

**CENTRE FOR SKILL DEVELOPMENT & ENTREPRENEURSHIP  
AND  
UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES  
PANJAB UNIVERSITY  
CHANDIGARH**



**CSDE Skill Enhancement Course  
Professional Productivity Primer**

**ABOUT**

Modern workplaces are different. They communicate differently. They are demanding. They are tech-driven. They are fast-paced and dynamic. Thus, they need different competencies. This Course is designed to instill all these attributes in university graduates and make them equipped, efficient, and effective to work in modern-day workplaces. Graduates must be trained in modern tools and technologies across business functions. Learning these tools will enable them to work efficiently, collaborate in teams and achieve more in less time. Professional Productivity Primer endeavours to be a guide and a catalyst in the upskilling journey for aspiring students to transform them into high-performing future-ready professionals. Most of the training is hands-on with many DIY (Do it Yourself) exercises. Students must take away tangible skills which can be immediately applied in their education and work life. Do join us to get introduced to the world of modern-day tools and technologies!

**LEARNING OUTCOMES**

After the successful completion of the Course, you will be able to:

- *Develop* familiarity with tools and technologies deployed at modern-day workplaces
- *Gain* hands-on experience in using the technologies to do work efficiently
- *Understand* where to use which technology to optimise, automate or delegate work
- *Equip* with the skills required for employment in high-growth corporate roles

**ELIGIBILITY AND SEATS**

Open to **MBA (Sectoral) Programme Semester III students of the University Institute of Applied Management Sciences**. It is **mandatory for all participants to bring their own laptops to ensure an optimal learning experience**. The Course has a maximum capacity of **35** participants.

**TARGET AUDIENCE**

This Course is designed for students who aspire to:

- stay organised and focussed
- use technology to learn and work efficiently
- work in high-growth corporate roles
- explore, iterate, and deploy new methods to solve problems

**VENUE AND DURATION**

**Venue:** Conference Hall 103, University Institute of Applied Management Sciences, Panjab University, Sector-25, Chandigarh- 160014 ([Directions](#))

**Duration:** August 21-25, 2023

## SCHEDULE

This intensive Course is of 30 hours. The sessions will be held from Monday to Friday, as per the following schedule:

Lecture and Practice	5 days × 4 sessions/day
Evaluation	Learning by Doing (LbD) activities/Quiz

## ASSESSMENT AND CERTIFICATION

Assessment will be out of **50 marks** based on performance in various modules. **Attendance** and **evaluation tasks** are an integral part of the Course. Only upon successful completion of this Course, will participants receive a certificate.

## MODULES

Module	Contents	Duration (hours)	Marks
1	Digital Technologies Landscape	3.5	5
2	ChatGPT Generated Content	3.5	5
3	Google Workspace Proficiency	5.0	10
4	Data Analysis using Google Sheets	5.0	10
5	Business Automation using HubSpot	5.0	10
6	Email Marketing using MailChimp	5.0	10

In addition, 30 minutes will be devoted to 'daily reflections' from Tuesday through Friday.

## RESOURCE PERSONS

1. 'Brighter Beings' Pawan Kumar
2. 'Brighter Beings' Kunal Goel

## ORGANISERS

Prof. Monika Aggarwal  
Director  
University Institute of Applied Management Sciences

Prof. Suveera Gill  
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## CONTACT

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