

Delhi Metropolitan Education

BA (JMC) ■ BBA ■ BBA LLB ■ BA LLB



DME

Affiliated to GGSIP University, New Delhi
Approved by Bar Council of India

DME Value Added Courses 2017-18

About DME

Welcome to Delhi Metropolitan Education, a premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. At DME, we extend first rate infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success.

The courses being taught here are :

- **BA LLB & BBA LLB**
- **BA (JMC)**
- **BBA**

Our society has been involved in education over the last 13 years. We are running the esteemed Mayoor School, Noida in collaboration with Mayo College, Ajmer. The school campus is spread over ten acres and the school has over 3000 students enrolled currently.

Our sister college is Delhi Technical Campus at Greater Noida which provides the most sought after programmes affiliated to Guru Gobind Singh Indraprastha University and is approved by All India Council for Technical Education (AICTE). The institute imparts technical education in the fields of engineering, architecture and MBA.



Importance of DME Value Added Courses

- Inter disciplinary skills imparted
Industry oriented courses
- Opportunity to upskill and reskill for employability enhancement
- Enrich CV with certifications
- Be better equipped with current industry knowledge

Information

- VAC Batch timings will be announced one week before course commencement
- Contact details of VAC Co-ordinators

BA (JMC)	BBA	BA LLB & BBA LLB
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Value Added Courses
Offered by
DME MEDIA SCHOOL
2017-18



Basics of Finance for Media Professionals (32 Hours)

The present course makes the learners understand the basics of finance for media professionals, understand the market in which an organization operates, create and assess value, and communicate business decisions to stakeholders.

The aim of this course is to provide understanding of the key financial levers that drive financial performance and discover how and why finance is concerned with cash flow versus profits and why that matters for the business and budget. Further, to understand different ways to create and measure value in order to evaluate and pitch potential projects.

Topics Covered:

- Financial Analysis
- Finance vs Accounting
- Capital Markets
- Creating Value
- Valuation Methods
- Potential Risks Involved in Mergers and Acquisitions
- Capital Allocation and Use of Free Cash Flow
- Capital Allocation Decision Tree Analysis

Batch 1: Date: 15 January 2018 - 20 January 2018

Batch 2: Date: 16 January 2018 - 22 January 2018

Concepts of Brand Management in Business World (31 Hours)

The present course makes the learners understand the basics of brand management for media professionals, understand how to build brands from a broad organisational perspective. By successfully completing this course, students will be able to understand how to build brands from a broad organisational perspective, how to lead brand-led culture change with human resource practices at the core (i.e., brand as a lever and not just an outcome) and to build brands in multi-brand companies, across cultures and geographies.

Topics Covered:

- Brand Purpose & Experience-Traditional Notions of Branding
- Changing Market Conditions for Brands
- A New Approach to Branding
- Brand Design & Delivery
- Brand Experiences as the Basis for Differentiation
- Brand Leadership and Alignment
- Brand Practices & Engagement
- Brand Metrics and Returns

Batch 1: Date: 15 January 2018 - 20 January 2018

Batch 2: Date: 16 January 2018 - 22 January 2018

Financial Journalism: New approach to Careers in Media (31 Hours)

This course aims to enable the student to produce succinct news stories in a variety of areas such as company performance, activity, economics, stock market, currencies and personal finance in reference to journalism. It will provide an opportunity to work in a variety of newsrooms and adequately cover business news stories. The course would train the students in developing the understanding of basic areas in business journalism and how to write about them with intelligence and understanding.

Topics Covered:

- The Economy and Budgets
- Reporting Earnings
- Finance and Banking
- Reporting Industrial Relations
- Company Reporting & Corporate Governance
- Trends in Employment

Batch 1: Date: 15 January 2018 - 20 January 2018

Batch 2: Date: 16 January 2018 - 22 January 2018

Value Added Courses
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2017-18

Developing Entrepreneurial Mindset for Media Professional (30 Hours)

The course aims to provide foundation of basic entrepreneurial skill and to acquaint students with entrepreneurship and inspire them to set up and manage their business in future. This course will not only provide exposure to various aspects of entrepreneurial opportunities and business but also provide a certain motivation through various stories and cases studies.

Topics Covered:

- Theories of Entrepreneurship
- Myths of Entrepreneurs
- Entrepreneurial Mindset: Creativity Workshops
- Innovation Learning
- Promotion of Venture and Writing Business Plan
- Entrepreneurial Supports: Entrepreneurial Development Programs

Batch 1: Date: 15 January 2018 - 20 January 2018

Concepts of Design Thinking & Innovation (30 hours)

This course intends to familiarize the student with the basics of innovation and design thinking. The aim of this course is to provide the understanding of the concept of design thinking for product and service development as well as the fundamental concept of innovation and design thinking. Thus, the course focuses on the methods of implementing design thinking in the real world.

Topics Covered:

- Shared Model in Team-Based Design
- Theory and Practice in Design Thinking
- MVP or Prototyping
- Tools for Design Thinking
- Design Thinking to Business Process Modelling

Batch 1: Date: 15 January 2018 - 20 January 2018

Developing Entrepreneurial Mindset for Lawyers (30 hours)

This course will help the budding lawyers to have a foundation of basic entrepreneurial skill and to acquaint them with entrepreneurship and inspire them to set up and manage their business. The course also helps the students to get more proficient with various aspects of entrepreneurial opportunities and business. Further, provide inspiration to do business through various stories and cases studies.

Topics Covered:

- Theories of Entrepreneurship
- Myths of Entrepreneurs
- Entrepreneurial Mindset: Creativity Workshops
- Innovation Learning
- Role of Entrepreneurs in Economic Growth
- Entrepreneurial Supports: Entrepreneurial Development Programs
- Promotion of Venture and Writing Business Plan

Batch 1: Date: 21 August 2017 - 26 August 2017

Batch 2: Date: 22 August 2017 - 28 August 2017

Value Added Courses
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2017-18



Business Environment Awareness for Lawyers (30 hours)

The course aims to familiarise with nature and dimension of evolving business environment in India to influence legal business environment leading to legal decisions. This course intends to equip the students with the understanding of legal dimensions of evolving business environment. To comprehend the actions required for undertaking legal decisions pertaining to business.

Topics Covered:

- Overview of Business Environment
- Planning and Economic Development
- Problems in Indian Economy
- Concepts of Macro-Economics and National Income
- Economic Environment & Legal Obligations

Batch 1: Date: 21 August 2017 - 26 August 2017

Batch 2: Date: 22 August 2017 - 28 August 2017

Business Government and Law: A Collaborative Approach (32 hours)

This course provides the foundation for collaboration of business government and law and to acquaint students with different government acts and laws so as to manage the business in a better manner. This course aims at providing awareness regarding various government laws, opportunities for business and to understand how government collaboration can help in excelling business.

Topics Covered:

- Government Regulations: Do They Help Businesses?
- Restraining Businesses
- The Environmental Protection Agency (EPA)
- The Federal Trade Commission (FTC)
- The Securities and Exchange Commission (SEC)

Batch 1: Date: 21 August 2017 - 26 August 2017

Batch 2: Date: 22 August 2017 - 28 August 2017

Data Protection and Legal Approaches in India (31 hours)

The course aims to provide the foundation of collaboration of business, government and law and to acquaint students with different government acts and laws to manage the business. It will provide different methods for protecting privacy using the fair information principles. Identification of the laws and regulations that pertain to data protection. Further, to identify the privacy obligations that can apply to complex organizations and understanding of strategies for managing compliance issues related to privacy laws and data protection.

Topics Covered:

- Legal Issues
- Landscape & Chronology
- Scope of Laws as an Important Compliance Concept
- Implementing HIPAA: The Notice Requirement
- Implementing HIPAA: Access to Records
- Security & Breach Notification
- The FTC, Privacy and Compliance
- International Law - Focus on the GDPR

Batch 1: Date: 21 August 2017 - 26 August 2017

Batch 2: Date: 22 August 2017 - 28 August 2017

Income Tax: Self-filing Management (31 hours)

This course aims to provide a better understanding about how to get the correct income tax filed by the students and to know the correct IT forms. The students will be able to grasp knowledge on the applicable tax rates and the correct way to do e-filing. This course will provide a practical understanding of income tax filing.

Topics Covered:

- Introduction to Various IT Tax Laws for Individuals
- Difference between HUF and Individual and their Tax Liabilities
- To Check the Tax Credit from 26 AS Form and Role of TDS
- Introduction to Various Rebates and Deductions for an Individual
- Log in to the IT Portal and Making one's Account to File the Returns

Batch 1: Date: 21 August 2017 - 26 August 2017

Batch 2: Date: 22 August 2017 - 28 August 2017

Evaluation/Assessment Process:

- The students are required to get minimum of 75% attendance to appear for end of course exam
- Thereby, students will be evaluated by viva of 20 marks and MCQ test of 40 marks
- Furthermore, the exam pass percentage is 45% of the overall assessment done



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MANAGEMENT • LAW • JOURNALISM



GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY

Value Added Course Certification

This Certificate is Awarded to

Name Surname

For successfully completing the course

“Course Name”

Course Code: _____ Duration: _____ hours

Start Date: _____ End Date: _____

Certificate Issue Serial Number: _____

HOD-BBA



Principal/Director DME



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Get in touch

Course Co-ordinators

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