



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY
(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

CERTIFICATION COURSE ON DIGITAL MARKETING

From

05th to 26th April, 2021 on Online Platform Microsoft Teams

Convener : Dr. Jaspreet Kaur


For MBA 2nd Semester

Resource Person

MR. TUSHAR JAIN

Trainer, Edu4Sure

www.mimt.org | Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India


Director
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

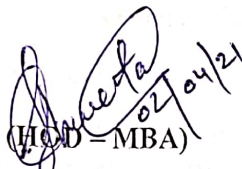
Knowledge Park-II, Greater Noida (U.P.)

Date: 2nd April, 2021

Notice

This is to inform all MBA2nd Semester students that certification course “**Digital Marketing**” will commence from 05th to 26th April, 2021 on Microsoft Teams. It is mandatory for students to attend the complete course.

The coordinator will be Dr. Jaspreet Kaur, Asst. Professor, MIMT.


(HOD-MBA)
MIMT


Director
MIMT

Annexure:

Syllabus

Schedule

CC to:

IQAC Coordinator

All Faculty Members

All Students

Notice Board/Digital Platform/Students' WhatsApp Group

Office File



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

SYLLABUS

DIGITAL MARKETING

Course Code: MMAC02

Duration: 32 Hours

Module 1

- Introduction to Digital Marketing
- Marketing Platforms- Organic and Paid Digital Marketing

Module 2

- Website & Search Engine introduction
- How to create a website
- Hosting and Domain
- Different platforms for website creation
- Search engine and functionality: Google, Bing, Yahoo

Module 3

- MISC Tools
- Google Webmaster Tools
- Site Map Creators
- Browser-based analysis tools
- Page Rank tools
- Dead links identification tools
- Open site explorer Domain
- Quick sprout

Module 4

- Lead Management & Digital Marketing
- Web to lead forms
- Web to case forms
- Lead generation techniques
- Inbuilt tools for Digital Marketing
- Group posting on Social Media platforms

Module 5

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Marketing/Optimization- Email Marketing
- Website Designing and Development
- Google AdWords
- Campaign Management
- PPC Advertising

Jayant/12

[Signature]
Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

SCHEDULE

Session	Content	Session Timing	Date
1.	Module 1 <ul style="list-style-type: none">• Introduction to Digital Marketing• Marketing Platforms- Organic and Paid Digital Marketing	3 pm to 5 pm	5 th April, 2021
2.	Module 2 <ul style="list-style-type: none">• Website & Search Engine introduction• How to create a website	3 pm to 5 pm	6 th April, 2021
3.	Module 2 <ul style="list-style-type: none">• Hosting and Domain• Different platforms for website creation	3 pm to 5 pm	7 th April, 2021
4.	Module 2 <ul style="list-style-type: none">• Search engine and functionality: Google, Bing, Yahoo	3 pm to 5 pm	8 th April, 2021
5.	Module 3 <ul style="list-style-type: none">• MISC Tools	3 pm to 5 pm	9 th April, 2021
6.	Module 3 <ul style="list-style-type: none">• Google Webmaster Tools	3 pm to 5 pm	12 th April, 2021
7.	Module 3 <ul style="list-style-type: none">• Site Map Creators• Browser-based analysis tools	3 pm to 5 pm	13 th April, 2021
8.	Module 3 <ul style="list-style-type: none">• Page Rank tools• Dead links identification tools	3 pm to 5 pm	14 th April, 2021
9.	Module 3 <ul style="list-style-type: none">• Open site explorer Domain• Quick sprout	3 pm to 5 pm	15 th April, 2021
10.	Module 4 <ul style="list-style-type: none">• Lead Management & Digital Marketing• Web to lead forms	3 pm to 5 pm	16 th April, 2021
11.	Module 4 <ul style="list-style-type: none">• Web to case forms• Lead generation techniques	3 pm to 5 pm	19 th April, 2021
12.	Module 4 <ul style="list-style-type: none">• Inbuilt tools for Digital Marketing• Group posting on Social Media platforms	3 pm to 5 pm	20 th April, 2021

Director
Mangalmay Institute of
Management & Technology
Greater Noida






MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

13.	Module 5 <ul style="list-style-type: none">• SEO – Search Engine Optimization• SEM – Search Engine Marketing	3 pm to 5 pm	21 st April, 2021
14.	Module 5 <ul style="list-style-type: none">• Social Media Marketing/Optimization-Email Marketing	3 pm to 5 pm	22 nd April, 2021
15.	Module 5 <ul style="list-style-type: none">• Website Designing and Development• Google AdWords	3 pm to 5 pm	23 rd April, 2021
16.	Module 5 <ul style="list-style-type: none">• Campaign Management• PPC Advertising	3 pm to 5 pm	26 th April, 2021


Director
Mangalmay Institute of
Management & Technology
Greater Noida


Jaspal Singh



MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Report

Name of Activity	Certification Course "Digital Marketing"
Date	05 th -26 th April, 2021 (32 Hours)
Venue	Online platform Microsoft Teams
Organized by	Management Department
Name of Expert	Mr. Tushar Jain, Trainer, Edu4Sure
Beneficiary	MBA 2 nd Semester (127 Students)
Activity -Convener	Dr. Jaspreet Kaur, Asst. Professor, MIMT
Objective	This course aims to provide real time knowledge and skills pertaining to insightful knowledge and training on various aspects of Digital Marketing.
Content	<p>With the focus of imparting digital marketing concepts, channels and job opportunities to students, IQAC Cell, MIMT conducted a 32-hours Certification Course titled "Digital Marketing" at Department of Management Studies for MBA First Year students. The main aim is to educate, train and make students ready for any job role in digital marketing industry.</p> <p>The resource person said, "Even though digital marketing has opened wide array of job opportunities for students from any educational background, it has been not included in curriculum yet." This one sentence summarizes the current situation of our education. It is evident that the world of digital marketing is evolving at an incredible rate and providing many job opportunities in India and abroad as well. Therefore, the intensive certification course was dynamically structured to prepare students comprehensively for any digital marketing role.</p> <p>Day 1: Resource person started the session with discussion on Digital marketing and various marketing platforms both organic and paid.</p> <p>Day 2: In this session, resource person introduced the students with various aspects of websites and search engines. The working and functionality of search engine was discussed and demonstrated. In this session, resource person also taught the students the process of creation of a website.</p> <p>Day 3: The resource person continued the previous topic related to creation of a website, resource person discussed various aspects of website creation such as hosting, domain and different platforms for</p>

Mangalmai Institute of
Management & Technology
Greater Noida

Jaspreet Kaur





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

website creation.

Day 4: Continuing the Model 2, the various search engines such as Google, Bing, Yahoo was discussed with students. How these search engine helps in digital marketing was also discussed in the session.

Day 5: The resource person started Module 3. He discussed various miscellaneous online tools such as Disqus, WholsHosting, Google Translate, Google URL Shortener, share link generator, etc. which are very useful in digital marketing.

Day 6: The session with started with another tool of digital marketing. Students were acquainted with Google webmaster tools. Resource person discussed the useful of this tool. Search Console tools and reports were also discussed and resource person highlight how these tools help in measuring site's Search traffic and performance, fix issues, and make website shine in Google Search results.

Day 7: In this session, resource person discussed features and usefulness of site map creators and browser-based analysis tools.

Day 8: The resource person discussed other tools of digital marketing. These are page rank tools and dead links identification tools.

Day 9: The resource person discussed open site explorer domain and quick sprout. Few queries were also taken by resource person related to previous sessions.

Day 10: The session was started with discussion on lead management and digital marketing.

Day 11: In this session, resource person discussed and demonstrate web to case forms and lead generation techniques. Various tools of lead generation techniques were discussed by resource person.

Day 12: The resource person discussed various inbuilt tools for digital marketing. He further discussed how group posting is useful on social media platforms.

Day 13: Topics of today's session were search engine optimization, and search engine marketing. Resource person demonstrate the examples of SEO and SEM.

Day 14: In this session, resource person shared his knowledge on social media marketing. Students got to know the how marketing has changed in the era of digitalization and social media. Resource person further discussed the optimization through e-mail marketing.

Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

	<p>Day 15: This session covered interesting topic which was website designing and development and Google Adwords. In session was hand-on session. In this session, students were given a chance to design a website in Photoshop - from scratch. Resource person discussed how students can use strategies to generate passive income that builds over time.</p> <p>Day 16: In this session, resource person discussed few case studies in which students learnt about campaign management and PPC advertising.</p> <p>During the course, the expert went through the important aspects such as digital marketing fundamentals, website creation, search engine optimization, social media marketing, email marketing and analytics. And then, the course proposed ways to setting up Facebook page and Google AdWords account and installing and creating reports from Google Analytics. In future, IQAC Cell has planned to conduct more digital marketing seminars or certification courses in the college to aware students about the job opportunities lying begging in the digital marketing sector.</p>
Outcome of Activity	The students will able to express ideas and concepts through the development and creation of digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites and analysing digital marketing strategies.

Photograph



The screenshot of the online session. MBA 2nd Semester students are attending online session on "Digital Marketing"

[Signature]
Mangalmay Institute of
Management & Technology
Greater Noida

[Signature]





MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

LIST OF BENEFICIARIES

S.No.	Name
1	A RENDEMO JAMI
2	AAYUSHI GUPTA
3	ABHIGYAN SINGH
4	ABHISHEK SINGH
5	ADITYA CHAUBEY
6	AKANSHA CHAUDHARY
7	AKASH RAJ
8	AMIT KUMAR
9	AMRESH SINGH
10	ANJALI SINGH
11	ANKIT BHATI
12	ANKIT KUMAR
13	ANKIT SONKAR
14	ANU DIVYA R
15	ARJUN SINGH
16	ARUNKUMAR A S
17	ASHIMA SHARMA
18	ASHUTOSH KUMAR
19	ATAUR RAB
20	AYUSH KUMAR PANDEY
21	AYUSH KUMAR SINHA
22	BASIT SAFDER
23	DANISH SAIFI
24	DEEPAK RAJ
25	DIGAMBAR KUMAR
26	DIKSHA
27	DIPTEE NIRALA
28	GUNDESHWARI
29	GURVINDRA SINGH
30	HIMANSHI SINGHAL
31	HIMANSHU PANWAR
32	HIMANSHU YADAV
33	JAGMOHAN SHARMA
34	JYOTI DURGAPAL
35	KM BHARTI SHARMA
36	KM KHUSHI
37	KM KOMAL
38	KM NISHI DHAKA
39	KM PRIYA MISHRA
40	KOMAL PANWAR
41	KOMAL SHARMA
42	KUMAR GAURAV
43	KUMAR MITESH

[Signature]
Director
Mangalmai Institute of
Management & Technology
Greater Noida







MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

44	KUMOD KUMAR
45	KUNAL
46	LEKHIKA SHARMA
47	MALLIKA VERMA
48	MANOJ KUMAR CHOUDHARY
49	MD AHTE SAM
50	MD ASLAM ANSARI
51	MEENAKSHI
52	MEGHA YADAV
53	MERAJ AHMAD
54	MINATI KUMARI
55	MOHAMMAD AKMAL
56	MOHD SHARIB ALEEM
57	MOHD TARIQ
58	MUSIFUL HAQUE
59	MUSKAN
60	NANDNI SHARMA
61	NAWAZ ALAM
62	NAYAB KHAN
63	NEHA KUMARI
64	NEHA PAL
65	PALLAVI SINGH
66	PIYUSH SHRIVASTAVA
67	POOJA
68	POOJA DUA
69	POONAM
70	PRAGYA JOSHI
71	PRAGYA SINGH
72	PRANAV KUMAR
73	PRANJUL SAHU
74	PRASHANT MISHRA
75	PRINCE PACHAURI
76	PRIYA SHARMA
77	RABISH KUMAR SINGH
78	RAHUL KUMAR
79	RAHUL SINGH
80	RAKHI PAL
81	RAM AVTAR SAHANI
82	RAMA SRIVASTAVA
83	RAMANDEEP KAUR
84	RATNESH KUMAR DUBEY
85	REKHA
86	RISHA BANIA
87	RITIKA VASHISHT
88	ROBIN SINGH


Director
Mangalmai Institute of
Management & Technology
Greater Noida


Jyoti K



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

89	SAHIL JITENDRA DAYARAMANI
90	SAKSHAM SINGH
91	SALONI SIROHI
92	SANKET JAISWAL
93	SARIT KATARIA
94	SARITA KUMARI
95	SAURABH SINGH
96	SHIKHA MISHRA
97	SHIVAM TIWARI
98	SHIVAM YADAV
99	SHIVANSHI SRIVASTAVA
100	SHREY BHATNAGAR
101	SHUBHAM KUMAR
102	SHUBHAM MITTAL
103	SIMRAN ARORA
104	SIMRAN PRIYA
105	SONAL GUPTA
106	SPARSH CHAUHAN
107	SPARSH MASSEY
108	SPARSH SINGHAL
109	SRI NIVAS KUMAR
110	SUDHANSHU BHATNAGAR
111	SUFIYAN AHMAD
112	SUMIT KUMAR ROUT
113	SUNNY CHAUDHARY
114	TAMANNA
115	TANYA JAIN
116	TANYA SAKHUJA
117	TAPISH TONGER
118	TRIPTI KUMARI
119	UNNATI SINGH
120	UTKARSH CHAURASIA
121	VIKAS KUMAR
122	VIKKI
123	VINAY KUMAR
124	VIPIN SINGH RAWAT
125	VIPUL SINGH RATHOR
126	VISHAL KUMAR PAL
127	VISHAL TYAGI

Director
Mangalmay Institute of
Management & Technology
Greater Noida

Jaspreet



MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY
(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)



MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)

in association with

Leadway

CERTIFICATE

Certified that Mr/Ms AAYUSHI GUPTA of

MBA Program (Batch 2020-22) of Mangalmai Institute of Management & Technology, Greater Noida

has successfully completed 32 Hours Add-On Certification Program on DIGITAL MARKETING

conducted from 05th Apr. 2021 to 26th Apr. 2021

Prof. (Dr.) Hitesh Kumar
DIRECTOR
Mangalmai Institute of
Management & Technology

Dr. Jaspreet Kaur
CONVENER
Mangalmai Institute of
Management & Technology

Director
Mangalmai Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

CERTIFICATION PROGRAM ON ENTREPRENEURSHIP

From

21st September – 12th October, 2020 in Hybrid Mode

Convener : Mr. Yogender Kapoor

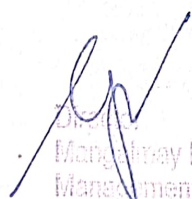
For MBA 3rd Semester

Resource Person

MR. DEEPAK GOEL

Trainer, Edu4Sure

www.mimt.org | Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India


Director
Mangalmai Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

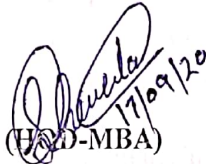
(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Date: 17th September, 2020

NOTICE

This is to inform all MBA 3rd Semester students that certification program "Entrepreneurship" will be organized from 21st September – 12th October, 2020 in Hybrid mode (Online & Seminar Hall, Block B, MIMT). It is mandatory for all the students to come in formals and attend the certification course. Mr. Yogender Kapoor will be the convener.


(HOD-MBA)

MIMT


Director

MIMT

Annexure:

Syllabus

Schedule

CC to:

IQAC Coordinator

All Faculty members

All Students

Notice Board/ Digital Platform/Students' WhatsApp group

Office File





Syllabus “Entrepreneurship”

Course Code: MMAC03

Objectives: The objective of the course is to help students to ideate the start-up idea and through this course, the students will be able to gain knowledge for validating the start-up idea.

Entrepreneurial Skills Covered:

- Entrepreneurship
- Market Analysis
- Team Building
- Pitching
- Marketing & Digital Marketing
- Product Development

Entrepreneurship Syllabus

Module 1: Introduction to Entrepreneurship

Module 2: Origination of Start-up idea

Module 3: Validating your idea

Module 4: Doing Market Analysis

Module 5: Creating Successful Business Model

Module 6: Taking Entrepreneurial Plunge

Module 7: Building A+ Team

Module 8: Developing the Product

Module 9: Product management

Module 10: Marketing your Offering


Module 11: Managing Finance

Module 12: Managing Legal

Module 13: Business Communication

Module 14: Funding of Project

Module 15: Business Ethics


Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

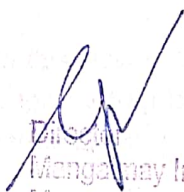
(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

SCHEDULE

“ENTREPRENEURSHIP”

Session	Content	Time	Date
1.	Module 1: Introduction to Entrepreneurship	3 pm to 5 pm	21 Sep, 2020
2.	Module 2: Origination of Start-up idea	3 pm to 5 pm	22 Sep, 2020
3.	Module 3: Validating your idea	3 pm to 5 pm	23 Sep, 2020
4.	Module 4: Doing Market Analysis	3 pm to 5 pm	24 Sep, 2020
5.	Module 5: Creating Successful Business Model	3 pm to 5 pm	25 Sep, 2020
6.	Module 6: Taking Entrepreneurial Plunge	3 pm to 5 pm	28 Sep, 2020
7.	Module 7: Building A+ Team	3 pm to 5 pm	29 Sep, 2020
8.	Module 8: Developing the Product	3 pm to 5 pm	30 Sep, 2020
9.	Module 9: Product management	3 pm to 5 pm	1 Oct, 2020
10.	Module 10: Marketing your Offering	3 pm to 5 pm	5 Oct, 2020
11.	Module 11: Managing Finance	3 pm to 5 pm	6 Oct, 2020
12.	Module 12: Managing Legal	3 pm to 5 pm	7 Oct, 2020
13.	Module 13: Business Communication	3 pm to 5 pm	8 Oct, 2020
14.	Module 14: Funding of Project	3 pm to 5 pm	9 Oct, 2020
15.	Module 15: Business Ethics	3 pm to 5 pm	12 Oct, 2020


Dr. Sonu
Mangalmay Institute of
Management & Technology
Greater Noida


Dr. Rakesh



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Report Entrepreneurship

Date	21st September – 12th October, 2020 (30 Hours)
Venue	Hybrid mode (Online & Seminar Hall, Block B, MIMT)
Organized by	Management Department
Resource Person	Mr. Deepak Goel, Trainer, Edu4Sure
Beneficiary	MBA 3 rd Semester (116 students)
Convener	Mr. Yogender Kapoor, Asst. Professor, MIMT
Objective	The objective of the course is to make participants learn the fundamentals of entrepreneurship using selected readings, videos, interactive exercises, and case studies.
Content	<p>With the initiative of IQAC, Mangalmay Institute of Management and Technology organized a add on certification course on “Entrepreneurship Certification Program”. The course will enable the students to understand the problems related to new ventures, competitor attitude etc. By the end of this program the student should be able to understand and gain unique insights into necessary entrepreneurial aspects such as identifying viable business opportunities, developing effective business strategies, product development and commercialization tactics and how to seek financial funding.</p> <p>Day 1: The first session was on the importance of entrepreneurship and growing trend of entrepreneurship in global market.</p> <p>Day 2: In this session, the resource person shared his knowledge on how to originate the start-up idea. Various cases were discussed with the students about start-up ideas.</p> <p>Day 3: On day third, the resource person discussed how on one can validate the various ideas. It was an interactive session where students shared their views on it.</p> <p>Day 4: The resource person started the session with discussion on market analysis. He further discussed the importance of market analysis in case of start-up.</p> <p>Day 5: In this session, various cases from the India business industry were shared with students to demonstrate the business models behind them. Some</p>

Mangalmay Institute of
Management & Technology
Greater Noida

Y. Kapoor





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

live cases were also discussed with students.

Day 6: In this session, the resource person highlights that failure is also play an important role in the start-up. He discussed how students can jump from college campus to the world of entrepreneurship.

Day 7: This session was focused on team building and motivation. In this session, resource person initiated some team building activities.

Day 8: In this session, the resource person discussed about product development and its process. Some strategies were also discussed with students about product development.

Day 9: Product Management: The resource person discussed a structured approach with students which helps an entrepreneur to managing entire product life cycle. Further, concepts such as competition analysis, road mapping, prototyping, A/B testing were also discussed.

Day 10: This session discussed a solid foundation to create marketing strategies across domains such as B2B & B2C. In this session, resource person highlights cultivating a Holistic Approach towards Consumer Behaviour, Product Strategies, and Integrated Marketing Communications.

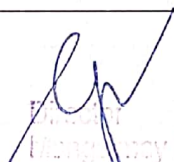
Day 11: In this session, the resource person discussed about the management of finance.

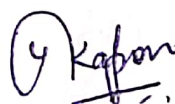
Day 12: On Day 12, the resource person discussed with students about the various legal formalities involved in start-up and the registration process of start-ups.

Day 13: The resource person discussed in this session that business communication is essence of any business. Business communication plays any important role in the success and failure of the start-up.

Day 14: In this session, the resource person discussed various sources of fund of start-ups. In this interactive session, few examples were also discussed from industry in the context of funding of the project.

Day 15: The resource person discussed various principles for positive business ethics. And its importance and contribution in entrepreneurship.


Mangalmay Institute of
Management & Technology
Greater Noida







MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Outcome of Activity	The course aimed to show how to draw a business plan project with team efforts, become familiar with processes and procedures of starting up a new enterprise and gain knowledge necessary for business plan presentation to various audiences.
---------------------	---

LIST OF BENEFICIARIES

S.NO	NAME
1	ROBIN KUMAR
2	AASHISH KUMAR
3	ABHINAV MANI TIWARI
4	ABHISHEK GAUTAM
5	ABHISHEK GUPTA
6	ABHISHEK KUMAR SHANDILYA
7	ABHISHEK KUMAR SHARMA
8	ADARSH SINGH RAJPUT
9	ADITYA KUMAR
10	AHMAR HUSAIN
11	AMAN KUMAR JHA
12	AMIT KUMAR
13	AMITESH KUMAR PANDEY
14	ANCHAL KUMARI
15	ANDRITA SHARMA
16	ANGELA GEORGE
17	ANJALI
18	ANKIT KUMAR
19	ANOUSHKA GARG
20	ANSHUL KUMAR
21	ANSU KUMARI
22	ANUBHAV SUTRADHAR
23	ANUWARYA ROY
24	ARIF KHAN
25	ARTI PAL
26	ARYAN SRIVASTAVA
27	ASHU SHARMA
28	ASHVANI KUMAR SINGH
29	ATUL JAGADEESAN
30	AVINASH
31	BHARTI CHAUHAN
32	BHAWANI

Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

33	DEEKSHA GUPTA
34	DEEPAK KUMAR
35	DHAN BAHADUR THAPA
36	DHANBIR KUMAR
37	EKHLAS PARWEEN
38	FOZIA KHAN
39	GAJENDRA SINGH
40	GAURAV KUMAR SINGH
41	GHANSHYAM SHARMA
42	HARSH BHATI
43	HIMANSHU GUPTA
44	JAYANT KUMAR SACHAN
45	JITENDRA SINGH RATHORE
46	JYOTI
47	KAMAL KAPOOR
48	KAPIL YADAV
49	KARTIKEY GUPTA
50	KHUSHBOO BHARDWAJ
51	KISHAN KUMAR
52	LALIT MOHAN BHARDWAJ
53	MAHIMA PATHAK
54	MD ARISH TASLIM
55	MD RAJA KHAN
56	MOHD ZISHAN SALMANI
57	MOSAM ALI
58	MRITYUNJAY KUMAR
59	MUSKAAN GUPTA
60	NAVNEET NANDAN
61	NEELAM
62	NEHA SHARMA
63	NIKHIL SINGH
64	NIKHIL SUBHASH GUPTA
65	NILA NISHALIKA
66	NISHANT SINGH YADAV
67	NISHITA SINGH
68	NITESH KUSHWAHA
69	PANKAJ KUMAR
70	PINKU SHARMA
71	POOJA KUMARI
72	PRACHI RANE
73	PRASHANT SHARMA
74	PRAVEEN KUMAR SINGH
75	RAGHUNATH SHARMA

Principal
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

76	RAJA KUMAR
77	RAJANIKANT KUMAR
78	RAJU KUMAR RAMEKBAL CHAURASIYA
79	RAKESH KUMAR
80	RAKESH KUMAR GANDHI
81	RASHI MITTAL
82	RASHMI KUMARI
83	RAUSHAN KUMAR
84	RAZAU RAB
85	RISHABH GUPTA
86	RISHIKA
87	RISHUKA SINGH
88	ROHIT JHA
89	RUCHIKA KUMARI
90	S GELI GREEMA NAYAK
91	SAGAR
92	SAHIL BHATI
93	SAKET AGARWAL
94	SAKET KUMAR
95	SAMEEN
96	SAURABH KUMAR
97	SERVER KHAN
98	SHARIQUE HUSSAIN
99	SHASHANK KUMAR
100	SHASHI KUMAR
101	SHASHWATI DAS
102	SHIKHA KUSHWAHA
103	SHIVAM SHARMA
104	SHREYA KESHRI
105	SHUBHANJALI VERMA
106	SHUMESH RAY
107	SUMAYYA KHATOON
108	TAMANNA BHALLA
109	TANVI MATHUR
110	TOOBA KHAN
111	VIKASH PAL
112	VISHNU KESHARI
113	VISHWANATH JHA
114	YASHI MEHROTRA
115	YATANVEER
116	ZAKIR HUSSAIN

Director
Mangalmay Institute of
Management & Technology
Greater Noida

G. Kapon





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)




MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY


(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)

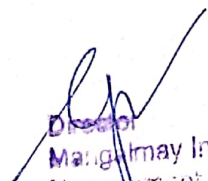
In association with EduSure

CERTIFICATE

Certified that Mr./Ms. ABHISHEK GAUTAM of
MBA Program (Batch 2019-21) of Mangalmay Institute of Management & Technology, Greater Noida
has successfully completed 30 Hours Add-On Certification Program on ENTREPRENEURSHIP
conducted from 21st Sep, 2020 to 12th Oct, 2020.

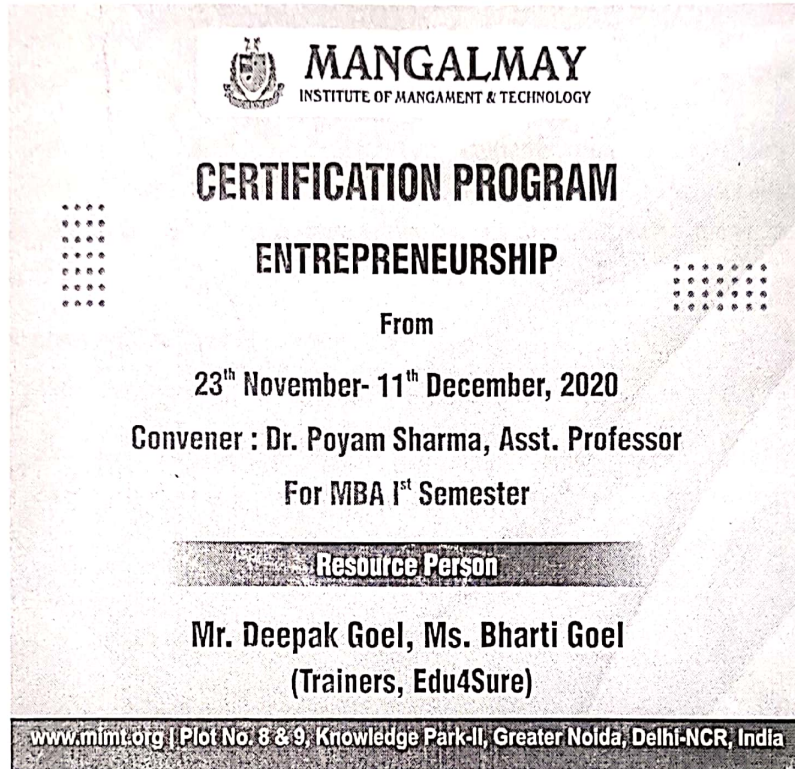

Prof. (Dr.) Tushar Kanti
DIRECTOR
Mangalmay Institute of
Management & Technology

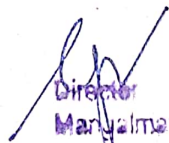

Mr. Yogendra Kapoor
CONVENER
Mangalmay Institute of
Management & Technology


Director
Mangalmay Institute of
Management & Technology
Greater Noida


Mr. Yogendra Kapoor






Director
Mangalmay Institute of
Management & Technology
Greater Noida



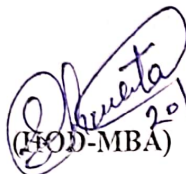
**Mangalmai Institute of Management & Technology
Greater Noida**

Date: 20th November, 2020

NOTICE

This is to inform all MBA First Semester students that a Certification Program "Entrepreneurship" will be organized from 23rd November – 11th December, 2020 in Seminar Hall, Block B, MIMT. It is mandatory for all the students to come in formals and attend the certification course.

Dr. Poyam Sharma will be the coordinator.


(HOD-MBA)
20/11/20

MIMT


Director

MIMT

Annexure:

Syllabus

Schedule

CC to:

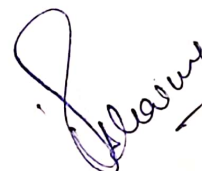
IQAC Coordinator

All Faculty Members

All Students

Notice Board/Digital Platform/Students' WhatsApp Group

Office File





Syllabus “Entrepreneurship”

Course Code: MMAC03

Objectives: The objective of the course is to help students to ideate the start-up idea and through this course, the students will be able to gain knowledge for validating the start-up idea.

Entrepreneurial Skills Covered:

- Entrepreneurship
- Market Analysis
- Team Building
- Pitching
- Marketing & Digital Marketing
- Product Development

Entrepreneurship Syllabus

Module 1: Introduction to Entrepreneurship

Module 2: Origination of Start-up idea

Module 3: Validating your idea

Module 4: Doing Market Analysis

Module 5: Creating Successful Business Model

Module 6: Taking Entrepreneurial Plunge

Module 7: Building A+ Team

Module 8: Developing the Product

Module 9: Product management

Module 10: Marketing your Offering

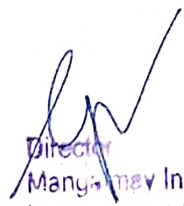
Module 11: Managing Finance

Module 12: Managing Legal

Module 13: Business Communication

Module 14: Funding of Project

Module 15: Business Ethics


Director
Mangalmai Institute of
Management & Technology
Greater Noida



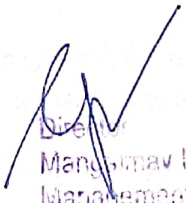


Mangalmai Institute of Management & Technology
Greater Noida

SCHEDULE

“ENTREPRENEURSHIP”

Session	Content	Time	Date
1.	Module 1: Introduction to Entrepreneurship	3 pm to 5 pm	23 rd Nov, 2020
2.	Module 2: Origination of Start-up idea	3 pm to 5 pm	24 th Nov, 2020
3.	Module 3: Validating your idea	3 pm to 5 pm	25 th Nov, 2020
4.	Module 4: Doing Market Analysis	3 pm to 5 pm	26 th Nov, 2020
5.	Module 5: Creating Successful Business Model	3 pm to 5 pm	27 th Nov, 2020
6.	Module 6: Taking Entrepreneurial Plunge	3 pm to 5 pm	30 th Nov, 2020
7.	Module 7: Building A+ Team	3 pm to 5 pm	1 st Dec, 2020
8.	Module 8: Developing the Product	3 pm to 5 pm	2 nd Dec, 2020
9.	Module 9: Product management	3 pm to 5 pm	3 rd Dec, 2020
10.	Module 10: Marketing your Offering	3 pm to 5 pm	4 th Dec, 2020
11.	Module 11: Managing Finance	3 pm to 5 pm	7 th Dec, 2020
12.	Module 12: Managing Legal	3 pm to 5 pm	8 th Dec, 2020
13.	Module 13: Business Communication	3 pm to 5 pm	9 th Dec, 2020
14.	Module 14: Funding of Project	3 pm to 5 pm	10 th Dec, 2020
15.	Module 15: Business Ethics	3 pm to 5 pm	11 th Dec, 2020


Director
Mangalmai Institute of
Management & Technology
Greater Noida


Head of Department



Mangalmai Institute of Management & Technology Greater Noida

Entrepreneurship	
Date	23thNov- 11 Dec, 2020 (30 Hours)
Venue	Seminar Hall, Block B, MIMT
Organized by	Management Department
Resource Persons	Mr. Deepak Goel, Ms. Bharti Goel (Trainers, Edu4Sure)
Beneficiary	MBA 1 st Sem Students (131 Students)
Convener	Dr. Poyam Sharma, Asst. Professor, MIMT
Objective	The objective of the course is to make participants learn the fundamentals of entrepreneurship using selected readings, videos, interactive exercises, and case study.
Content	<p>With the initiative of IQAC, Mangalmai Institute of Management and Technology organized a add on certification course on "Entrepreneurship Program". By the end of this program the student should be able to understand and gain unique insights into necessary entrepreneurial aspects such as identifying viable business opportunities, developing effective business strategies, product development and commercialization tactics and how to seek financial funding.</p> <p>The details of the session are given below:</p> <p>Day 1: The session was on the importance of entrepreneurship and growing trend of entrepreneurship in global market.</p> <p>Day 2: In this session, the expert shared his knowledge on how to originate the start-up idea. He also discussed various cases on start-ups and entrepreneurship with students.</p> <p>Day 3: On day third, the resource person discussed how on one can validate the various ideas. It was an interactive session where students shared their views on it.</p> <p>Day 4: The resource person started the session with discussion on market analysis. He further discussed the importance of market analysis in case of start-up.</p> <p>Day 5: In this session, various cases from the India business industry were shared with students to demonstrate the business models behind them. Some live cases were also discussed with students.</p> <p>Day 6: In this session, the resource person highlights that failure is also play an important role in the start-up. He discussed how students can jump from</p>

Dr. Poyam Sharma
Mangalmai Institute of
Management & Technology
Greater Noida

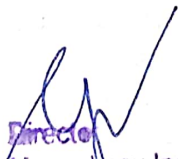
[Signature]





Mangalmai Institute of Management & Technology Greater Noida

	<p>college campus to the world of entrepreneurship.</p> <p>Day 7: This session was on team building and motivation. In this session, resource person initiated some team building activities.</p> <p>Day 8: In this session, the resource person discussed about product development and its process. Some strategies were also discussed with students about product development.</p> <p>Day 9: Product Management: The resource person discussed a structured approach with students which helps an entrepreneur to managing entire product life cycle. Further, concepts such as competition analysis, road mapping, prototyping, A/B testing were also discussed.</p> <p>Day 10: In this session discussed a solid foundation to create marketing strategies across domains such as B2B & B2C. In this session, resource person highlights cultivating a Holistic Approach towards Consumer Behaviour, Product Strategies, and Integrated Marketing Communications.</p> <p>Day 11: In this session, the resource person discussed about the management of finance.</p> <p>Day 12: The resource person discussed with students about the various legal formalities involved in start-up and the registration process of start-ups.</p> <p>Day 13: The resource person discussed in this session that business communication is essence of any business. Business communication plays any important role in the success and failure of the start-up.</p> <p>Day 14: In this session, the resource person discussed various sources of fund of start-ups. In this interactive session, few examples were also discussed from industry in the context of funding of the project.</p> <p>Day 15: The resource person discussed various principles for positive business ethics. And its importance and contribution in entrepreneurship.</p>
Outcome of Activity	Furthermore, the seminar aims to show how to draw a business plan project with team efforts, become familiar with processes and procedures of starting up a new enterprise and gain knowledge necessary for business plan presentation to various audiences.


Director
Mangalmai Institute of
Management & Technology
Greater Noida

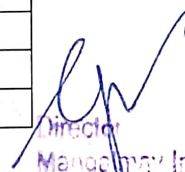




Mangalmai Institute of Management & Technology
Greater Noida

LIST OF BENEFICIARIES

S. No.	Name
1	A RENDEMO JAMI
2	AAYUSHI GUPTA
3	ABHIGYAN SINGH
4	ABHISHEK SINGH
5	ADITYA CHAUBEY
6	AKANSHA CHAUDHARY
7	AKASH RAJ
8	AKSHAY KUMAR
9	AMIT KUMAR
10	AMRESH SINGH
11	ANJALI SINGH
12	ANKIT BHATI
13	ANKIT KUMAR
14	ANKIT SONKAR
15	ANU DIVYA R
16	ARJUN SINGH
17	ARUNKUMAR A S
18	ASHIMA SHARMA
19	ASHUTOSH KUMAR
20	ATAUR RAB
21	AYUSH KUMAR PANDEY
22	AYUSH KUMAR SINHA
23	BASIT SAFDER
24	DANISH SAIFI
25	DEEPAK RAJ
26	DIGAMBAR KUMAR
27	DIKSHA
28	DIPTEE NIRALA
29	GUNDESHWARI
30	GURVINDRA SINGH
31	HIMANSHI SINGHAL
32	HIMANSHU
33	HIMANSHU PANWAR
34	HIMANSHU YADAV
35	JAGMOHAN SHARMA
36	JWALA KUMAR
37	JYOTI DURGAPAL
38	KM BHARTI SHARMA
39	KM KHUSHI
40	KM KOMAL
41	KM NISHI DHAKA
42	KM PRIYA MISHRA


Director
Mangalmai Institute of
Management & Technology
Greater Noida





Mangalmai Institute of Management & Technology
Greater Noida

43	KOMAL PANWAR
44	KOMAL SHARMA
45	KSHIMA RAGHAV
46	KUMAR GAURAV
47	KUMAR MITESH
48	KUMOD KUMAR
49	KUNAL
50	LEKHIKA SHARMA
51	MALLIKA VERMA
52	MANOJ KUMAR CHOUDHARY
53	MD AHTE SAM
54	MD ASLAM ANSARI
55	MEENAKSHI
56	MEGHA YADAV
57	MERAJ AHMAD
58	MINATI KUMARI
59	MOHAMMAD AKMAL
60	MOHD SHARIB ALEEM
61	MOHD TARIQ
62	MUSIFUL HAQUE
63	MUSKAN
64	NANDNI SHARMA
65	NAWAZ ALAM
66	NAYAB KHAN
67	NEHA KUMARI
68	NEHA PAL
69	PALLAVI SINGH
70	PIYUSH SHRIVASTAVA
71	POOJA
72	POOJA DUA
73	POONAM
74	PRAGYA JOSHI
75	PRAGYA SINGH
76	PRANAV KUMAR
77	PRANJUL SAHU
78	PRASHANT MISHRA
79	PRINCE PACHAURI
80	PRIYA SHARMA
81	RABISH KUMAR SINGH
82	RAHUL KUMAR
83	RAHUL SINGH
84	RAKHI PAL
85	RAM AVTAR SAHANI
86	RAMA SRIVASTAVA
87	RAMANDEEP KAUR

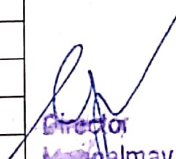
Mangalmai Institute of
Management & Technology
Greater Noida





Mangalmai Institute of Management & Technology
Greater Noida

88	RATNESH KUMAR DUBEY
89	REKHA
90	RISHA BANIA
91	RITIKA VASHISHT
92	ROBIN SINGH
93	SAHIL JITENDRA DAYARAMANI
94	SAKSHAM SINGH
95	SALONI SIROHI
96	SANKET JAISWAL
97	SARIT KATARIA
98	SARITA KUMARI
99	SAURABH SINGH
100	SHIKHA MISHRA
101	SHIVAM TIWARI
102	SHIVAM YADAV
103	SHIVANSHI SRIVASTAVA
104	SHREY BHATNAGAR
105	SHUBHAM KUMAR
106	SHUBHAM MITTAL
107	SIMRAN ARORA
108	SIMRAN PRIYA
109	SONAL GUPTA
110	SPARSH CHAUHAN
111	SPARSH MASSEY
112	SPARSH SINGHAL
113	SRI NIVAS KUMAR
114	SUDHANSHU BHATNAGAR
115	SUFIYAN AHMAD
116	SUMIT KUMAR ROUT
117	SUNNY CHAUDHARY
118	TAMANNA
119	TANYA JAIN
120	TANYA SAKHUJA
121	TAPISH TONGER
122	TRIPTI KUMARI
123	UNNATI SINGH
124	UTKARSH CHAURASIA
125	VIKAS KUMAR
126	VIKKI
127	VINAY KUMAR
128	VIPIN SINGH RAWAT
129	VIPUL SINGH RATHOR
130	VISHAL KUMAR PAL
131	VISHAL TYAGI


Director
Mangalmai Institute of
Management & Technology
Greater Noida





Mangalmay Institute of Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)

in association with Edu4Sure

CERTIFICATE

Certified that Mr./Ms. MEGHA YADAV of
MBA Program (Batch 2020-22) of Mangalmay Institute of Management & Technology, Greater Noida
has successfully completed 30 Hours Add-On Certification Program on ENTREPRENEURSHIP
conducted from 23rd Nov, 2020 to 11th Dec, 2020.

Prof. (Dr.) Tushar Kantl
DIRECTOR
Mangalmay Institute of
Management & Technology

Dr. Poyam Sharma
CONVENER
Mangalmay Institute of
Management & Technology

Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

**CERTIFICATION PROGRAM ON
FRENCH**

From

14th Dec., 2020 – 25th Jan., 2021 in MBA 1st year Classroom, MIMT

Convener : Dr. Pooja Goel

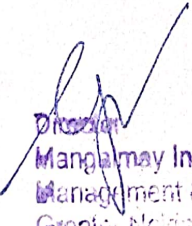
For MBA 1st Semester

Resource Person

MR. INDRAKANT PATHAK

Trainer, French Language

www.mimt.org | Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India


Director
Mangalmai Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

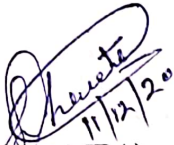
Knowledge Park-II, Greater Noida (U.P.)

Date: 11th December 2020

NOTICE

This is to inform all MBA 1st semester students that a Certification Program “**French**” will be organized from 14th December 2020 – 25th January, 2021. It is mandatory for all students to attend it.

Dr. Pooja Goel will be the convener.


(HOD-MBA)

MIMT


Director

MIMT

Annexure:

Syllabus

Schedule

CC to:

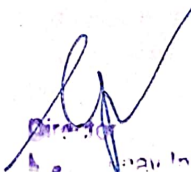
IQAC Coordinator

All Faculty members

All Students

Notice Board/Digital Platform/Students' WhatsApp Group

Office File


Director
Mangalmay Institute of
Management & Technology
Greater Noida



SYLLABUS

Foreign Language

FRENCH – Level-1

Duration: 30 Hours

Course Code: MMAC06

Course Objectives

- The Objective of the course is to make MBA students learn the fundamentals of French Language for Level (1) out of 6 levels using selected readings, videos, interactive exercises, and case studies.

Module 1

Personal Subject Pronoun, Tonique Pronouns, Present Tense-State, Description, Common verbs: be, have, do, to be called, ER Verbs: to live, to work, to talk..., Verb: to understand (I and You forms),

Module 2

Conditional for politeness (I would like to), Interrogation (the 3 forms), Interrogative words: Do you, What do you)

Module 3

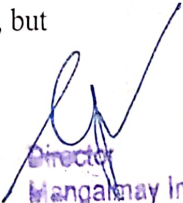
Interrogative pronouns: Where, When, How much, Interrogative adjectives (what), It is/ This is/ Here is, Definite and Indefinite articles, Zero article for professions, Cardinal numbers

Module 4

Demonstrative adjectives, Masculine/Feminine & Singular/Plural Agreement of Adjectives (for nationalities), Some descriptive adjectives (big, small, ...), Position of adjectives, Affirmative and Negative sentences, Negation (not), Possessive 's to show belonging, Possessive

Module 5

Adjectives, Partitif articles (of the Adverbs of quantity (a few, a lot), uncountable, countable, Impersonal 'it' for the weather, Expression of time (now, this morning, tomorrow), Expression of time(days, months, seasons, year), Expression of Place : go to/come from + a city or country: live in + a city or country, There is/ There are, Connectors: and, or, but


Director
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

SCHEDULE "FRENCH"

Session n	Content	Group A		Group B	
		Session Timing	Date	Session Timing	Date
1.	Unit 1 • Personal Subject Pronoun	3 pm to 4 pm	14 th Dec, 2020	4 pm to 5 pm	14 th Dec, 2020
2.	Unit 1 • Tonique Pronouns	3 pm to 4 pm	15 th Dec, 2020	4 pm to 5 pm	15 th Dec, 2020
3.	Unit 1 • Present Tense-State, • Description,	3 pm to 4 pm	16 th Dec, 2020	4 pm to 5 pm	16 th Dec, 2020
4.	Unit 1 • Common verbs: be, have, do, to be called,	3 pm to 4 pm	17 th Dec, 2020	4 pm to 5 pm	17 th Dec, 2020
5.	Unit 1 • ER Verbs: to live, to work, to talk...	3 pm to 4 pm	18 th Dec, 2020	4 pm to 5 pm	18 th Dec, 2020
6.	Unit 1 • Verb: to understand (I and You forms)	3 pm to 4 pm	21 st Dec, 2020	4 pm to 5 pm	21 st Dec, 2020
7.	Unit 2 • Conditional for politeness (I would like to)	3 pm to 4 pm	22 nd Dec, 2020	4 pm to 5 pm	22 nd Dec, 2020
8.	Unit 2 • Interrogation (the 3 forms)	3 pm to 4 pm	23 rd Dec, 2020	4 pm to 5 pm	23 rd Dec, 2020
9.	Unit 2 • Interrogative words: Do you, (What do you)	3 pm to 4 pm	24 th Dec, 2020	4 pm to 5 pm	24 th Dec, 2020
10.	Unit 3 • Interrogative pronouns: Where, When, How much	3 pm to 4 pm	28 th Dec, 2020	4 pm to 5 pm	28 th Dec, 2020
11.	Unit 3 • adjectives (what), It is/This is/ Here is	3 pm to 4 pm	29 th Dec, 2020	4 pm to 5 pm	29 th Dec, 2020
12.	Unit 3 • Definite and Indefinite	3 pm to 4 pm	30 th Dec, 2020	4 pm to 5 pm	30 th Dec, 2020

Mangalmay Institute of
Management & Technology
Greater Noida

Devika





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

	articles				
13.	Unit 3 • Zero article for professions	3 pm to 4 pm	31 st Dec, 2020	4 pm to 5 pm	31 st Dec, 2020
14.	Unit 3 • Cardinal numbers	3 pm to 4 pm	1 st Jan, 2021	4 pm to 5 pm	1 st Jan, 2021
15.	Unit 4 • Demonstrative adjectives	3 pm to 4 pm	4 th Jan, 2021	4 pm to 5 pm	4 th Jan, 2021
16.	Unit 4 • Masculine/Feminine • Singular/Plural	3 pm to 4 pm	5 th Jan, 2021	4 pm to 5 pm	5 th Jan, 2021
17.	Unit 4 • Agreement of Adjectives (for nationalities)	3 pm to 4 pm	6 th Jan, 2021	4 pm to 5 pm	6 th Jan, 2021
18.	Unit 4 • Some descriptive adjectives (big, small, ...)	3 pm to 4 pm	7 th Jan, 2021	4 pm to 5 pm	7 th Jan, 2021
19.	Unit 4 • Position of adjectives	3 pm to 4 pm	8 th Jan, 2021	4 pm to 5 pm	8 th Jan, 2021
20.	Unit 4 • Affirmative and Negative sentences	3 pm to 4 pm	11 th Jan, 2021	4 pm to 5 pm	11 th Jan, 2021
21.	Unit 4 • Negation (not), Possessive to show belonging,	3 pm to 4 pm	12 th Jan, 2021	4 pm to 5 pm	12 th Jan, 2021
22.	Unit 5 • Possessive Adjectives	3 pm to 4 pm	13 th Jan, 2021	4 pm to 5 pm	13 th Jan, 2021
23.	Unit 5 • Partitive Articles (of the)	3 pm to 4 pm	14 th Jan, 2021	4 pm to 5 pm	14 th Jan, 2021
24.	Unit 5 • Adverbs of quantity (a few, a lot), uncountable, countable	3 pm to 4 pm	15 th Jan, 2021	4 pm to 5 pm	15 th Jan, 2021
25.	Unit 5 • Impersonal verb 'it' for the weather	3 pm to 4 pm	18 th Jan, 2021	4 pm to 5 pm	18 th Jan, 2021

Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

26.	Unit 5 <ul style="list-style-type: none">Expression of time (now, this morning, tomorrow)	3 pm to 4 pm	19 th Jan, 2021	4 pm to 5 pm	19 th Jan, 2021
27.	Unit 5 <ul style="list-style-type: none">Expression of time (days, months, seasons, year)	3 pm to 4 pm	20 th Jan, 2021	4 pm to 5 pm	20 th Jan, 2021
28.	Unit 5 <ul style="list-style-type: none">Expression of Place: go to/come from + a city	3 pm to 4 pm	21 st Jan, 2021	4 pm to 5 pm	21 st Jan, 2021
29.	Unit 5 <ul style="list-style-type: none">Expression of Place: country: live in + a city or country,	3 pm to 4 pm	22 nd Jan, 2021	4 pm to 5 pm	22 nd Jan, 2021
30.	Unit 5 <ul style="list-style-type: none">There is/ There areConnectors: and, or, but	3 pm to 4 pm	25 th Jan, 2021	4 pm to 5 pm	25 th Jan, 2021

Report	
Name of Activity	Certification Program "French"
Date	14th December, 2020 – 25th January, 2021 (30-Hours)
Venue	MBA 1 st year classroom, MIMT
Organized by	Management Department
Name of Expert	Mr. Indrakant Pathak, Trainer-French Language, MIMT
Beneficiary	MBA 1st Semester (131 students) in Group A & Group B
Activity -Convener	Dr. Pooja Goel, Asst. Professor, MIMT
Objective	The objective was to introduce students to the basics of the French Language. It focuses on conversational French and the everyday use of the language.
Content	<p>This add-on course was designed for the true beginners aiming at enabling the students to communicate in a variety of everyday situations, working on their grammar and vocabulary altogether. The resource person of the course was Mr. Indrakant Pathak. The details of the certification course are as follows:</p> <p>Day 1: In the beginning, the participants learnt how to present</p>

Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

themselves in the French language and the salutations with a small introduction about the French language. Later, the resource person discussed personal subject pronoun.

Day 2: The subsequent sessions were comprised learning French figures, weekdays, and months along with the knowledge about French phonetics. Continuing the previous session, the resource person discussed about Tonique pronouns.

Day 3: Though emphasis was made on communicating in French, the students were taught how to form French conjugations besides teaching the formation of sentences.

Day 4: The session was taken on common verbs. And resource person taught students about use of be, have, do, to, be called in the sentence.

Day 5: The resource person began the session with ER verbs. Apart from the knowledge about the language, the participants got the chance to get acquainted with the French culture by knowing about French cities, gastronomy, festivals etc.

Day 6: In this session, the resource person discussed verb 'I' and 'You' and use of verb in different sentence.

Day 7: In this session, the resource person discussed how to form sentence with 'I would like to' in the sentence. Resource person also organized an activity in which students communicate with each other using various polite words.

Day 8: The session was begun with discussion and queries related to previous day. After that, resource person discussed the concept of interrogation in French Language and how to form interrogative sentences.

Day 9: In this session, resource person continued the framing of interrogative sentences. Students were taught about the interrogative some more interrogative words. In addition, resource person also showed few clips on communication in French language using interrogative words.

Day 10: Students were taught about the interrogative pronouns such as where, when, how much, etc.

Day 11: In this session, resource person discussed the use of adjectives

Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

in the formation of sentences in French language.

Day 12: The session was begun with practice of interrogative sentences. Later, resource person discussed definite and indefinite articles.

Day 13: The resource person discussed the zero article and its classification for phantom articles. And discussed the rule applies to professions.

Day 14: In this session, the resource person discussed with students the cardinal numbers in French. And how to use them in written form.

Day 15: The resource person discussed all the French demonstrative adjectives (ce, cet, ces, cette) with students. She explained how these are used to point out specific things.

Day 16: The resource person discussed the rule of Masculine/Feminine Singular/Plural in French language. Later, an exercise sheet was distributed to students for better understanding of the concept.

Day 17: In this session, resource person discussed the rules related to Agreement of Adjectives and various rule while framing a sentence with it such as how to use articles before nationalities in French, etc.

Day 18: The day began with explanation of descriptive adjectives. And resource person shared list of few descriptive adjectives with students.

Day 19: in this session, the resource person discussed Position of adjectives. A short movie was also played during session on conversion in French language.

Day 20: This session was dedicated to Affirmative and Negative sentences. An exercise was planned by the resource person which helped students to understand the concept.

Day 21: The session was on Possession, Possessive Pronouns. The resource person discussed the rule and use of apostrophe in French language.

Day 22: In this session, the resource person discussed French possessive adjectives. The students were provided with notes on classification and some worksheets for practice.

Director
Mangalmay Institute of
Management & Technology
Greater Noida





MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

	<p>Day 23: In this session, the resource person discussed various partitive articles in French. The use of du, de la, de l', and des was discussed with students.</p> <p>Day 24: The resource person discussed Adverbs of quantity such as a few, a lot, uncountable, countable with students. Later, the session was open for discussion.</p> <p>Day 25: The session was on impersonal verb and resource person discussed use of 'it' to explain weather conditions and various sentence formation on weather and climate.</p> <p>Day 26: This session was on Expression of time. The resource person discussed the use of now, this morning, tomorrow, etc. with students.</p> <p>Day 27: The resource person continues the concept of Expression of time and concepts related to days, months, seasons, year was discussed with students. An exercise sheet was also shared with students regarding Expression of time concept.</p> <p>Day 28: The next session was on Expression of Place. The resource person discussed with students the various ways to address a country or place in French.</p> <p>Day 29: The next session was also focused on Expression of Places. An exercise was organized by resource person where students shared their experience they had in their last trip.</p> <p>Day 30: The resource person shared a list of connectors in French Language for smooth speech.</p>
Outcome of Activity	It enabled the students to recognize and distinguish sounds, improve pronunciation, and gradually obtain more natural expression.

Director
Mangalmay Institute of
Management & Technology
Greater Noida

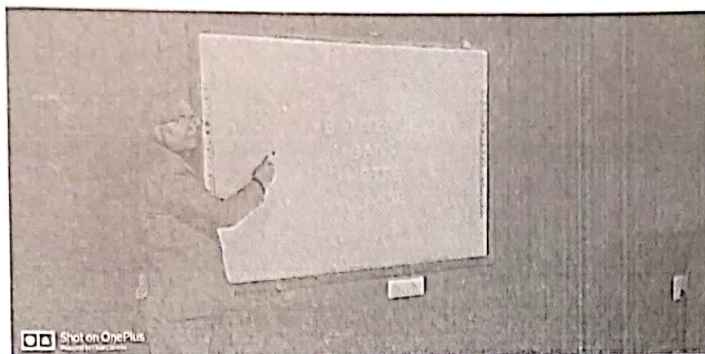


MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Photographs



The resource person Mr. Indrakant Pathak teaching the concept of French Language the during certification course

LIST OF BENEFICIARIES

S. No.	Name
1	A RENDEMO JAMI
2	AAYUSHI GUPTA
3	ABHIGYAN SINGH
4	ABHISHEK SINGH
5	ADITYA CHAUBEY
6	AKANSHA CHAUDHARY
7	AKASH RAJ
8	AKSHAY KUMAR
9	AMIT KUMAR
10	AMRESH SINGH
11	ANJALI SINGH
12	ANKIT BHATI
13	ANKIT KUMAR
14	ANKIT SONKAR
15	ANU DIVYA R
16	ARJUN SINGH
17	ARUNKUMAR A S
18	ASHIMA SHARMA
19	ASHUTOSH KUMAR
20	ATAUR RAB
21	AYUSH KUMAR PANDEY
22	AYUSH KUMAR SINHA
23	BASIT SAFDER
24	DANISH SAIFI
25	DEEPAK RAJ

Director
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

26	DIGAMBAR KUMAR
27	DIKSHA
28	DIPTEE NIRALA
29	GUNDESHWARI
30	GURVINDRA SINGH
31	HIMANSHI SINGHAL
32	HIMANSHU
33	HIMANSHU PANWAR
34	HIMANSHU YADAV
35	JAGMOHAN SHARMA
36	JWALA KUMAR
37	JYOTI DURGAPAL
38	KM BHARTI SHARMA
39	KM KHUSHI
40	KM KOMAL
41	KM NISHI DHAKA
42	KM PRIYA MISHRA
43	KOMAL PANWAR
44	KOMAL SHARMA
45	KSHMA RAGHAV
46	KUMAR GAURAV
47	KUMAR MITESH
48	KUMOD KUMAR
49	KUNAL
50	LEKHIKA SHARMA
51	MALLIKA VERMA
52	MANOJ KUMAR CHOUDHARY
53	MD AHTE SAM
54	MD ASLAM ANSARI
55	MEENAKSHI
56	MEGHA YADAV
57	MERAJ AHMAD
58	MINATI KUMARI
59	MOHAMMAD AKMAL
60	MOHD SHARIB ALEEM
61	MOHD TARIQ
62	MUSIFUL HAQUE
63	MUSKAN
64	NANDNI SHARMA
65	NAWAZ ALAM
66	NAYAB KHAN
67	NEHA KUMARI
68	NEHA PAL
69	PALLAVI SINGH
70	PIYUSH SHRIVASTAVA

Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

71	POOJA
72	POOJA DUA
73	POONAM
74	PRAGYA JOSHI
75	PRAGYA SINGH
76	PRANAV KUMAR
77	PRANJUL SAHU
78	PRASHANT MISHRA
79	PRINCE PACHAURI
80	PRIYA SHARMA
81	RABISH KUMAR SINGH
82	RAHUL KUMAR
83	RAHUL SINGH
84	RAKHI PAL
85	RAM AVTAR SAHANI
86	RAMA SRIVASTAVA
87	RAMANDEEP KAUR
88	RATNESH KUMAR DUBEY
89	REKHA
90	RISHA BANIA
91	RITIKA VASHISHT
92	ROBIN SINGH
93	SAHIL JITENDRA DAYARAMANI
94	SAKSHAM SINGH
95	SALONI SIROHI
96	SANKET JAISWAL
97	SARIT KATARIA
98	SARITA KUMARI
99	SAURABH SINGH
100	SHIKHA MISHRA
101	SHIVAM TIWARI
102	SHIVAM YADAV
103	SHIVANSHI SRIVASTAVA
104	SHREY BHATNAGAR
105	SHUBHAM KUMAR
106	SHUBHAM MITTAL
107	SIMRAN ARORA
108	SIMRAN PRIYA
109	SONAL GUPTA
110	SPARSH CHAUHAN
111	SPARSH MASSEY
112	SPARSH SINGHAL
113	SRI NIVAS KUMAR
114	SUDHANSHU BHATNAGAR
115	SUFIYAN AHMAD

Director
Mangalmai Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

116	SUMIT KUMAR ROUT
117	SUNNY CHAUDHARY
118	TAMANNA
119	TANYA JAIN
120	TANYA SAKHUJA
121	TAPISH TONGER
122	TRIPTI KUMARI
123	UNNATI SINGH
124	UTKARSH CHAURASIA
125	VIKAS KUMAR
126	VIKKI
127	VINAY KUMAR
128	VIPIN SINGH RAWAT
129	VIPUL SINGH RATHOR
130	VISHAL KUMAR PAL
131	VISHAL TYAGI

RESOURCE PERSON PROFILE

Prof. Indra Kant Pathak

Email Id: indrakantnom1@gmail.com

Mobile No: (+91) 9899217771



Mr. Pathak has rich experience of more than 24 years in delivering various foreign languages such as French, German, Japanese and Chinese. He has conducted various sessions on Professional Communication, Industrial Communication, Spoken English Training, Business English in various institutions. He has significant experience in:

- Conduct online class for German, French, English and Japanese.
- Conduct Classroom trainings for new hires and employees on Voice & Accent and soft skills.
- Conduct Classroom trainings on modules like Voice & Accent (neutral & US), Customer Service and Telephone Etiquette, Communication Skills, Email-Etiquette, US Culture Sensitization etc.

[Handwritten signature]
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

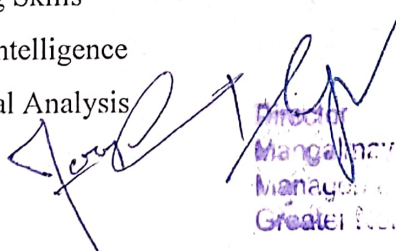
(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

- Coordinate & share training need analysis, call monitoring requirements etc to the Process Leaders Conceptualize & develop voice training initiatives for improved voice quality.
- Identify training needs across levels through mapping of skills required for different roles and analysis of the existing level of competencies.
- Plan, implement and evaluate professional V&A development programs for employees as per evolving needs of the business.
- Undertake validation & development of courses and training material as well as involved in training evaluation and assessing effectiveness.
- Monitor calls and share detailed feedback which will help the employees in improving on call delivery.
- Conducting the Language assessment during the interview process for the applicants.
- Calibrate the Team Leaders for providing inputs on effective communication.
- Prepare training tools/questionnaires as per requirements. Managing training vendors and coordinating with them.

Highlights: (Key Skills): Value Addition in the last 20 years that has converted into working Skills.

1. Foreign Language: French, German, Japanese, Chinese
2. Leadership Skills
3. Attitude (by story building)
4. Johari Window and SWOT Analysis
5. Communication (Professional, Industrial)
6. Business English, TOEFL, IELTS
7. Motivation Skills
8. Interviewing Skills
9. Emotional Intelligence
10. Transactional Analysis


Director
Mangalmay Institute of
Management & Technology
Greater Noida



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

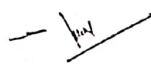


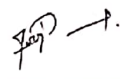
MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY


(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)
Knowledge Park-II, Greater Noida (U.P.)

CERTIFICATE

Certified that Mr./Ms. ANKIT SONKAR of
MBA Program (Batch 2020-22) of Mangalmay Institute of Management & Technology, Greater Noida
has successfully completed 30 Hours Add-On Certification Program on French Language
conducted from 14th Dec, 2020 to 25th Jan, 2021.


Prof. (Dr.) Tushar Kant
DIRECTOR
Mangalmay Institute of
Management & Technology


Ms. Pooja Goel
CONVENER
Mangalmay Institute of
Management & Technology


Director
Mangalmay Institute of
Management & Technology
Greater Noida