



*Value Added Courses*



*Plethora of 30 Hour Courses along with Workshops  
available under DME for sessions 2026 onwards*

Always deliver more than expected.

————— *Larry Page* —————

Never stop learning. Never stop growing.

————— *Mel Robbins* —————

The more you learn. The more you earn.

————— *Warren Buffett* —————

The more that you read, the more things you will know.  
The more that you learn, the more places you'll go.

————— *Dr. Seuss* —————

Education is a continual process, it's like a bicycle.  
If you don't pedal you don't go forward.

————— *George Weah* —————

Learning never exhausts the mind.

————— *Leonardo da Vinci* —————

# Introduction

Delhi Metropolitan Education is a premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India.

Value Added Courses are another step taken in education to provide students with industry relevant skills in order to be placed a cut above their peers by adding more knowledge and going above the prescribed norms. Given how detailed the markets today have become we bring an array of value added courses which gives the students the freedom to choose what interests them and encourages students to step out of the mandate and seize as many opportunities possible to enhance their professional skills .

We recognise that employers today are often searching for specific skills or attributes relevant to their particular field and thus provides its students the opportunity to undertake these trainings and courses from seasoned experts in the industry in order to not only be academically ready but also industry ready thereby giving them an "Edge" over the rest.





## **Advantages of VAC**

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- Understand and learn the Skills, Knowledge and Concepts to keep pace with the requirements and growth of the professional world.
- Brilliant opportunity to enrich your resume with additional certifications along with prescribed curriculum learning.
- Certification provided from Top Institutes of Repute and Excellence eg IIM's, IIT's, NLU's etc.
- Get equipped with industry-oriented courses from best industry and corporate trainers.
- Get a chance to obtain hands on training through site and institutional visits.
- Top 5 students from each batch of courses from IIT & IIM's may get an opportunity to participate in a B plan championship/ zonal championship at IIM Calcutta/IIM Bangalore/ IIM Indore/IIT Delhi/ Kharagpur.



## VISION

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*To create holistic new-age professionals by raising the bar for education and going beyond academic prescriptions.*



## OBJECTIVE

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- *To create a skill enhancing environment academically.*
- *To encourage Students and Faculty to up-skill and re-skill in order to mitigate industry stagnancy.*
- *To work towards continuous enhancement of employability skills of students as per their respective industry standards and introduce certifications beneficial to them.*
- *To impart knowledge, skills, training and expertise to the students through an array of Value Added Courses to enhance their knowledge, skills and competency to develop and grow in an inclusive education system.*
- *To help students to consistently work in creating sustainable society for social and economic development of the nation through an academic rigor and holistic approach.*

## CERTIFICATIONS

 <p>Entrepreneurship &amp; Innovation Cell IIM BANGALORE</p>	<p>॥ न्यायस्तत्र प्रमाणं स्यात् ॥</p>  <p>DELHI</p>	 <p>E-CELL IIM INDORE</p>	 <p>Entrepreneurship Development Cell IIT Delhi</p>
 <p>Entrepreneurship Cell IIT Kharagpur</p>	 <p>E-CELL IIM KOZHIKODE</p>	 <p>GJMU GUJARAT MARITIME UNIVERSITY कर्मणा वा ज्योतिर्गमय</p>	 <p>Competition Commission of India</p>
 <p>ECELL IIM CALCUTTA</p>	 <p>E-Cell IIT Hyderabad</p>	 <p>HENRY HARVIN®</p>	 <p>ECELL IIM LUCKNOW</p>
 <p>HDFC BANK</p>	 <p>BARCLAYS</p>	 <p>CETPA TRAINING   PLACEMENT Powered by IBM</p>	 <p>rubicon</p>



# Value Added Courses

**E-Cell 2k23-24 (IIM Bangalore Event)**  
 In association with [www.makeintern.com](http://www.makeintern.com)  
**Certificate of Completion**  
 This is to acknowledge that

**Arjun Tiwary**  
 Student of Delhi Metropolitan Education, Noida has successfully completed a 30 hours training program on Digital Marketing held from 22<sup>nd</sup> to 26<sup>th</sup> May, 2023 in association with E-Cell IIM Bangalore and Makeintern B-Plan Championship.

*Signature: Vikram Singh*  
 Program Coordinator  
 E-Cell IIM Bangalore

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

**E-CELL 2K24-25 (IIM INDORE EVENT)**  
 IN ASSOCIATION WITH [WWW.MAKEINTERN.COM](http://WWW.MAKEINTERN.COM)  
**CERTIFICATE OF MERIT**  
 This is to congratulate

**Aaranksha**  
 For her exemplary performance during 30 Hours Training Program on Design Thinking and Startup Planning held from 17<sup>th</sup> September to 21<sup>st</sup> September 2024, organized by Delhi Metropolitan Education, Noida in association with E-Cell IIM Indore & Makeintern B-Plan Championship.

*Signature: Rahul Kasande*  
 Overall Coordinator  
 E-Cell, IIMi

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Mr. Hardeep Singh Puri*  
 Director  
 Makeintern

**Henry Harvin Education**  
 THIS IS TO CONFIRM THAT  
**MUSKAN SHARMA**  
 HAS SUCCESSFULLY COMPLETED ALL THE REQUIREMENTS OF THE  
**LEAN SIX SIGMA YELLOW BELT TRAINING**  
 IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF COMPANY

DATE: 22-05-2023  
 CERTIFICATE NO: 10081IND1457

*Signature: Kunal Gupta*  
 CEO, Henry Harvin

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

**Henry Harvin Education**  
 THIS IS TO CONFIRM THAT  
**AARUSHI JAIN**  
 HAS SUCCESSFULLY COMPLETED ALL THE REQUIREMENTS OF THE  
**HINDI LANGUAGE A1 LEVEL COURSE**  
 IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF COMPANY

DATE: 14-10-2024  
 CERTIFICATE NO: 100009HH586

*Signature: Kunal Gupta*  
 CEO, Henry Harvin

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

**CETPA**  
 A GMAT Level 1 Company

This is to certify that  
**SUKHMAN SINGH**  
 of BBA Batch (2024-28) studying in Delhi Metropolitan Education, Noida has successfully completed  
**30 Hours Course on Tech Skills for New Age Management Professionals**  
 CONDUCTED BY CETPA INVESTCHAMP, LTD.

August, 2024

*Signature: Mr. Vikas Kalia*  
 Director  
 CETPA INVESTCHAMP, LTD.

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Mr. Hardeep Singh Puri*  
 Director  
 Makeintern

**E-Cell 2k23-23 E-Cell (IIT Kharagpur Event)**  
 In association with [www.makeintern.com](http://www.makeintern.com)  
**Certificate of Merit**  
 is hereby granted to

**Ananya Sharma**  
 For his/her exemplary performance during training Program on Entrepreneurship Development held from 27<sup>th</sup> to 31<sup>st</sup> March, 2023 organized by Delhi Metropolitan Education, Noida in association with E-Cell IIT Kharagpur and Makeintern B-Plan Championship.

*Signature: Rajni Tyagi*  
 Head Coordinator  
 E-Cell IIT Kharagpur

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

**CERTIFICATE OF COMPLETION**

THE CERTIFICATE IS PRESENTED TO:

**Kashish Gautam**  
 For successfully completing 06 days(30 hours) training from 01<sup>st</sup> March 2023 to 06<sup>th</sup> March 2023 on 'Soft Skills and Professional Development Program' organized by Rubicon at Delhi Metropolitan Education, Noida, Uttar Pradesh.

*Signature: Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Dhanya Narayanan*  
 Head, Training Center, Rubicon

**E-CELL 2K25-26 (IIM LUCKNOW EVENT)**  
 In association with [www.makeintern.com](http://www.makeintern.com)  
**Certificate of Completion**  
 This is to certify that

**Anushka Jain**  
 Student of Delhi Metropolitan Education, Noida has successfully completed a 30 Hours Training Program on Data Analytics and Visualization-Applications held from 24<sup>th</sup> March to 28<sup>th</sup> March 2025, in association with E-Cell IIM Lucknow & Makeintern B-Plan Championship.

*Signature: Prashar Singh*  
 Overall Coordinator  
 E-Cell, IIML

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Mr. Hardeep Singh Puri*  
 Director  
 Makeintern

**KAIROS NATIONAL LAW UNIVERSITY DELHI**  
 IN ASSOCIATION WITH [WWW.MAKEINTERN.COM](http://WWW.MAKEINTERN.COM)  
**CERTIFICATE OF COMPLETION**  
 This is to certify that

**GAURAV RAJPUT**  
 Student of Delhi Metropolitan Education, Noida has successfully completed a 30 Hours Training Program on Business Development for Lawyers held from 5<sup>th</sup> May to 9<sup>th</sup> May 2025, in association with KAIROS - National Law University Delhi & Makeintern.

*Signature: Mr. Tanish Agarwal*  
 Overall Coordinator  
 KAIROS- NLU Delhi

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Mr. Hardeep Singh Puri*  
 Director  
 Makeintern

**Henry Harvin Education**  
 THIS IS TO CONFIRM THAT  
**UPASANA TYAGI**  
 HAS SUCCESSFULLY COMPLETED ALL THE REQUIREMENTS OF THE  
**CONSUMER PROTECTION LAW TRAINING**  
 IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF COMPANY

DATE: 09-09-2024  
 CERTIFICATE NO: 13786HH728

*Signature: Kunal Gupta*  
 CEO, Henry Harvin

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

**E-Cell 2k22-23 (IIM Calcutta Event)**  
 In association with [www.makeintern.com](http://www.makeintern.com)  
**Certificate of Completion**  
 This is to acknowledge that

**MUSKAN SHARMA**  
 has successfully completed 32 hours Training Program on Data Analytics held from 2<sup>nd</sup> Nov to 6<sup>th</sup> Nov 2022, organized by Delhi Metropolitan Education, Noida in association with Makeintern B-Plan Championship and E-Cell IIM Calcutta.

*Signature: (Mr. Aditya Saini)*  
 Program Coordinator  
 E-Cell IIM Calcutta

*Signature: (Dr. Ravant Swani)*  
 Professor and Director  
 Delhi Metropolitan Education

*Signature: (Dr. Pooja Ranjan)*  
 Professor and Head  
 Delhi Metropolitan Education

*Signature: (Hardeep Singh Puri)*  
 Director  
 Makeintern

**Henry Harvin Education**  
 THIS IS TO CONFIRM THAT  
**MUSKAN SHARMA**  
 HAS SUCCESSFULLY COMPLETED ALL THE REQUIREMENTS OF THE  
**FUNDAMENTALS OF LEAN SIX SIGMA GREEN BELT TRAINING**  
 IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF COMPANY

DATE: 19-06-2023  
 CERTIFICATE NO: 11181IND1445

*Signature: Kunal Gupta*  
 CEO, Henry Harvin

*Signature: Mrs. Nishtha Sahni*  
 Head, Value Added Courses  
 DME EDU

*Signature: Hardeep Singh Puri*  
 Director  
 Makeintern

Fostering entrepreneurial skills, innovation and creative thinking by participation of students at National B Plan Competitions at IIM/ IITs.



Students of DME participated in B Plan Championship at IIM Indore on 21-22 August,2023. Two teams competed to be in top 10.



Students of DME participated in National B Plan Championship at IIM Bangalore on 25-26 February,2024. Team with Business Idea Ecobricks bagged the 3rd Prize with a prize money of Rs. 10000 competing with more than 60 teams from all across the country.





Students of DME( BBA + Law) participated in National B Plan Championship at IIM Bangalore on 23-24 February, 2025 with a business idea of **Dressify** winning the 3rd prize with a cash reward of Rs. 10000 again competing with post graduate students of more than 75 teams from all over India.

## DME VAC EDU-RECREATIONAL ONE DAY VISIT



"Fostering collaboration and enhancing team dynamics through VAC Outbound Team Building Initiative."

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## **People and Soft Skills for Professional and Personal Success**

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People and Soft Skills are the extra mile that employers search for in their employees or potential employees. The course comprehends the basics of Life and Career Planning; Constructive Thinking. The students can apply individual Strengths/Weaknesses/ Opportunities/ Threats to set effective goals. The course addresses various dimensions of communication as well as behavioural skills faced by individuals at the workplace and organizations.

### **Topics Covered**

- Expectation setting
- Corporate Jargons
- Goal Setting
- SWOT Analysis
- Self-introduction
- Resume, CV and Cover Letter
- Art of Conducting Meetings
- Handling Conversation with Senior/Boss
- Netiquette, Email Etiquette
- Telephone Etiquette
- Body language
- Professional Dressing-Power Dressing, Personal Grooming
- Art of Handling Conversation



## Tech Skills for New Age Professionals

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To provide training for use of internet and internet tools. The course also helps the students to get more proficient with IT domain which will enable them to prepare documents, spreadsheets, make presentations etc. in a speedier and efficient manner.

### Topics Covered

- Microsoft Word-Introduction, Format Text in multiple columns, Insert footnotes and endnotes,Microsoft Office PowerPoint - Create and merge presentation, insert and format text, shapes, images, charts, tables, Smart Art, Media, Transition and Animation
- Microsoft Office Excel - Functions and workbook views



## **Life Skills: From Campus to Corporate**

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The course aims at enhancing the inter- personal and psychosocial competencies of the students needed for an overall development of their personalities helping them in making better informed decisions, effective communication, innovative thinking etc. All these skills are a necessity in today's competing business and work environment.

### **Topics Covered**

- Life Skills Interview skills
- Group Discussion
- Employability enhancement skills
- Personality Development
- Communication Skills
- CV/Resume Building

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**DME LAW SCHOOL**

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2026-27







## Entrepreneurship Development

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To provide entrepreneurship skills for starting and growing a successful business. The course helps the students to learn the theory and practice of entrepreneurship, frameworks for entrepreneurship, design thinking, idea evaluation and how to foster a culture of innovation to help your business stay ahead by way of business plans.

### Topics Covered

- Entrepreneurship- Traits and Skills
- Women Entrepreneurs
- Tech/Digital Entrepreneurs
- Environment Entrepreneurs in India
- Business Opportunity Identification
- Business Idea Generation, Design Thinking and Prototyping, Idea Evaluation formats of Starting Business
- Funding options from Government and Non-Govt sources
- Business Plan, bootstrapping, Elevator Pitch.



## Consumer Protection Law

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The Certificate Course is aimed at building capacities of the participants by offering them a sound theoretical grounding of consumer law as well as exposing them to the actual application of the law before Consumer Fora. This would bring coherence and synergy between pedagogy and practice.

### Topics Covered

- Consumer Protection Act, 2019
- Consumer Protection provisions under other legislation.
- Hierarchical categorization of different consumer fora
- Drafting complaint before appropriate forum.



## **Business Development for Lawyers**

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Successful law firms have a strong handle on business development. The real driving force behind any business development strategy is the lawyers themselves. Business development training for lawyers gives them the tools to enter into new opportunities to make your law firm successful. This course is designed to specifically cater to law practitioners to enable them to maintain secure relationships with current clients while developing skills to attract new ones.

### **Topics Covered**

- Identification of potential new clients and referral sources.
- Development of a personal brand.
- Drafting personalised and practical business development plans.
- Improvement in client service and retention efforts.



## Alternate Dispute Resolution Training

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This course on ADR focuses on the theoretical and practical knowledge needed to handle commercial arbitration, mediation and negotiation cases, both from substantive and procedural law standpoints. The course explores different issues arising in the conduct of arbitrations, making and enforcement of arbitral awards, court decisions, interaction between national courts & international arbitral tribunals, national arbitral statutes, international arbitral treaties and arbitral rules of leading international arbitration & mediation institutions. This course will emphasize on disseminating the knowledge of arbitration & mediation processes, the process and skills required for arbitrating & mediating such disputes when representing a client.

### Topics Covered

- Laws related to Commercial Alternative Dispute Resolution practices
- National courts & international arbitral tribunals
- National arbitral statutes and treaties
- Arbitral rules of leading arbitration & mediation institutions etc.





## Copyright in Cyberspace

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With the advent and expansion of internet, there has been a great flux of information in cyberspace. This has given rise to wide varieties of issues such as proprietary rights over intellectual property in the cyberspace. The Course has been designed for the individuals who need to gain proficiency with the complexities of Copyright in Cyberspace. The students will get appraised about the working of cyberlaw at both domestic and international level.

### Topics Covered

- Meaning of Cyber Law
- Jurisdiction issues of Cyber Laws in IPR domain
- Ambit of IPR law in Cyberspace
- Definition of “Computer” under the Information Technology Act, 2000
- Copyrights in Cyberspace



## Cyber Investigation Law

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There is a compelling need for professionals empowered to develop defense mechanisms for cyber security and contribute to development and growth of professionals in the sector of cyber security. This Course has been envisaged to nurture the young talent in the niche domain of cyber security and law.

### Topics Covered

- The World of Cybercrime Investigation
- Laws Governing Cyber Forensics
- Roles and Responsibilities of the Cybercrime Investigator
- Sources of Digital Evidence



## **Multidisciplinary Approaches to Law**

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Law is one of the professional careers essential for sustainability in the world. It is the foundation on which modern society is built and rebuilt. The study of Law creates professionals with extraordinary stature. Judges, academicians, counselors, law specialists. A multidisciplinary approach is a key method to combine knowledge from different platforms and achieve a goal with the knowledge of other disciplines. This course would be instrumental in training the students to become lawyers who can approach a client's problem through different methods. It will encourage students to have their curriculum where they could research a subject in their methods and formulating it and integrating it with the training they get from the teachers.

### **Topics Covered**

- Uncovering skills to view a problem from different angles.
- Integrating other disciplines like sociology and psychology with law.
- Training students with practical examples.



## **Advance Legal Drafting for Corporate**

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This course is designed for working professionals who have an active interest in understanding the legal aspects of business, especially in today's dynamic times. The program shall address the strategic understanding of the legal environment to improve a firm's competitive advantage, leveraging regulatory framework in designing strategies to differentiate in a dynamic and disruptive environment and minimize organizational and financial risks and other aspects.

Having a reasonable understanding of the regulatory and drafting framework will help the manager/executive in designing the strategies and counter-strategies for competitive advantage and more.

### **Topics Covered**

- Introduction to legal drafting and its importance in corporate transactions
- Advanced contract drafting
- Employment agreement drafting
- Mergers and acquisitions (M&A) drafting
- Legal Compliance and review

# WORKSHOPS

Value Added Courses also include focused workshops. These tend to be 1 - 2 days workshops and are conducted by industry experts and certified by prestigious institutions including NLU's, IITs and IIMs. These workshops are being organized on a continuous year round basis to keep up the student engagement and to generate their interests in different domains.



## Professional Networking LinkedIn

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The workshop enables students to learn how to complete each section of an existing LinkedIn profile, choose, edit, and resize a photograph to meet LinkedIn ideal requirements, and create a testimonial request template to send to LinkedIn contacts. By the end of this workshop students will be able to create a LinkedIn profile optimized for searches and content.



## Turnitin

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The workshop will help students in learning a robust, comprehensive plagiarism checker software which fits seamlessly into existing workflows. It will empower students to do their best, original work, ensure integrity from their work and address even the most sophisticated potential misconduct thereby developing original thinking skills with high-quality, actionable feedback that fits easily into their current project work and dissertation.





## **Moot Court**

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Mooting is a valuable medium for imparting first hand experience to law students. The workshop on Moot Court aims to provide essential skills to the students to understand the practical application of legal statutes and precedents. The workshop is designed to impart valuable communication and researching skills necessary to excel in the legal field.



## **International Contract Drafting & Negotiations**

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This workshop is focused on the engagement of our students with professionals to impart practical knowledge to make them job ready and infuse confidence by developing the skill of understanding, drafting and negotiating different types of international contracts including the various dimensions to keep in mind drafting or reviewing a contract.

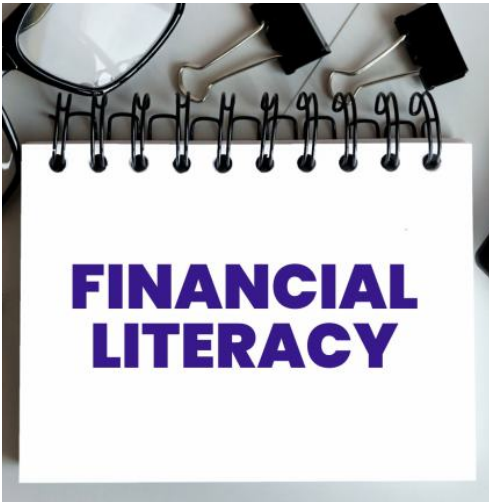
This Workshop will further enable students to learn not only to draft complex contracts, but also help students create their own agreements keeping all the essentials in focus.



## **Establishment of Independent Practice in Law**

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This Workshop will focus on imparting useful insights on navigating the journey to establishing independent practice for first generation lawyers. The process of getting clients for a first generation lawyer can be difficult in the absence of appropriate mentoring. The Workshop will be conducted by industry experts to give practical tips to budding lawyers. The students will be taught key skills such as locating potential clientele and maintaining sustainable relationships with existing clients.



## **Financial Literacy**

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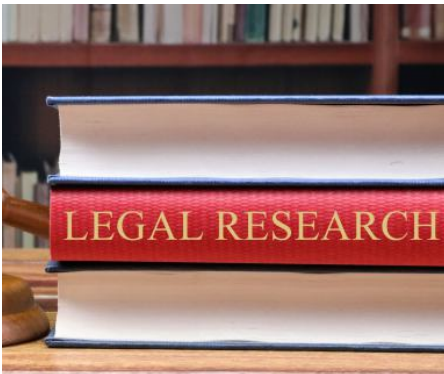
Survival in the present age demands that money should be spent, saved and used wisely. Informed investments methods provide an opportunity of wealth creation and prepare for any financial emergency that one may encounter. It is also imperative that the students learn about pros and cons of investment and learn about the different financial instruments like Mutual Funds, Stock Markets, Bond Investments, and simple investments like Fixed Deposits and Recurring Deposits. The workshop also aims that students should be informed about the risk of investing in advance instruments like cryptocurrency, NFT, and overseas investments.



## **POSH - Know your Boundaries**

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By successfully completing this workshop, students will be able to describe the concept as well as the importance of Prevention, Prohibition and Redressal of Sexual Harassment at Workplace., explain different dimensions of Sexual Harassment and sexual discrimination, quid pro quo and a hostile work environment as types of Sexual Harassment. The workshop also enables to make students aware of Vishakha Guidelines as a precursor to the Sexual Harassment Women Act, 2013, various provisions of Sexual Harassment Women Act, 2013 constitution of internal committees, procedure for filing complaints of Sexual Harassment, enquiry into complaints, actions during pendency of enquiry, duties of employers and so on.



## **Legal Research Methodology**

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Legal research is imperative for all in the legal profession. The workshop aims to enable students to carry out thorough investigation into the legal problems and find appropriate solutions based on scientific analysis. In academics, legal research and approach to correct methodology is of great importance wherein this workshop will be of great help to students enabling them to acquire relevant essential skills.



## **Real Estate (Regulation and Development) Act, 2016**

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The workshop on 'RERA' [The Real Estate (Regulation and Development) Act, 2016] will help students understand the importance of laws relating to the real estate sector. As per the current legal structure it is mandatory for builders/developers to carry out RERA registration, which helps prevent frauds. It is crucial for students to have proper understanding of such rules and regulations, as this being a new and upcoming dimension of land laws.

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**DME MANAGEMENT SCHOOL**

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2026-27





## **Lean Six Sigma Yellow Belt & Introduction to Green Belt**

This course aims at improving the competency of a student to contribute towards organizational success through correct understanding of issues, make fact-based decisions, and rectify unwanted elements within a process.

This course is delivered using adaptive learning methodology which orients students to showcase operational excellence and people management skills, analyse current trends and metrics for their practical use, conduct depth causes analysis and innovate for performance improvement.

### **Topics Covered**

- Understanding Six Sigma, Define Phase-Voice of Customer (VOC), Affinity Diagram, Kano Model, Determine Critical to Quality (CTQ) Develop Project Charter, Map the Process
- Measure Phase-Types of Data, Data Distribution Quality Tool, develop a Data Collection Plan, Develop Sampling Strategy Quality Tool
- Analyze Phase-Identify Possible Causes, Quality Tool: Root Cause Analysis, Prioritization of Causes: Control Impact Matrix Quality Tools: Pareto Chart, Process Analysis with Lean: Lean Principles Process, Types of Waste
- Improve Phase-Generate and Select Solutions: Generate Solutions, Testing Solutions Lean Tool for Process improvement: Five S (5's)
- Control Phase-Refine / Risk Proof Solutions: Poka-Yoke Control Phase Project Closure and Documentation Cost Benefit Analysis





## Design Thinking and Start-up Planning

---

To provide entrepreneurship skills for starting and growing a successful business. The course helps the students to learn the theory and practice of entrepreneurship, frameworks for entrepreneurship, design thinking, idea evaluation and how to foster a culture of innovation to help your business stay ahead by way of business plans.

### Topics Covered

- Entrepreneurship- Traits and Skills
- Women Entrepreneurs
- Tech/Digital Entrepreneurs
- Environment Entrepreneurs in India
- Business Opportunity Identification
- Business Idea Generation, Design Thinking and Prototyping, Idea Evaluation formats of
- Starting Business
- Funding options from Government and Non-Govt sources
- Business Plan, bootstrapping, Elevator Pitch.



## Data Analytics and Visualisation-Applications in Business

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The objective of the Data Analytics and Visualization-Applications in Business course is to equip students with the skills to analyze complex data sets and effectively visualize insights to inform business decision-making. Students will learn to utilize various analytical tools and visualization techniques to interpret data, uncover patterns, and present findings in a clear and impactful manner.

### Topics Covered

- Introduction to Data Analytics
- Getting Started with Tableau
- Getting Started with Power BI
- Data Visualization Principles
- Creating Visualizations in Tableau
  - Basic and advanced charts
  - Interactive dashboards
- Creating Visualizations in Power BI
  - Basic and advanced charts
  - Interactive reports and dashboards
- Dashboard Design and Best Practices
- Data Analysis Techniques
- Integrating Advanced Analytics
- Sharing and Collaboration
- Case Studies and Applications
  - Real-world business cases
  - Industry-specific applications





## **Stock Market Analysis-Trading strategies in emerging markets**

The objective of the Stock Market Analysis-Trading Strategies in Emerging Markets course is to provide students with an understanding of stock market dynamics and trading strategies specifically tailored to emerging markets. Students will learn to analyze market conditions, assess risks, and develop effective trading strategies to capitalize on opportunities in these rapidly growing economies.

### **Topics Covered**

- Introduction to Emerging Markets
- Stock Market Fundamentals-Key financial instruments
- Market Analysis Techniques
  - Fundamental analysis
  - Technical analysis
  - Quantitative analysis
- Trading Strategies
- Risk Management and Portfolio diversification
- Economic Indicators
- Regulatory Environment
- Case Studies and Applications
- Technology in Trading
  - Role of fintech in emerging markets
  - Algorithmic and high-frequency trading
  - Practical application and analysis



## Artificial Intelligence and Machine Learning – Applications in Business

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This course aims to equip professionals, entrepreneurs, and students with a comprehensive understanding of how Artificial Intelligence (AI) and Machine Learning (ML) are transforming modern businesses. By bridging theoretical concepts with real-world applications, the course provides practical insights into how AI/ML can enhance decision-making, optimize operations, personalize customer experiences, and drive innovation.

### Topics Covered

- Introduction to AI, ML, Deep Learning, and their role in business.
- Applications of AI/ML in customer analytics and personalized marketing.
- Use of AI/ML for supply chain optimization and operational efficiency.
- AI-driven solutions in finance, including fraud detection and forecasting.
- Natural Language Processing for chatbots, sentiment, and text analysis.
- Integrating AI with business intelligence and data visualization tools.
- Ethical AI use, bias mitigation, and building an AI adoption strategy.





## **Personal Finance: Strategies and Approaches**

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The objective of the Personal Finance: Strategies and Approaches course is to equip students with the foundational knowledge and practical skills necessary to manage personal finances effectively. This course aims to enhance financial decision-making through education on budgeting, saving, investing, debt management, and financial planning.

### **Topics Covered**

- Introduction to Financial Literacy and key financial concepts
- Budgeting
- Saving Strategies
- Investing Basics-Risk and return concepts
- Debt Management
- Credit Management
- Insurance
- Retirement Planning
- Tax Basics
- Consumer Protection for avoiding financial scams
- Financial Tools and Resources
- Practical Applications
  - Real-life financial scenarios and decision-making
  - Exercises in financial planning and budgeting



## Foreign Trade Management

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The objective of the Foreign Trade Management is to equip students with the practical knowledge and skills required to manage export and import operations effectively. The course focuses on real-world applications, including documentation, compliance, logistics, financing, and risk management in international trade.

### Topics Covered

- Overview of export and import processes and importance in global business
- Export Procedures and Documentation
- Import Procedures and Documentation
- International Shipping and Logistics
- Trade Financing and Payment Methods
- Incoterms and Trade Terms
- Foreign Exchange and Currency Management
- Risk Management in Trade
- Global Supply Chain Management
- Legal and Ethical Considerations
- Market Research and Entry Strategies
- Case Studies and Practical Applications

## WORKSHOPS



### **Importance of Professional Networking-LinkedIn**

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The workshop enables students to learn how to complete each section of an existing LinkedIn profile, choose, edit, and resize a photograph to meet LinkedIn ideal requirements, and create a testimonial request template to send to LinkedIn contacts. By the end of this workshop students will be able to create a LinkedIn profile optimized for searches and content.



### **Professional Image Management**

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The objective of the Professional Image Management workshop is to help individuals develop a positive and impactful professional image that aligns with their personal brand and career goals. The course aims to enhance participants' understanding of professional appearance, behavior, and communication to project confidence and credibility in the workplace. Students will develop a polished and authentic professional image, mastering the art of effective communication, personal branding, and professional conduct. They will project confidence, credibility, and professionalism in diverse workplace settings, fostering positive relationships and advancing their careers.



## **Business and Sustainable Development Goals**

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The workshop helps the students to understand and critically analyse the Sustainable Development Goals (SDGs) and their relationship to the world's most pressing problems (focus: poverty & inequality, ecosystem degradation & biodiversity loss, climate change), use frameworks and evidence necessary to develop solutions and apply skills learned to implement solutions, assess relevant solutions that would help realize the SDGs and at the same time solve the pressing problems.



## **IPR and Innovation**

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The IPR and Innovation workshop aims to equip participants with a deep understanding of intellectual property rights (IPR) and their pivotal role in driving innovation. Through comprehensive study, individuals will grasp various forms of IPR such as patents, trademarks, and copyrights, along with the legal frameworks governing their protection. By the course's end, students will not only comprehend how to identify, manage, and leverage intellectual property assets effectively but also develop strategies for their commercialization to fuel organizational growth.



## **Blue Ocean Strategy**

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The Blue Ocean Strategy workshop aims to familiarize participants with the principles and techniques of creating uncontested market space and making competition irrelevant. Through interactive sessions and case studies, students will learn to identify and develop blue ocean opportunities by focusing on innovation and value creation. By the end of the workshop, students will be equipped with the knowledge and skills to formulate blue ocean strategies that differentiate their offerings and unlock new sources of value for both customers and businesses. They will gain insights into how to break away from competition, achieve sustainable growth, and drive organizational success in dynamic and competitive markets.



## **Prevention of Sexual Harassment at Workplace**

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By successfully completing this workshop, students will be able to describe the concept as well as the importance of Prevention, Prohibition and Redressal of Sexual Harassment at Workplace., explain different dimensions of Sexual Harassment and sexual discrimination, quid pro quo and a hostile work environment as types of Sexual Harassment. The workshop also enables to make students aware of Vishakha Guidelines as a precursor to the Sexual Harassment Women Act, 2013, various provisions of Sexual Harassment Women Act, 2013 constitution of internal committees, procedure for filing complaints of Sexual Harassment, enquiry into complaints, actions during pendency of enquiry, duties of employers and so on.





## **Emotional Intelligence**

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The objective of the Emotional Intelligence Workshop is to enhance participants' understanding and application of emotional intelligence skills in both personal and professional contexts. The workshop aims to provide practical tools and strategies for developing self-awareness, managing emotions effectively, and building strong interpersonal relationships.

Value Added Courses

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**DME MEDIA SCHOOL**

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2026-27





## Digital Marketing & Content Creation Course

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The course helps the students to learn digital marketing, gaining an understanding of different tools of digital communication and marketing in present scenario and as per the employability trends in the global market; also acquiring insight about structure and perspective when measuring consumers' digital actions, choosing appropriate web analytics tools and techniques. The students will grasp knowledge on social media marketing including YouTube Marketing, Instagram marketing and other emerging platforms.

- Future of Digital Marketing
- Marketing Technology
- Social Media Foundation
- Social Media Marketing- You Tube, Instagram, Facebook, LinkedIn Marketing
- Google Ad words PPC Marketing with Google Certification
- Budget Planning and ROI of the Campaign management
- Content Writing for Digital Platforms
- Google Analog



## Social Media Management

Social media has changed the way corporates do business and interact with their audiences. In this course, we will explore social media from a public relations perspective and understand how our roles as strategic communicators have evolved as a result. Student will learn to develop a social media strategy, create content, and measure meaningful results to reach brand goals and reach key audiences. Course content is ever flexible allowing us to address and analyse what's happening across the industry and student will get imparted accordingly. The course will provide the opportunity for hands-on learning and real-world applications to gain experience and build a robust portfolio that showcases students' social media and strategic thinking skills and ability.

- An Introduction to social media
- Setting up Social Media Profiles
- Optimising Social Media Platforms
- Developing a Content Strategy
- Understanding and targeting the Target Audience
- Building the Influencer Map
- Social Media Advertisement Management



## Hindi Language

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A Hindi language learning course is essential for media students as it equips them with the skills needed to effectively communicate with a vast Hindi-speaking audience, which is crucial in India's diverse media landscape. Understanding Hindi allows students to grasp cultural nuances, enhancing their reporting accuracy and storytelling. The course covers media-specific vocabulary, scriptwriting, and interviewing techniques, enabling students to produce compelling content in Hindi. Proficiency in Hindi broadens career opportunities, allowing students to work in various media platforms such as television, radio, print, and digital media, thus making them more versatile and competitive in the job market.

- Basic and Advanced Hindi Vocabulary
- Grammar and Syntax
- Pronunciation and Accent
- Conversational Skills
- Media-Specific Terminology
- Translation and Subtitling
- Editing and Proofreading





## Celebrity Management

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A celebrity management course is invaluable for media students, providing them with specialized skills to handle the unique challenges of managing public figures. The course covers essential topics such as brand building, public relations, crisis management, and media strategy. Understanding the dynamics of celebrity culture, students learn to craft and maintain a celebrity's public image, manage press interactions, and navigate legal and contractual issues. This knowledge is crucial for careers in public relations, event management, and media consultancy. By mastering these skills, students enhance their versatility and employability in the competitive entertainment and media industries.

- Brand Building and Endorsements
- Public Relations Strategies
- Media Relations
- Legal and Contractual Issues
- Ethics in Celebrity Management
- Image Consulting and Personal Branding



## Financial Journalism

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A Financial Journalism course is crucial for media students as it equips them with the specialized knowledge and skills needed to report on complex financial matters accurately. This course covers topics such as economic principles, financial markets, investment strategies, and corporate finance, enabling students to interpret and convey intricate financial information clearly. Understanding financial regulations, data analysis, and ethical reporting practices ensures that students can produce reliable and insightful financial news. This expertise is essential for careers in business journalism, where precise and informed reporting can influence public understanding and decision-making in the economic sector, thereby enhancing students' career prospects in a competitive field.

- Economic Principles
- Financial Markets
- Investment Strategies
- Data Analysis
- Financial Regulations
- Digital Tools for Financial Journalism
- Writing for Financial Media



## Public Relation Training

A Public Relations (PR) training course is essential for media students as it equips them with the skills to manage and shape public perception effectively. This course covers key areas such as strategic communication, media relations, crisis management, and brand building. Students learn to craft compelling messages, handle media inquiries, and maintain a positive public image for organizations or individuals. Understanding PR techniques enhances their ability to create effective campaigns, manage reputational risks, and navigate the digital media landscape. This training broadens career opportunities, making them versatile professionals capable of excelling in various roles within the media and communication industries.

- Strategic Communication
- Media Relations
- Crisis Communication
- Brand Management
- Digital PR
- Writing and Content Creation



## Event Management Course

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An Event Management course is essential for media students as it equips them with the skills to plan, organize, and execute successful events, a crucial aspect of the media and entertainment industry. This course covers key areas such as event planning, budgeting, marketing, logistics, and post-event evaluation. Students learn to manage diverse events, from press conferences and product launches to large-scale festivals and corporate functions. Mastery in event management enhances their ability to create memorable experiences, engage audiences, and manage resources effectively. This training prepares students for versatile roles in public relations, corporate communications, and media production, significantly boosting their career prospects.

- Event Planning and Strategy
- Marketing and Promotion
- Logistics and Operations
- Event Design and Décor
- Catering and Hospitality
- Entertainment and Programming

## WORKSHOPS



### **LinkedIn Profile Building**

---

The workshop enables students to learn how to complete each section of an existing LinkedIn profile, choose, edit, and resize a photograph to meet LinkedIn ideal requirements, and create a testimonial request template to send to LinkedIn contacts. By the end of this workshop students will be able to create a LinkedIn profile optimized for searches and content.



### **Turnitin Similarity Check**

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The workshop will help students in learning a robust, comprehensive plagiarism checker software which fits seamlessly into existing workflows. It will empower students to do their best, original work, ensure integrity from their work and address even the most sophisticated potential misconduct thereby developing original thinking skills with high-quality, actionable feedback that fits easily into their current project work and dissertation.





## Digital Journalism Workshop

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A Digital Journalism workshop is essential for media students, as it equips them with modern skills necessary for today's rapidly evolving media landscape. This workshop covers crucial topics such as multimedia storytelling, social media reporting, data journalism, and digital ethics. Students learn to use cutting-edge tools and platforms to gather, analyze, and disseminate news effectively. Understanding SEO, audience engagement, and digital content creation ensures they can produce compelling and impactful stories online. This training prepares students for diverse roles in digital media, enhancing their adaptability and competitiveness in the job market, and enabling them to meet the demands of contemporary journalism.



## Cinema Review

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A Cinema Review workshop is invaluable for media students as it hones their critical analysis and writing skills, essential for film journalism. This workshop covers film theory, critique techniques, and review writing, enabling students to articulate insightful perspectives on various cinematic elements like direction, acting, cinematography, and screenplay. By analyzing diverse genres and styles, students learn to appreciate cultural nuances and artistic expressions. Additionally, the workshop enhances their ability to engage audiences through compelling reviews, fostering a deeper understanding of the film industry. This specialized training prepares students for careers in film criticism, entertainment journalism, and related fields, broadening their professional opportunities.



## Hindi Typing Workshop

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A Hindi Typing workshop is crucial for media students to enhance their proficiency in producing content for a significant Hindi-speaking audience. This workshop covers essential skills such as touch typing in Hindi, using Hindi typing software, and understanding Unicode. Mastery in Hindi typing allows students to efficiently create, edit, and publish digital and print content in Hindi. This capability is vital for roles in journalism, digital media, and content creation where bilingual proficiency is an asset. By improving their typing speed and accuracy, students can meet the demands of fast-paced media environments, thereby broadening their career opportunities in the Indian media industry.

I am immensely grateful for the opportunity to be a part of the 5-day VAC on Data Analysis. This program was an enriching experience that provided deep insights into data analytics, equipping us with valuable skills in Power BI & Tableau.

**Yukti Grover**  
BBA-Batch (2023-26)

The five-day value-added course on Data Analytics in association with IIM Lucknow was a great learning experience. It helped me understand important concepts, tools, and techniques in a simple and practical way.

**Satakshi Sharma**  
BBA-Batch (2023-26)

I'm excited to share my experience from the incredible VAC session Professional Image Management led by Ms. Surya Singh - a Certified Image Consultant and Soft Skills Trainer.

**Soumi Chatterjee**  
BBA-Batch (2024-28)

I'm Aditi Rattan, a BAJMC student at DME. Attending the Digital Marketing VAC course organized by IIM Bangalore was truly a game-changer in my academic journey.

**Aditi Rattan**  
BAJMC-Batch (2024-28)

The Digital Marketing VAC with IIM Banagalore, we focused on practical concepts on digital marketing. It efficiently covered core concepts, enabling rapid increase in knowledge in handling large data, drawing meaningful conclusion.

**Abhimanyu Singh**  
BBA-Batch (2023-26)

Completing the Six Sigma Yellow and Green Belt courses with Henry Harvin was a valuable experience. The certification has added great value to my resume and career prospects.

**Poorvi Rawat**  
BBA-Batch (2023-26)

The Design Thinking and Startup Planning course by IIM Indore was a game-changer for me. It helped me structure my ideas and turn them into actionable business plans.

**Arnav Sharma**  
BBA-Batch (2024-28)

The VAC session was a very helpful and enjoyable experience for me. It taught me many important things that we don't always learn in regular classes. We learned how to talk clearly, listen better, and work in a team.

**Vranda Paliwal**  
BAJMC-Batch (2024-28)

## STUDENTS TESTIMONY

I was honored to be selected from VAC Entrepreneurship Development to represent DME at the prestigious B-Plan Championship in IIM Bangalore, where I gained national-level exposure and invaluable learning.

**Shreya Jain**  
BBA-LLB 2nd Year

I recently participated in a 10-day VAC program on Consumer Protection Laws conducted at my college. The sessions were highly insightful, offering a deep understanding of consumer rights, legal remedies, and the working of consumer forums.

**Upasana Tyagi**  
BBA-LLB 2nd Year

The practical training on data visualisation tool - Tableau has helped me in exploring, managing and analysing data for decision making.

**Diya Thapliyal**  
BBA-Batch (2022-25)

I have gained additional knowledge and skills that are relevant for my future career aspirations. I will always be grateful to the college.

**Muskan Sharma**  
BBA-Batch (2021-24)

My communication skills, problem-solving, team-building, leadership, and analytical skills are enriched by attending soft skills and professional development course organized by DME in association with Rubicon.

**Piyush Sharma**  
BBA-Batch (2022-25)

The practical learning I gained from LinkedIn workshop will help me in shaping my career to a newer heights and developing my networking skills.

**Hardik Sharma**  
BBA-Batch (2022-25)

The value-added courses has enabled me in enhancing practical skills and problem solving by providing the requisite understanding towards application of these skills in the real corporate world.

**Vedansh Chaturvedi**  
BBA-Batch (2022-25)

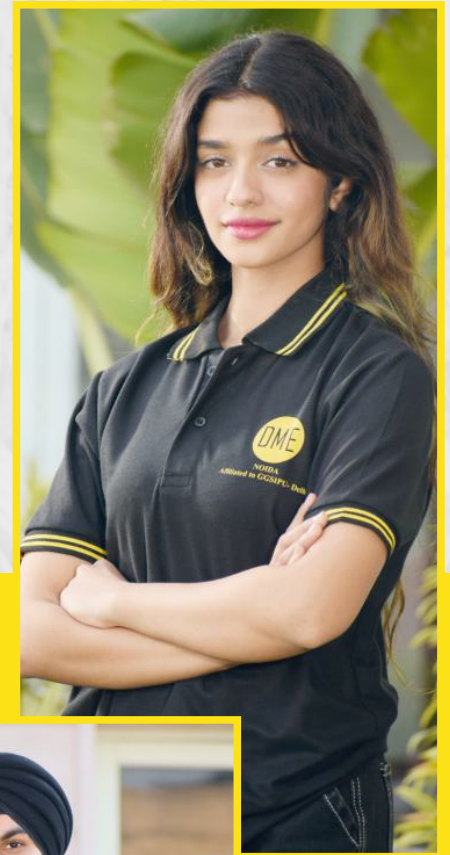
The value-added program on soft skills and professional development provided insights on best industry practices making me industry ready.

**Tabiya Ekram**  
BBA-Batch (2022-25)

## STUDENTS TESTIMONY



# DME KIT



**DRESS  
FOR THE  
JOB  
AND THE  
LIFE  
YOU WANT**





## *Value Added Courses*

DME reserves the right to modify any of the Courses & Workshops in order to keep up with latest industry practices.

For More Information kindly contact us at:

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