



PTVA'S Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai –400 057.
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ISO 9001:2015 Certified Institute & Accredited by NAAC

Swayam Annual Refresher Programme in Teaching (ARPIT) - "Online Refresher Course in Management"

Introduction

The Swayam Annual Refresher Programme in Teaching (ARPIT) on "Online Refresher Course in Management," organized by Banasthali Vidyapith, aimed to provide faculty members with updated knowledge and teaching methodologies in the field of management. The workshop was held on February 16, 2020

Course Overview

Session 1: Contemporary Management Practices and Strategic Management

- **Modern Management Theories:** Examination of current management theories and their applications in the business world.
- **Case Studies:** Analysis of contemporary case studies to understand the practical implications of management practices.
- **Strategy Formulation and Implementation:** Techniques for developing and executing business strategies.
- **Competitive Analysis:** Tools for analyzing the competitive environment and positioning the organization effectively.

Session 2: Financial, Marketing, and Human Resource Management

- **Financial Planning and Analysis:** Principles of financial management, including budgeting, forecasting, and financial statement analysis.
- **Investment Decisions:** Evaluation of investment opportunities and risk management.
- **Digital Marketing Strategies:** Insights into modern marketing strategies with a focus on digital platforms.
- **Consumer Behavior:** Understanding consumer behavior and its impact on marketing strategies.
- **Talent Acquisition and Retention:** Strategies for effective recruitment and retention of talent.
- **Performance Management:** Methods for assessing and improving employee performance.



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Activities

Interactive Webinars

- Live sessions with industry experts to discuss the latest trends and challenges in management.

Assignments and Projects

- Weekly assignments to apply learning in real-world scenarios.
- Final project to demonstrate the integration of management concepts.

Key Takeaways

1. **Updated Management Knowledge:** Gained insights into contemporary management theories and practices.
2. **Strategic Thinking:** Enhanced ability to formulate and implement effective business strategies.
3. **Financial Acumen:** Improved understanding of financial management principles and investment decision-making.
4. **Marketing Expertise:** Acquired skills in digital marketing and consumer behavior analysis.
5. **HR Management:** Learned effective talent acquisition, retention, and performance management strategies.

Conclusion

The ARPIT course significantly enhanced Mr. Jigar Patel's knowledge and skills in management, equipping him with modern methodologies and practices to improve his teaching and professional activities in the field of management.



Jigar Patel

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