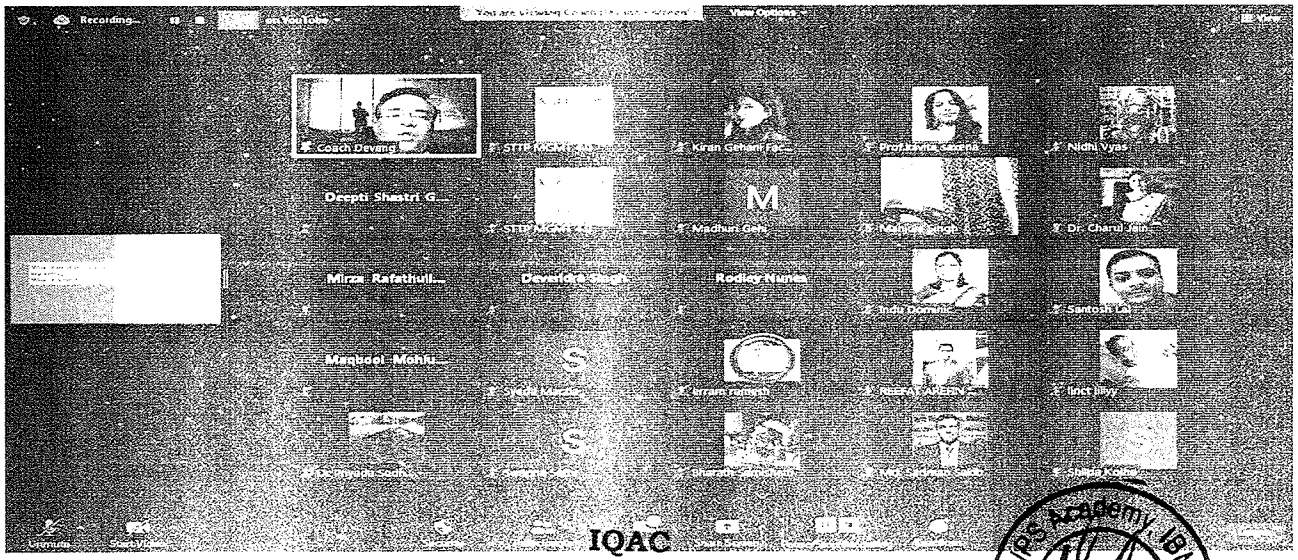

What is marketing
Coach Devang


Coach Devang
Skip Ads

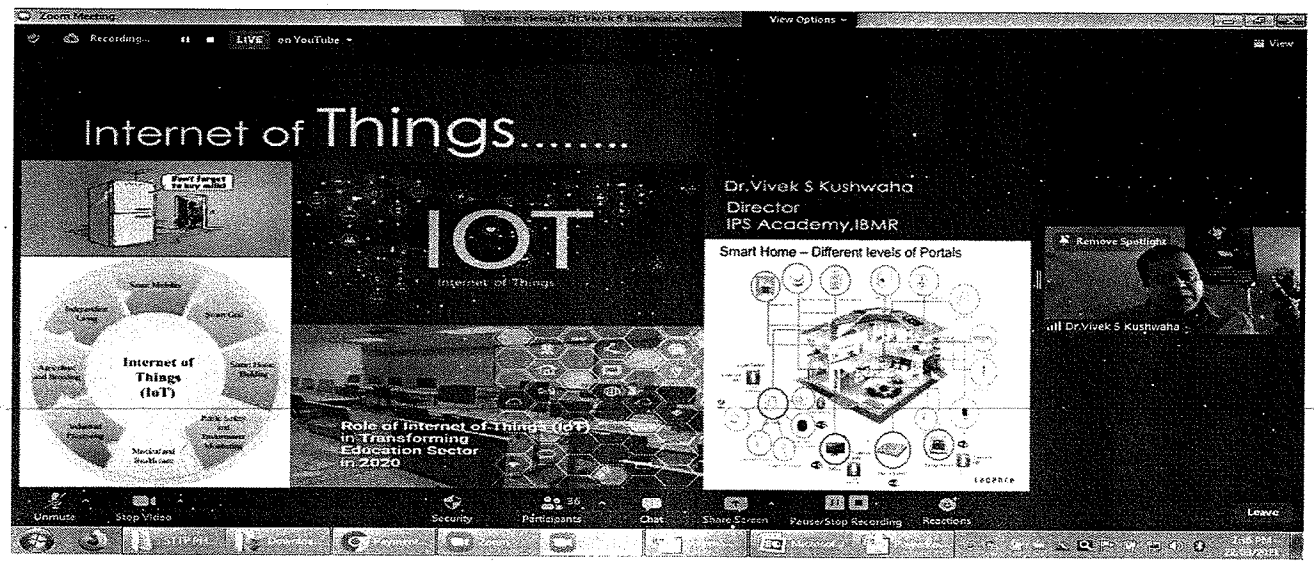

Coach Devang
Deepti Shastri G...
Mirza Rafathull...
Manbodi Mohlu...
Rocky Nunia

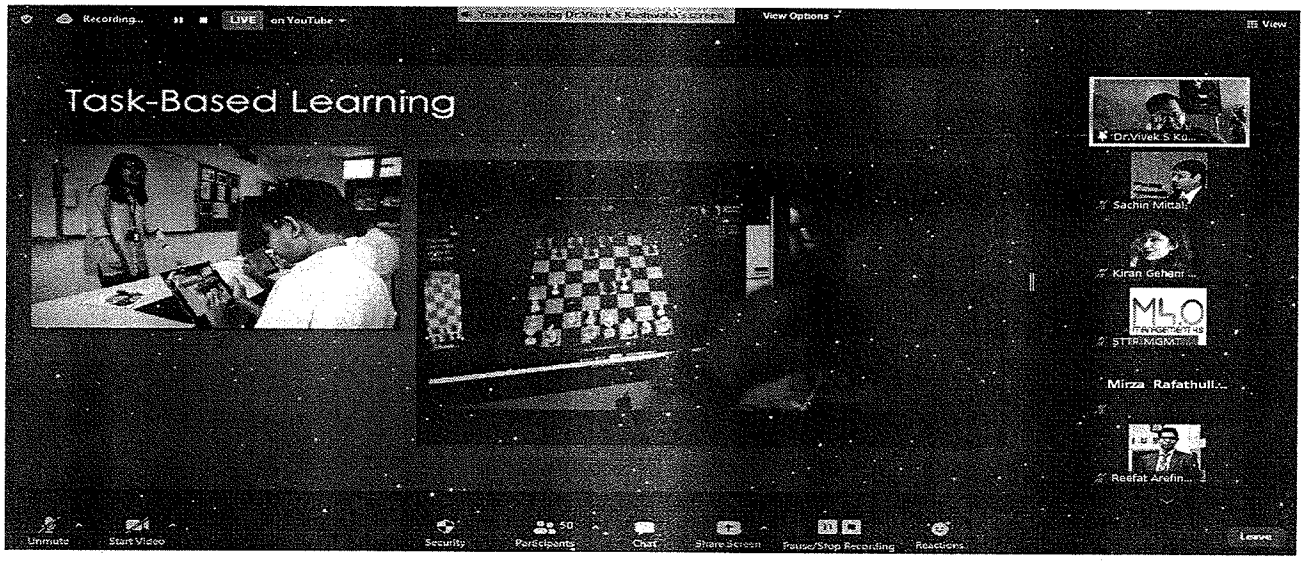
Day 1

22 Mar'2021

III Sessions:02:30 -04:30PM

Dr.Vivek Singh Kushwaha





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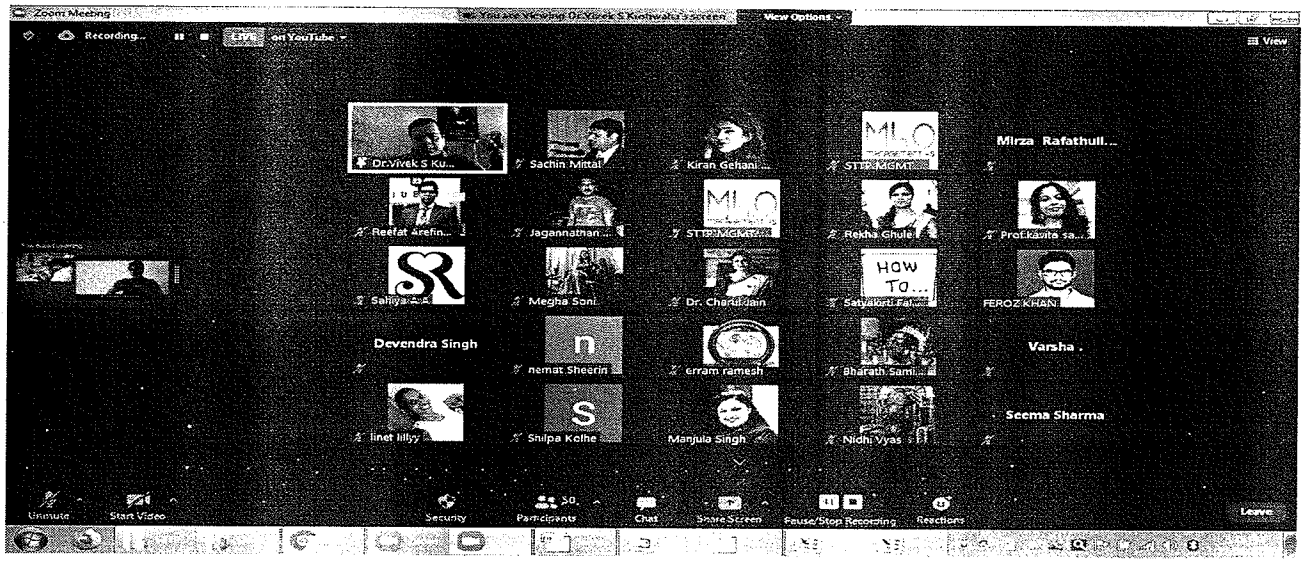
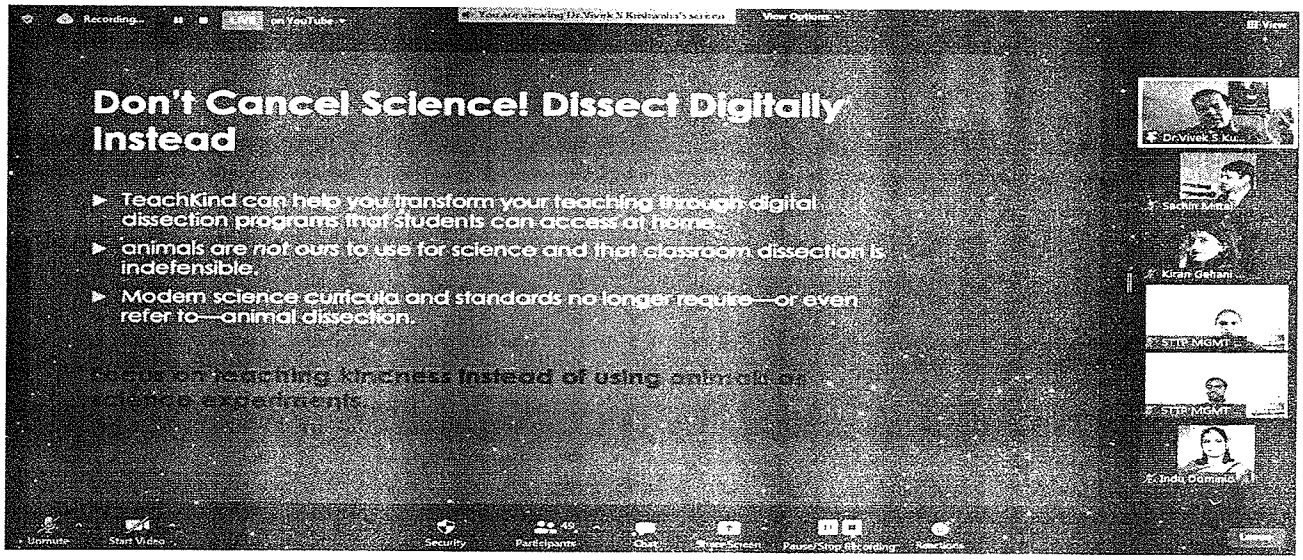
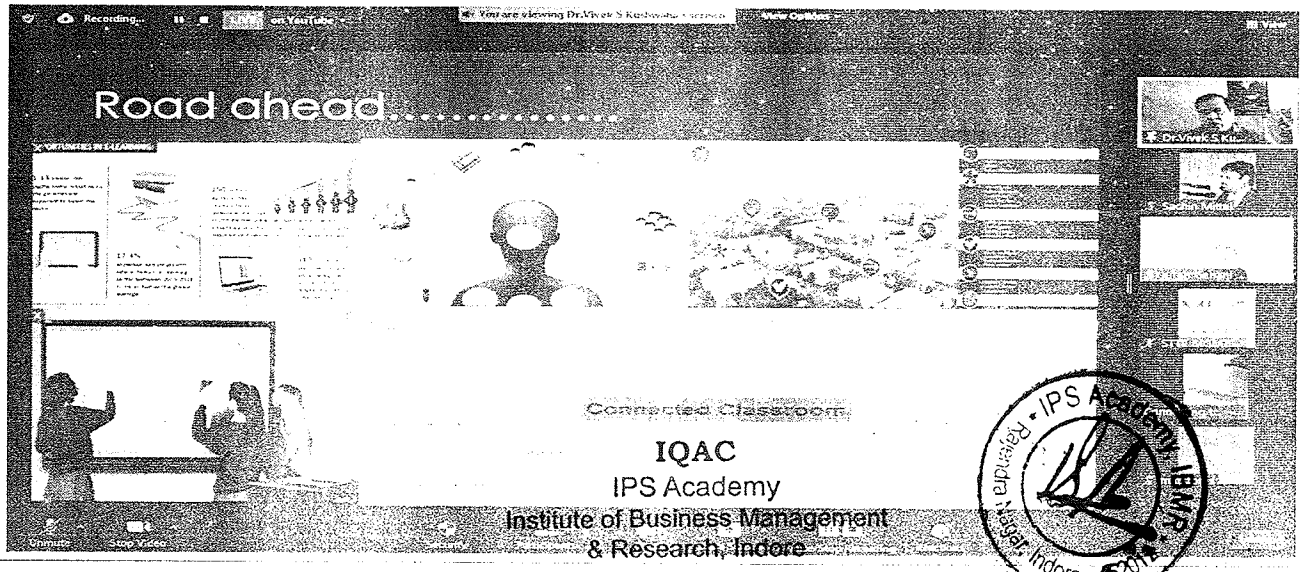

Zoom Meeting
Recording...
View Options
View
Dr.Vivek S Ku...
Sachin Mittal
Kiran Gehani ...
STTI MGMT
Mirza Rafathull...
Reefat Arefin...
Jagannathan ...
STTI MGMT
Rekha Ghule
Prof.kavita sa...
Saliya A S
Megha Soni
Dr. Charu Jain
Satyakirti Pal...
FEROZ KHAN
Devendra Singh
nemat Sheerin
erram ramesh
Bharath Sami...
Varsha .
linet lilly
Shilpa Kothe ...
Manjula Singh
Nidhi Vyas
Seema Sharma
Unmute
Start Video
Security
Participants
Chat
Share Screen
Pause/Stop Recording
Reactions
Leave


Don't Cancel Science! Dissect Digitally Instead
TeachKind can help you transform your teaching through digital dissection programs that students can access at home.
animals are not ours to use for science and that classroom dissection is indefensible.
Modern science curricula and standards no longer require—or even refer to—animal dissection.
on teaching kindness instead of using animals in
demo experiments.
Unmute
Start Video
Security
Participants
Chat
Share Screen
Pause/Stop Recording
Reactions
Leave


Recording...
Road ahead.....
Connected Classroom
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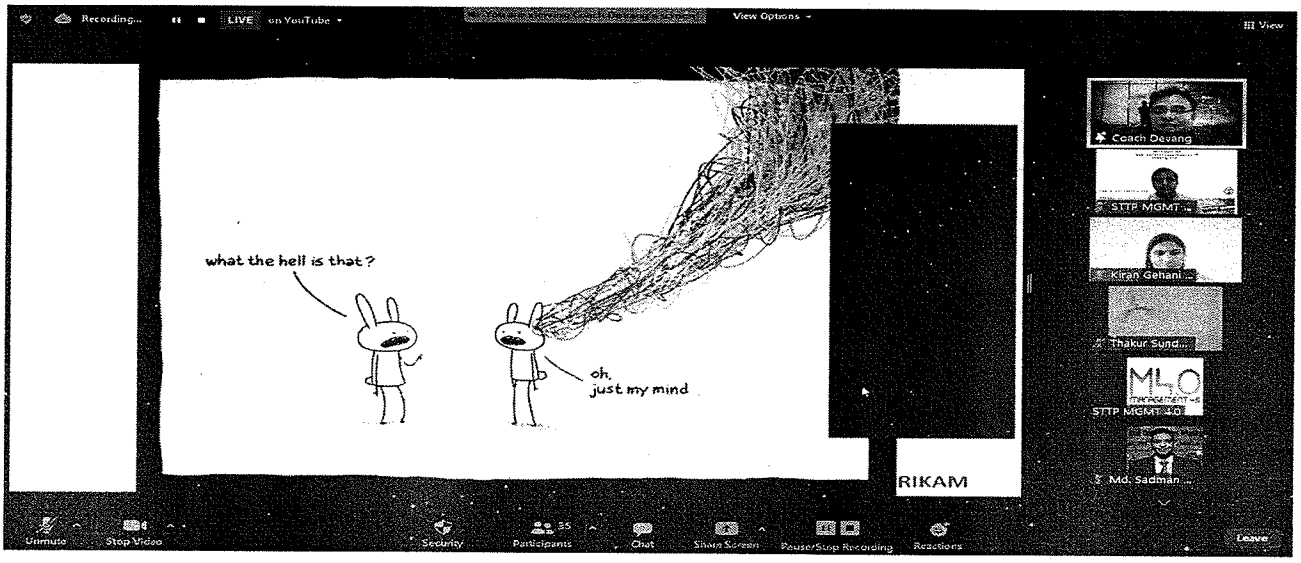
Unmute
Stop Video

Day 1

22 Mar'2021

Session II: 12:00 PM -01:30PM

Mr.Devang Patel



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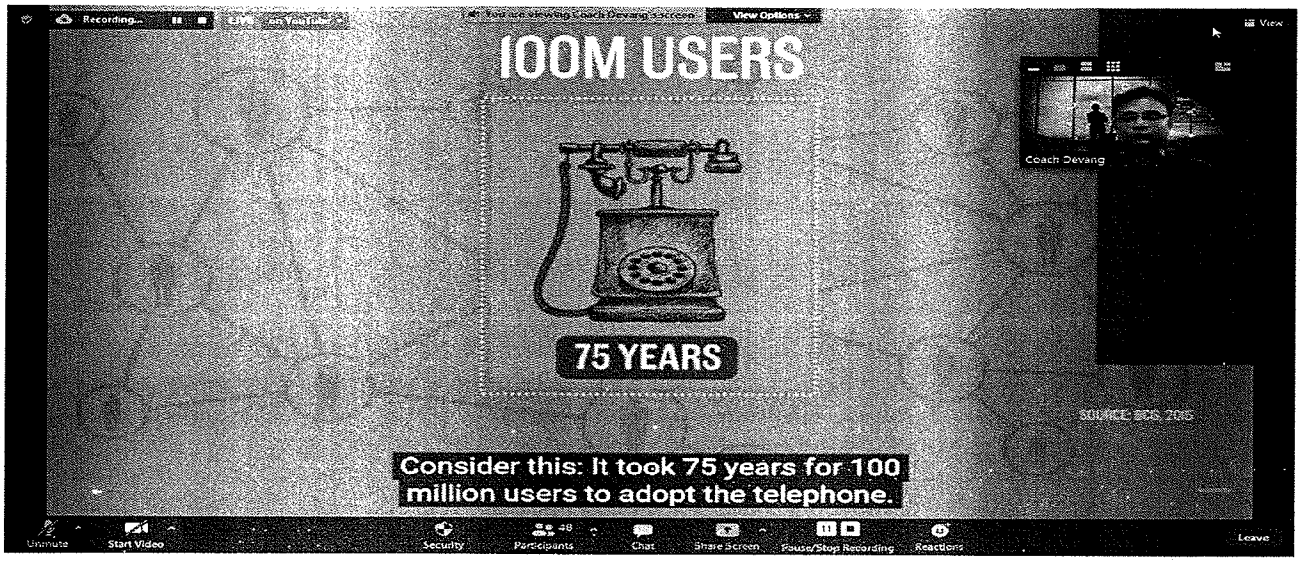

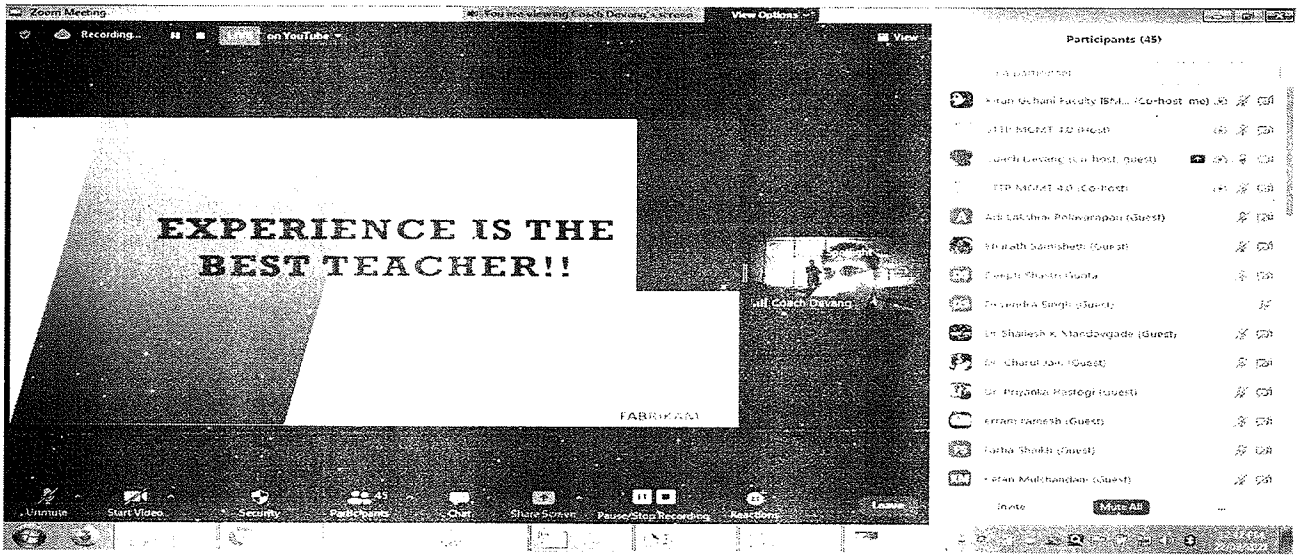

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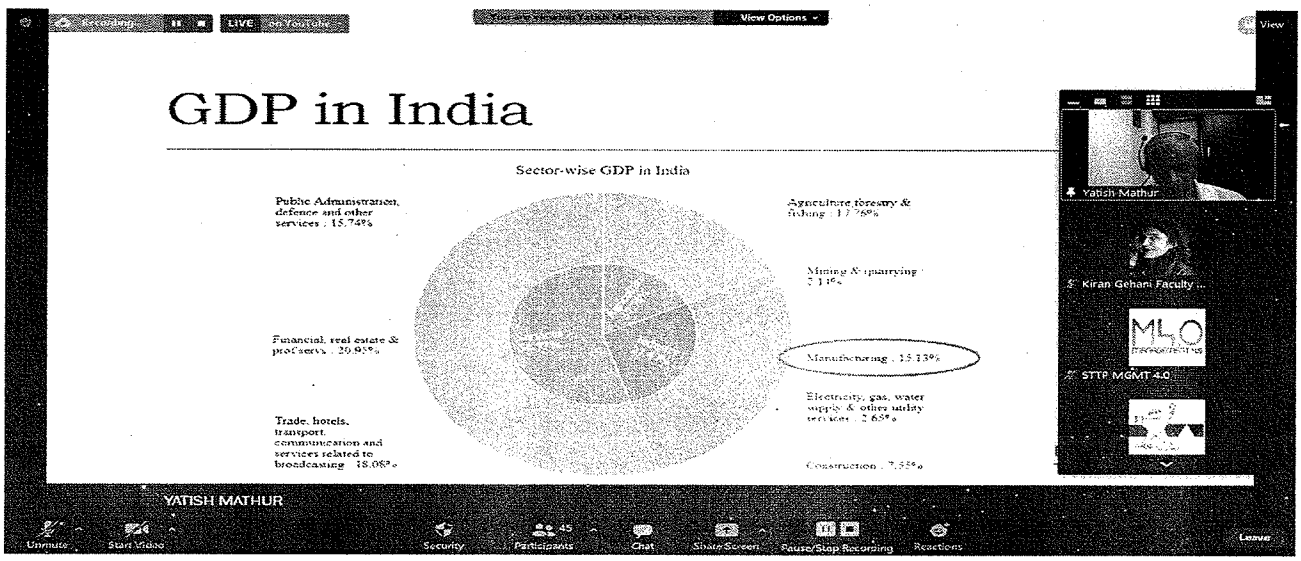
Day 1

22 Mar'2021

I Session:10:00AM -11:30AM

Mr.Yatish Mathur



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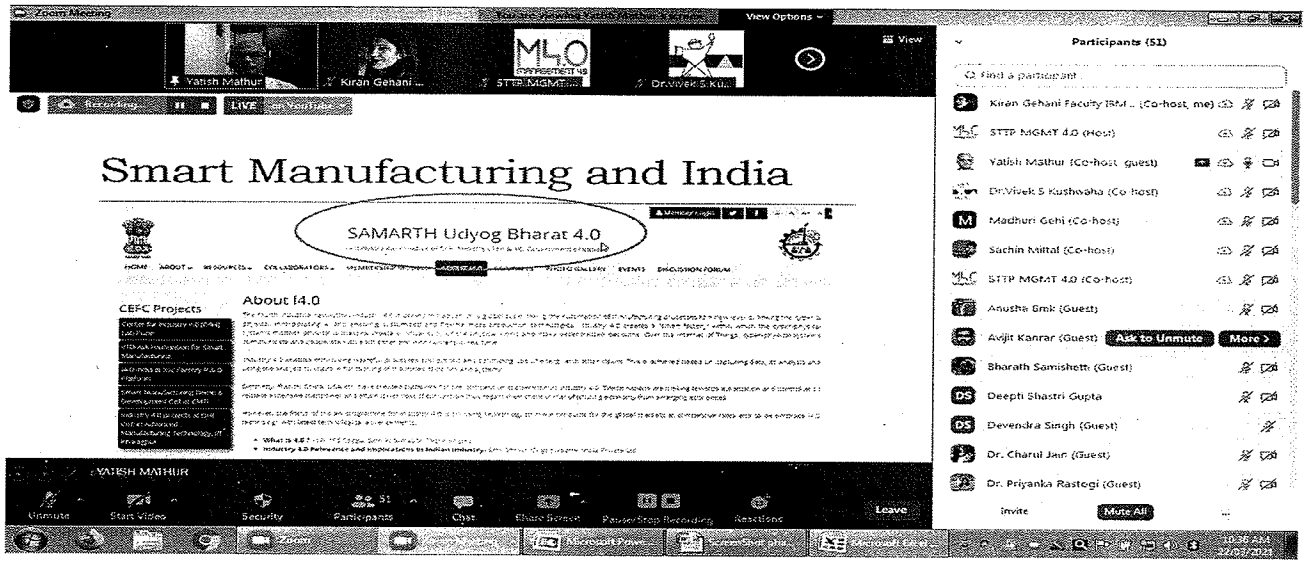
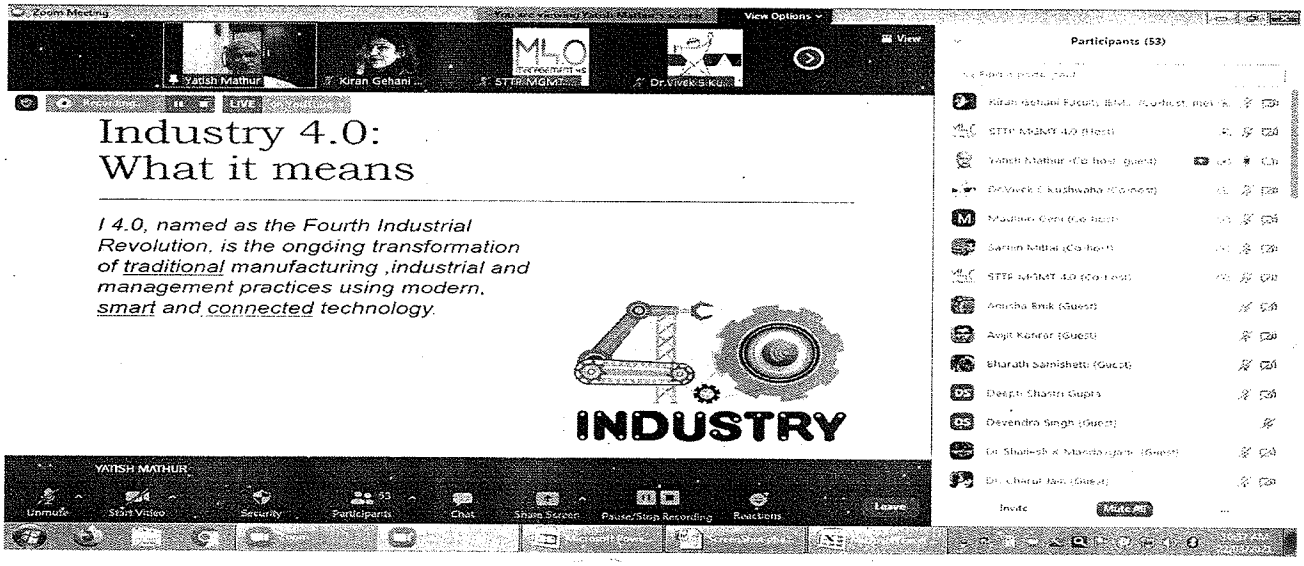
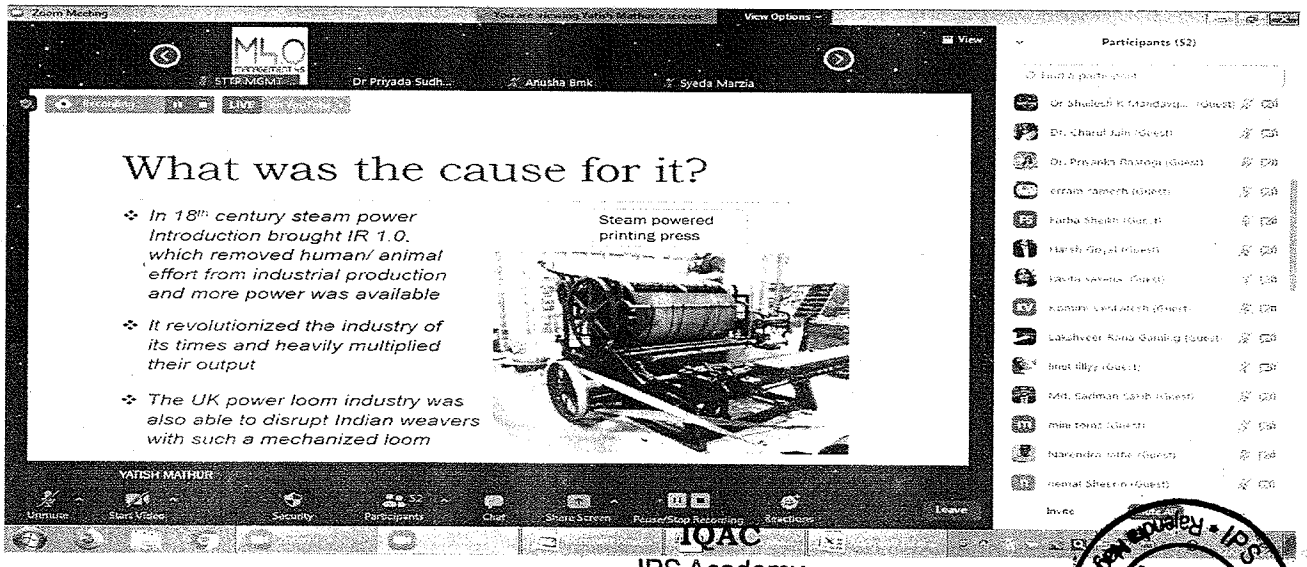

Smart Manufacturing and India
SAMARTH Udyog Bharat 4.0
About I4.0
CEFC Projects
Participants (51)


Industry 4.0:
What it means
I 4.0, named as the Fourth Industrial Revolution, is the ongoing transformation of traditional manufacturing ,industrial and management practices using modern, smart and connected technology.
INDUSTRY
Participants (53)


What was the cause for it?
In 18th century steam power Introduction brought IR 1.0. which removed human/ animal effort from industrial production and more power was available
It revolutionized the industry of its times and heavily multiplied their output
The UK power loom industry was also able to disrupt Indian weavers with such a mechanized loom
Steam powered printing press
Participants (52)