

# **SUMMARY REPORT**

# **LIFE SKILLS & PERSONALITY DEVELOPMENT**



# Jagannath International Management School

MOR, Pocket-10.5, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

## SUMMARY REPORT

### LIFE SKILLS AND PERSONALITY DEVELOPMENT

AMVI Training and Consultancy Pvt. Ltd. in collaboration with Jagannath International Management School, Kalkaji conducted a Life Skills and Personality Development Value added course for the students of BCom. (H) first semester, from the month of August 2024 onwards. This course was intended to help students to understand essential life skills required in corporate world and help them inculcate the same. The duration of the course was 40 hours which started from 21st August 2024.

Life Skills and Personality Development is a certification program aimed at upgrading skills and building competency. The program was aimed at enhancing student understanding about important life skills and aid personality development which is an essential part for success in today's world. After understanding the tool & trends, students then participate in activities to enhance their personality growth. Overall, the course equips students to imbibe skills essential for growth and development, while building skills necessary for leaders of tomorrow.

The trainer Dr. Jyoti Kukreja gave a thorough insight about the concept of **Life Skills and Personality Development**. She addressed the various aspects of life skills, importance of personality development and engaged students in activities to apply the skills required. Through the various activities have helped meet not only the course objectives but outcomes as well.

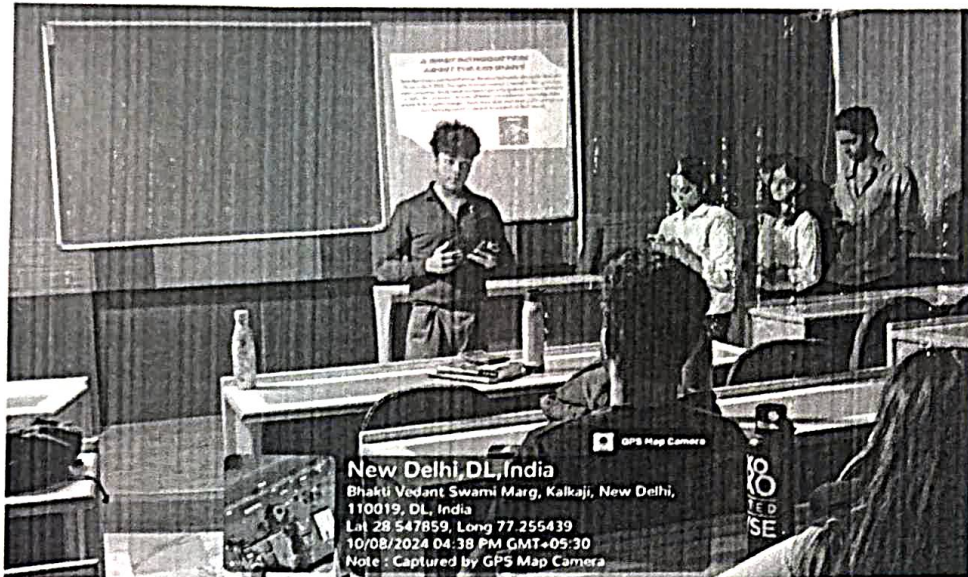
Total no. of students in receipt of certificate from **B.com(H) I Morning** is **25 Students**

Total no. of students in receipt of certificate from **B.com(H) I Evening** is **25 Students**

**Total no. of students in receipt of certificate are 50.**

#### Assessment was done basis:

1. **Presentation:** Give a presentation on any startup of your choice with focus on effective communication and confident interaction with the peers.
2. **SWOT Analysis:** Get your SWOT Analysis at two tier level:  
SWOT by a Candid Friend  
SWOT by yourself



*[Signature]*  
Dr. Pyoti Kukreja  
Trainer

*[Signature]*  
Dr. Prashant Kumar  
HOD B.com(H)

**NCFM FINANCIAL  
MARKET: A BEGINNERS'  
MODULE**





# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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## SUMMARY REPORT

NSE Academy's Certification in Financial Markets (NCFM) course was conducted as a value-added course for the students of BBA and BCom. (H) second semester, from the month of August 2024 onwards. This course was intended to enhance the student's overall. The duration of the course was 30 hours which started from 1<sup>st</sup> August 2024.

NCFM is an online certification program aimed at upgrading skills and building competency. The program has a widespread reach with testing centers present at more than 150+ locations across the country. The NCFM offers certifications ranging from the Foundation, Intermediate and Advanced. One can register for the NCFM through website [www.nseindia.com](http://www.nseindia.com) Once registered, a candidate is allotted a unique NCFM registration number along with an online login ID and can avail of facilities like SMS alerts, online payment, checking of test schedules, online enrolment, profile update etc. through their login ID.

The trainer Dr. Deeksha Arora gave a thorough insight about the concept of **Financial Market**. She addressed the various aspects of the market along with the significance of each one of them. Through the various activities have helped meet not only the course objectives but outcomes as well.

Total no. of students in receipt of certificate includes **49** from BBA III Morning and **33** from BBA III Evening.

**Total no. of students in receipt of certificate are 82**

Dr. Deeksha Arora  
Trainer

Dr. Ruchi Srivastava  
HOD BBA





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## SUMMARY REPORT

NSE Academy's Certification in Financial Markets (NCFM) course was conducted as a value-added course for the students of BBA and BCom. (H) second semester, from the month of August 2024 onwards. This course was intended to enhance the student's overall. The duration of the course was 30 hours which started from 1<sup>st</sup> August 2024.

NCFM is an online certification program aimed at upgrading skills and building competency. The program has a widespread reach with testing centers present at more than 150+ locations across the country. The NCFM offers certifications ranging from the Foundation, Intermediate and Advanced. One can register for the NCFM through website [www.nseindia.com](http://www.nseindia.com) Once registered, a candidate is allotted a unique NCFM registration number along with an online login ID and can avail of facilities like SMS alerts, online payment, checking of test schedules, online enrolment, profile update etc. through their login ID.

The trainer Dr. Deeksha Arora gave a thorough insight about the concept of **Financial Market**. She addressed the various aspects of the market along with the significance of each one of them. Through the various activities have helped meet not only the course objectives but outcomes as well.

Total no. of students in receipt of certificate includes 51 from Bcom(H) III Morning and 42 from Bcom (H) III Evening.

Total no. of students in receipt of certificate are 93.

Dr. Deeksha Arora  
Trainer

Dr. Prashant Kumar  
HOD Bcom (H)



# **SOCIAL MEDIA MARKETING**





# Jagannath International Management School

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## SUMMARY REPORT

### SOCIAL MEDIA MARKETING

Vivekananda Infotech Pvt. Ltd. in collaboration with Jagannath International Management School, Kalkaji conducted a Social Media Marketing Value added course for the students of BBA and BCom. (H) fifth semester, from the month of August 2024 onwards. This course was intended to enhance the student's overall understanding of marketing via social media. The duration of the course was 30 hours which started from 1<sup>st</sup> August 2024.

Social Media Marketing is a certification program aimed at upgrading skills and building competency. The program was aimed at enhancing student understanding about Social Media Marketing which is an essential part of marketing in today's world. After understanding the tool & trends, students then share their analysis of Marketing campaigns run by various companies, to shed light on real world iterations of the same. Overall, the course equips students to grasp the power of social media in the domain of Marketing and prepare them to create impactful campaigns.

The trainer Dr. Ruchi Singhal gave a thorough insight about the concept of **Social Media Marketing**. She addressed the various aspects of the marketing using social media Tools along with the significance of each one of them. Through the various activities have helped meet not only the course objectives but outcomes as well.

Total no. of students in receipt of certificate from **B.com(H) V Morning** is **34 students**

Total no. of students in receipt of certificate from **B.com(H) V Evening** is **16 students**.

Total no. of students in receipt of certificate from **BBA V Morning** is **20 students**.

Total no. of students in receipt of certificate from **BBA V Morning** is **13 students**.

**Total no. of students in receipt of certificate are 83.**

#### Assessment was done basis:

1. **Presentation on Social media marketing strategies:** Students select brands of their choice and Present deep insights into the **SOCIAL MEDIA MARKETING STRATEGIES** used by them across various products/services. Presentations Highlighted the theoretical concepts being used in the Real-world.
2. **Case Study (Class Participation):** Case study on "Stanley Tumblers" was shown to students. Further each student shared their understanding, insight and future path to be taken by Stanley.

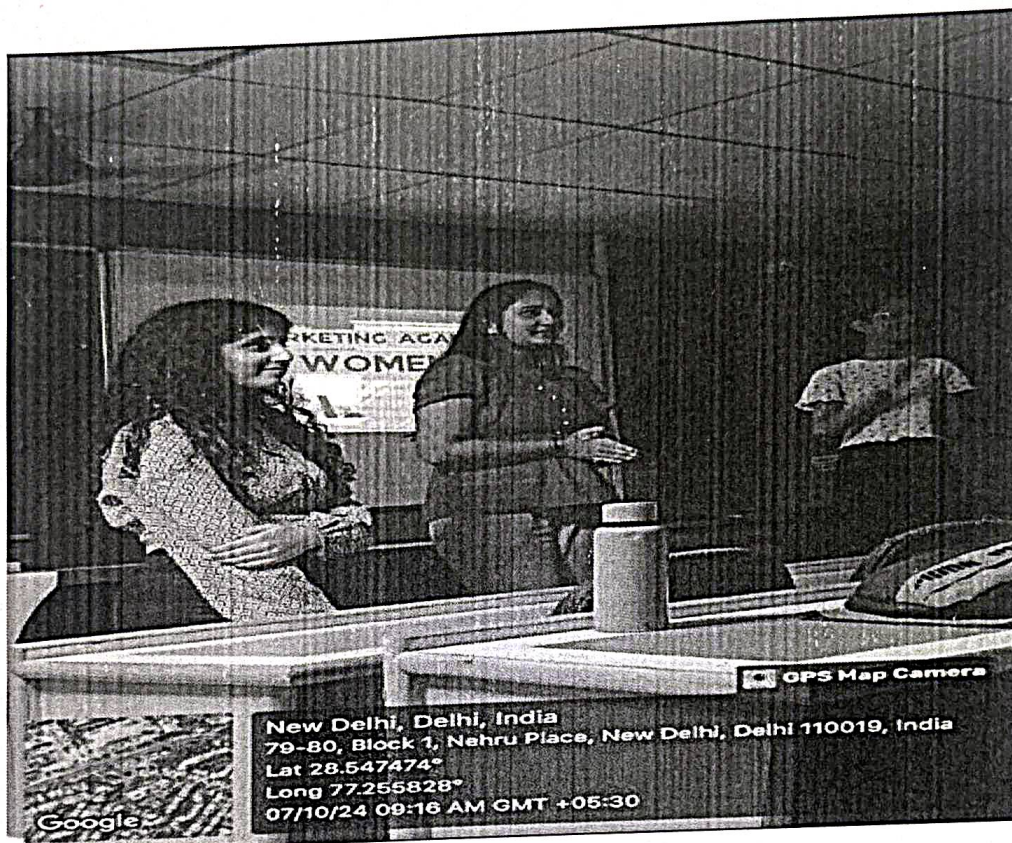



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Dr. Ruchi Singhal  
Trainer

  
Dr. Prashant Kumar  
HOD Bcom (H)