

VALUE ADDED COURSE

Session - 2024-2025



**CERTIFICATE COURSE IN
PROFESSIONAL NETWORKING SKILLS**

About the course

Professional Networking Skills is a course designed for students to develop essential networking abilities crucial for career success. It covers strategies for building and maintaining professional relationships, effective communication, and leveraging online platforms like LinkedIn. Students will learn how to make lasting connections, navigate networking events, and create opportunities for internships, jobs, and collaborations. The course equips students with the confidence and skills to expand their professional network effectively.

Learning Outcome

After completion of the course, students will be able to:

- Understand the importance and benefits of professional networking.
- Develop effective communication and interpersonal skills.
- Build and maintain a professional network.
- Utilize networking skills for career advancement and business opportunities.

Note

- Interested students can report in the office of HoD MBA up to the closing hrs of 24/8/2024, by 5:00 pm.
- The course classes will be scheduled w.e.f 27/08/2024.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce and written/practical examination.

Timing : 03.00 PM - 05.00 PM (Friday)

Duration : 30 hours

**Resource Person :
Ms. Ramika Verma**

**Entry Date :
16-08-2024 - 24-08-2024**

Module

- Foundations of Professional Networking (7 Hours)
- Effective Communication and Interpersonal Skills (7 Hours)
- Building and Maintaining Your Network (7 Hours)
- Networking for Career Advancement and Business Opportunities (9 Hours)

**For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator : Dr. Pragati (9599542262)**



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail: directortias@tecnia.in, Website: www.tiaspg-tecnia.in



Department of Management Sciences (Session: 2024-25)

Ref: TIAS/2024-25/MBA/ACAD/VAC/01

Dated: 14/08/2024

NOTICE

Subject: Value Added Course: Certificate Course in Professional Networking Skills

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2024-25/51, Agenda No. 11 dated on 10-07-2024) of Department of Management Sciences for all the programs on the subject mentioned above, to enrich the curriculum of all the programs it was recommended to commence Value Added Course titled Certificate Course in Professional Networking Skills scheduled to commence w.e.f 27/08/2024 for all students of TIAS.

The detailed schedule of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Professional Networking Skills	Ms. Ramika	TIAS Students	Friday 3.00pm -5.00pm	Room no.- 2404

Note:

1. Interested students can report in the office of HoD MBA till 24/8/2024, by 5:00 pm.
2. The course classes will be scheduled w.e.f 27/08/2024.
3. 75% attendance is mandatory.
4. Assessment will be held on the basis of viva voce and quiz.

Annexures -

- 1: Brochure
- 2: Course Contents


Dr. Pragati

VAC Coordinator

CC to:
Dean Academics
IQAC
ITC Head for updation of the website



Dr. Pooja Sharma
HoD, MBA

HoD
MBA-TIAS

Syllabi of VAC

Certificate Course in

Professional Networking Skills

For Academic Session: 2024-25

Offered by

Department of Management Sciences



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DEPARTMENT OF MANAGEMENT SCIENCES
MASTER OF BUSINESS ADMINISTRATION (MBA)

Certificate Course in **Professional Networking Skills**

Objectives: This course explores with essential networking skills to build and sustain professional relationships that can support their career development.

Learning Outcomes:

- Understand the importance and benefits of professional networking.
- Develop effective communication and interpersonal skills.
- Build and maintain a professional network.
- Utilize networking skills for career advancement and business opportunities.

Course Contents:

Unit 1: Foundations of Professional Networking

(7 Hours)

Definition and significance of professional networking; Types of networks: personal, operational, and strategic; Common misconceptions about networking. Understanding the real benefits and potential pitfalls; Developing a proactive approach to networking. Overcoming barriers to networking (e.g., introversion, fear of rejection).

Unit 2: Effective Communication and Interpersonal Skills

(7 Hours)

Effective speaking and active listening skills, Body language and its impact on networking; Techniques for establishing trust and rapport. The art of small talk and conversation starters; Crafting and communicating your personal brand. Utilizing social media for professional networking.

Unit 3: Building and Maintaining Your Network

(7 Hours)

Strategies for identifying valuable contacts, Approaching new contacts in various settings (conferences, events, online); Maintaining and strengthening professional relationships, Following up and staying in touch: techniques and best practices; Utilizing alumni networks and professional associations, Engaging with mentors and industry leaders.

Unit 4: Networking for Career Advancement and Business Opportunities

(9 Hours)

Networking for job opportunities and career growth, Utilizing LinkedIn and other professional platforms effectively; Maximizing networking opportunities at conferences, seminars, and workshops, Organizing and hosting networking events; Building a network to support entrepreneurship and business development, Collaborating and partnering with other professionals and organizations.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Ferrazzi, K., & Raz, T. (2005). *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time.*
- Misner, L., & Alexander, D. (2010). *Networking Like a Pro: Turning Contacts into Connections.*
- Carnegie, D. (1936). *How to Win Friends and Influence People.*
- Gelb, M. J., & Caldicott, J. (2007). *Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected.*
- Reid, H. L. (2012). *The Introvert's Guide to Success in Business and Leadership.*
- Ivanka, M. (2014). *The Fine Art of Small Talk: How to Start a Conversation, Keep It Going, Build Networking Skills -- and Leave a Positive Impression!*
- LinkedIn Learning Courses on Networking and Career Development.
- Roane, S. (2007). *Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected.*

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce



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Department of Management Sciences

(Academic Session 2024-25)

List of Students Enrolled

Dated: 24/08/2024

Course: Certificate Course in Professional Networking Skills

S. No.	Enrollment No.	Name	Course
1.	00117003924	Saksham Sikka	MBA
2.	00217003924	Sarika Jaiswal	MBA
3.	00317003924	Rachit Gupta	MBA
4.	00417003924	Naqeeb Alam	MBA
5.	00517003924	Dev Pratap Singh	MBA
6.	00617003924	Ritika Yadav	MBA
7.	00717003924	Adeeba Karim	MBA
8.	00817003924	Shivani Dhillon	MBA
9.	00917003924	Simran Rana	MBA
10.	01017003924	Hirdikaa Gupta	MBA
11.	00317001724	Aditya Sharma	BBA
12.	01117003924	Shruti Sharma	MBA
13.	01217003924	Abhay	MBA
14.	35117003924	Jitendra Kumar Prabhas	MBA
15.	35121303924	Palak Soni	MBA
16.	35217003924	Ridhi Sehdev	MBA
17.	00217002024	Riya Sharma	BBA
18.	35221303924	Ayush Chauhan	MBA
19.	35317003924	Shreya Sharma	MBA
20.	35417003924	Tavish Bhandari	MBA
21.	50117003924	Yuvraj Luthra	MBA
22.	02817001724	Harsh Mudgal	BBA
23.	01617002024	Tamanna Chakarvarti	BAJMC
24.	00417002424	Rupakshi Sethi	BAJMC


Dr. Pragati

VAC Co-ordinator


Dr. Pooja Sharma

Head of the Department

HoD
Dept. of Management Sciences
Tecnica Institute of Advanced Studies
Rohini, Delhi-110085



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Department of Management Sciences (Academic Session 2024-25)

Course: Certificate Course in Professional Networking Skills

S. No.	Enrollment No.	Date																														Signature
		Lecture Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1.	00117003924	Saksham Sikka	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Saksha
2.	00217003924	Sarika Jaiswal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sarika
3.	00317003924	Rachit Gupta	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Rachit
4.	00417003924	Naqeeb Alam	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Naqeeb
5.	00517003924	Dev Pratap Singh	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Dev
6.	00617003924	Ritika Yadav	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Ritika
7.	00717003924	Adeeba Karim	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Adeeba
8.	00817003924	Shivani Dhillon	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Shivani
9.	00917003924	Simran Rana	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Simran
10.	01017003924	Hirdikaa Gupta	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Hirdika
11.	00317001724	Aditya Sharma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Aditya
12.	01117003924	Shruti Sharma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Shruti
13.	01217003924	Abhay	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Abhay
14.	35117003924	Jitendra Kumar Prabhas	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Jitendra
15.	35121303924	Palak Soni	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Palak
16.	35217003924	Ridhi Sehdev	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Ridhi



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17.	00217002024	Riya Sharma	P P P A A P P P P P A A P P P P A P P P R M A P P A P P A P P	Riya
18.	35221303924	Ayush Chauhan	A A A P P P P P A P P A P P A P P A P P P P P P P P P P P P	Ayush
19.	35317003924	Shreya Sharma	P P P P P P P P P P P A P P P A A P P P P P P P A P P A P	Shreya
20.	35417003924	Tavish Bhandari	A P P A P P P P A A P P P P P A A P P P A P P P P P A P P P	Tavish
21.	50117003924	Yuvraj Luthra	P P P P A P P A P P P P P A P A A P P P P A P P A P A P A P	Yuvraj
22.	02817001724	Harsh Mudgal	A P P P P P P P P A A P A P A A P P P P A P P A P P A P	Harsh
23.	01617002024	Tamanna Chakarvarti	A A P A P A P P P P P A P P P P A P P P P A P P P P A P	Tamanna
24.	00417002424	Rupakshi Sethi	A A P P P A A P A P P A P P P A P P P A P P P A P P A P P A P	Rupakshi

Pragati
Dr. Pragati

VAC Co-ordinator


Ms. Ramika Verma
Resource Person

Tecnia Institute of Advanced Studies

Department of Management Sciences

(Session: 2024-25)

Value Added Course

(Certification Course in Professional Networking Skill)

Quiz Test

36
40
Pawika

Maximum Marks: 40

Time: 40 Mins.

Name: ... Sonika Jaiswal

Enroll. Number: 00217003924

Signature of Candidate: ... Sonika Jaiswal

Signature of Invigilator: [Signature]

Important Instructions:

- Write the Name, Enrollment number and Signature of candidate at the top of the answer form with large and clear letters/digits.
- Answer the questions by marking fields on the answer sheet. The answer sheet contains 20 questions. Each question consists of two marks only.
- All questions and the corresponding answer fields are numbered.
- Use a black or blue ballpoint pen.
- There is no negative marking.

1. What is professional networking?
a) Making friends for social purposes ☒ b) Building relationships for career and business opportunities
c) Only attending business events ☐ d) Selling products to colleagues ☐
2. What is the key benefit of professional networking?
a) Getting free event invitations ☐ b) Building connections that can help in career growth ☒
c) Becoming famous overnight ☐ d) Avoiding competition ☐
3. Which platform is widely used for professional networking?
a) Facebook ☐ b) LinkedIn ☒ c) TikTok ☐ d) Snapchat ☐
4. What is an important quality of a good networker?
a) Strong communication skills ☒ b) Ignoring new people ☐
c) Talking only about themselves ☐ d) Avoiding follow-ups ☐
5. What should you do after meeting a new professional contact?
a) Ignore them ☐ b) Follow up with a message or email ☒
c) Wait for them to reach out ☐ d) Delete their contact ☐
6. Which of these is a good professional networking strategy?
a) Listening actively ☒ b) Only talking about your achievements ☐
c) Interrupting people in conversations ☐ d) Avoiding networking events ☐

7. Which type of event is best for professional networking?
☒ a) Industry conferences and seminars b) Birthday parties
c) Movie premieres d) Family gatherings
8. Why is networking important for career growth?
☒ a) It helps find job opportunities and mentorship b) It wastes time
c) It is only for business owners d) It reduces career options
9. What is the best way to introduce yourself at a networking event?
a) With a brief and engaging elevator pitch ☒ b) By listing all your job experiences immediately
c) By avoiding eye contact d) By remaining silent
10. Which of the following is NOT a good networking practice?
a) Being polite and professional b) Spamming people with messages
☒ c) Following up with contacts d) Offering to help others in your network
11. What is an elevator pitch?
a) A short introduction about yourself and your skills b) A sales presentation
c) A formal business proposal ☒ d) A motivational speech
12. What is the purpose of a networking event?
☒ a) To meet new people and build professional relationships b) To have free food and drinks
☒ c) To avoid work responsibilities d) To gossip about competitors
13. Which of these is a good follow-up strategy after networking?
☒ a) Sending a thank-you message b) Ignoring the person
c) Immediately asking for a job d) Sending unrelated memes
14. What is a key skill for effective networking?
☒ a) Active listening b) Dominating conversations
c) Talking without a break d) Avoiding eye contact
15. Which of these is a networking opportunity?
a) Industry conferences b) Alumni meetups
c) Online webinars ☒ d) All of the above
16. What is a professional headshot important for?
☒ a) Creating a credible online presence b) Entertainment purposes
☒ c) Hiding your real identity d) Just for celebrities
17. What is the golden rule of networking?
☒ a) Give before you ask b) Take without giving
c) Always talk about yourself d) Never follow up

18. What should you do if a networking conversation is not relevant to you?
- a) Politely exit the conversation
 - ☒ c) Ignore the speaker
 - b) Interrupt and change the topic
 - d) Walk away without saying anything
19. When should you update your LinkedIn profile?
- a) Only when looking for a job
 - b) Never, once it is created
 - ☒ b) Regularly, to reflect career growth
 - d) Only when required by HR
20. When should you update your LinkedIn profile?
- a) Only when looking for a job
 - c) Never, once it is created
 - ☒ b) Regularly, to reflect career growth
 - d) Only when required by HR



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Department of Management Sciences

**Report
 On
 Value Added Course
 (2024-25)**

Certificate Course in Professional Networking Skills

ACTIVITY: Value Added Course

TITLE : Certificate Course in Professional Networking Skills

VALUES: Introduction to Professional Networking Skills, Effective communication and Interpersonal skills, Building network, Career advancement and Business opportunities

LEARNING OUTCOMES: Understand the importance and benefits of professional networking, Develop effective communication and interpersonal skills, Build and maintain a professional network, Utilize networking skills for career advancement and business opportunities.

Organized by: Department of Management Sciences

Program Theme: Certificate Course in Professional Networking Skills

Internal Experts: Ms. Ramika

Date: 30.08.24 to 14.11.24

Time: Friday – 3:00PM-5:00PM

Venue: Room No. 2404

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory) N.A.

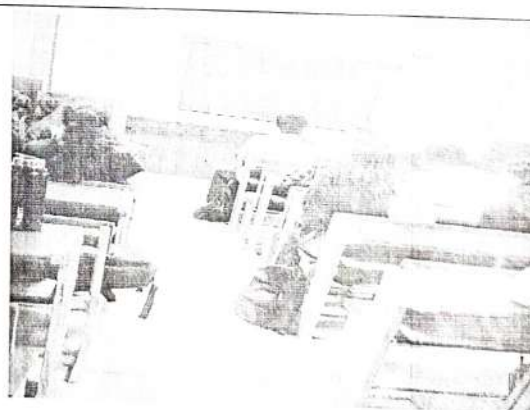
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) 24

No. of Faculty* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) 1

No. of External Participants (students + faculty) [write NA if not applicable] N.A.

Photograph*

Photograph



Report	A Value Added Course on Professional Networking Skills was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was to understand the fundamental concepts of professional networking skills. It was organized for TIAS students to provide them the understanding the essential networking skills to build and sustain professional relationships that can support career development. This Value Added course offered an understanding of importance and benefits of professional networking; learn about building and maintaining a professional network. This course has helped the students to develop effective communication and interpersonal skills. This course has helped the students to utilize networking skills for career advancement and business opportunities and building professional networks.
Resource Person Profile	Ms. Ramika Assistant Professor in Department of Management Sciences, she has 5 years of teaching experience, her expertise is in Finance and Marketing.
Attendance Sheet	Attached
Feedback	Sample feedback attached
Report Submitted by Convener (write faculty coordinator name)	Dr. Pragati
For Office Use	
Signature of VAC Coordinator	Signature of Head of Department (with seal)

HoD -
Dept. of Management Sciences
Tecnia Institute of Advanced Studies
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**Department of Management Sciences
(Session: 2024-25)**

Dated: 14/11/24

Value Added Course: Certificate Course in Professional Networking Skills

Status as on date: 14/11/24

This is to certify that the course module for Value Added Course on Professional Networking Skills scheduled from 30.08.24 to 14.11.24 comprising of 30 Hours deliverance has been completed by the resource person Ms. Ramika, Faculties in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Foundation of Professional Networking (7 hours)	Understand the importance and benefits of professional networking
2	Effective Communication and Interpersonal Skills (7 hours)	Develop effective communication and interpersonal skills
3	Building and maintaining your network (7 hours)	Build and maintain a professional network
4	Networking for Career Advancement and Business Opportunities (9 hours)	Utilize networking skills for career advancement and business opportunities

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.


Signature of Faculty

Name of Faculty: **M.S. Ramika**

Dated: **14/11/2024**

Submitted to HoD- **Dr. Pooja Sharma**

HoD -

**Dept. of Management Sciences
Tecnia Institute of Advanced Studies
Rohini, Delhi-110085**



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EGAC
Accredited 31001-201

51001:201

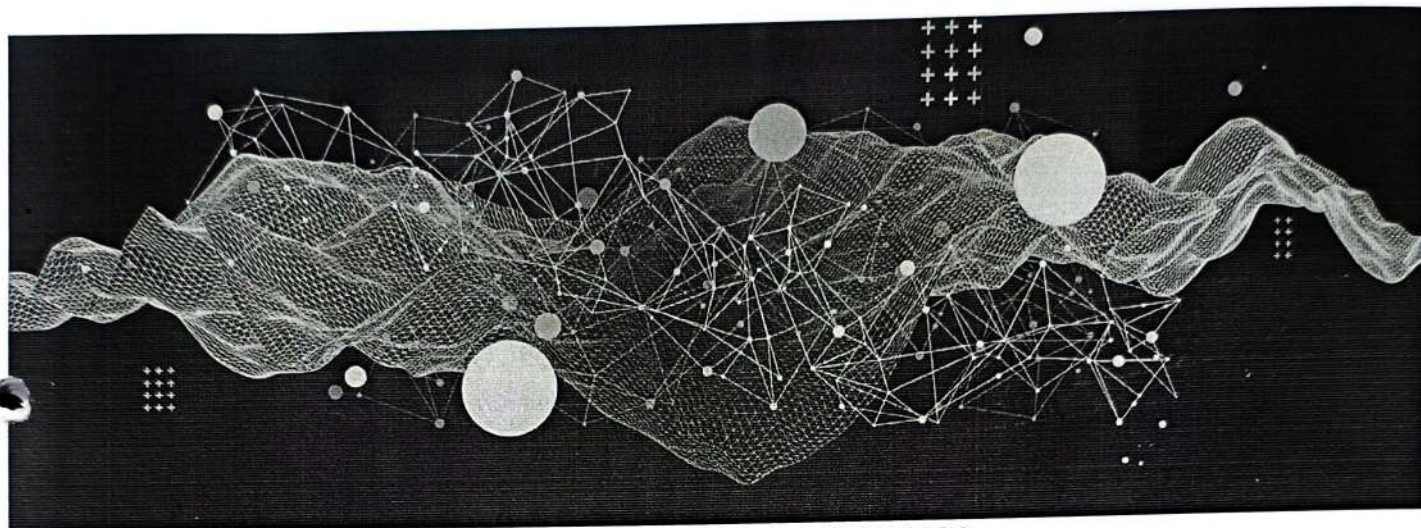
We would like to declare, that the course module for **Value Added Course on Professional Networking Skills** scheduled 30.08.24 to 14.11.24 comprising of 30 Hours deliverance has been completed by the resource person Ms. Ramika, Faculties in Department of Management Sciences to our satisfaction and is able to help in developing our domain knowledge and capacity building.

[illegible]



VALUE ADDED COURSE

Academic Session : 2024-25



CERTIFICATE COURSE IN BIBLIOMETRIC AND CITATION ANALYSIS

About the Course

Professional Networking Skills is a course designed for students to develop essential networking abilities crucial for career success. It covers strategies for building and maintaining professional relationships, effective communication, and leveraging online platforms like LinkedIn. Students will learn how to make lasting connections, navigate networking events, and create opportunities for internships, jobs, and collaborations. The course equips students with the confidence and skills to expand their professional network effectively.

Learning Outcome

After completion of the course, students will be able to:

- Understand the fundamental concepts and techniques of Bibliometrics and citation analysis.
- Apply Bibliometric methods to assess research impact and scholarly performance.
- Utilize citation analysis for strategic decision-making in business and academia.
- Critically evaluate the strengths and limitations of Bibliometric indicators.

Note

1. Interested students can report in the office of HoD MBA up to the closing hrs of 24/8/2024, by 5:00 pm.
2. The course classes will be scheduled w.e.f 27/08/2024.
3. 75% attendance is mandatory to get the certificates.
4. Assessment will be held on the basis of viva voce and written/practical examination.

Timing : 03:00 PM - 05:00 PM
(Friday)

Duration: 30 hours

Resource Person: Dr. Pooja Sharma

Entry Date:
16-08-2024 to 24-08-2024

Module

•Foundations of Professional Networking	(7 Hours)
•Advanced Bibliometric Techniques	(7 Hours)
•Citation Analysis and Research Impact	(7 Hours)
•Bibliometrics in Business and Strategic Decision-Making	(9Hours)

For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator: Dr. Pragati (9599542262)



Department of Management Sciences
(Session: 2024-25)

Ref: TIAS/2024-25/MBA/ACAD/VAC/02

Dated: 14/08/2024

NOTICE

Subject: Value Added Course: Certificate Course in Bibliometric and Citation Analysis

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2024-25/51, Agenda No. 11 dated on 10-07-2024) of Department of Management Sciences for all the programs on the subject mentioned above, to enrich the curriculum of all the programs it was recommended to commence Value Added Course titled Certificate Course in Bibliometric and Citation Analysis scheduled to commence w.e.f 27/08/2024 for all students of TIAS.

The detailed schedule of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Bibliometric and Citation Analysis	Dr. Pooja Sharma	TIAS Students	Friday 3.00pm -5.00pm	Room no.- 1408

Note:

1. Interested students can report in the office of HoD MBA till 24/8/2024, by 5:00 pm.
2. The course classes will be scheduled w.e.f 27/08/2024.
3. 75% attendance is mandatory.
4. Assessment will be held on the basis of viva voce and quiz.

Annexures -

- 1: Brochure
- 2: Course Contents

Pragati

Dr. Pragati

VAC Coordinator

Pooja Sharma

Dr. Pooja Sharma

HoD, MBA

HoD
MBA-TIAS

CC to:

Dean Academics

IQAC

ITC Head for updation of the website

Syllabi of VAC

Certificate Course in

Bibliometrics and Citation Analysis

For Academic Session: 2024-25

Offered by

Department of Management Sciences



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg-tecnia.in



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Accredited 21001:2018 51001:2018

DEPARTMENT OF MANAGEMENT SCIENCES
MASTER OF BUSINESS ADMINISTRATION (MBA)

Certificate Course in **Bibliometrics and Citation Analysis**

Objectives: This course provides an in-depth understanding of Bibliometrics and citation analysis, focusing on their applications in academic research, business intelligence, and strategic decision-making.

Learning Outcomes:

- Understand the fundamental concepts and techniques of Bibliometrics and citation analysis.
- Apply Bibliometric methods to assess research impact and scholarly performance.
- Utilize citation analysis for strategic decision-making in business and academia.
- Critically evaluate the strengths and limitations of Bibliometric indicators.

Course Contents:

Unit 1: Foundations of Professional Networking

(7 Hours)

Definition and historical development of Bibliometrics. Key concepts and terminology in Bibliometrics: Major Bibliometric databases (e.g., Web of Science, Scopus, Google Scholar), Introduction to Bibliometric software and tools (e.g., VOSviewer, BibExcel); Citation counts, h-index, impact factor, Advantages and limitations of basic indicators.

Unit 2: Advanced Bibliometric Techniques

(7 Hours)

Analysis of co-authorship patterns, Mapping and visualizing collaboration networks, Understanding co-citation and its significance, Techniques for bibliographic coupling and its applications, Identifying research trends through keyword analysis, Thematic mapping and clustering of research topics.

Unit 3: Citation Analysis and Research Impact

(7 Hours)

Methods for conducting citation analysis, Evaluating the impact of individual researchers, journals, and institutions. Measuring academic and societal impact of research, Altmetrics: Alternative metrics for research evaluation. Case studies of citation analysis in various fields, Practical applications in academic and business contexts.

Unit 4: Bibliometrics in Business and Strategic Decision-Making

(9 Hours)

Competitive intelligence and market analysis using Bibliometrics, Identifying emerging technologies and innovation trends, Using Bibliometric data for strategic planning and policy-making, Assessing research and development (R&D) performance, Ethical issues in Bibliometric analysis, Best practices and common pitfalls in conducting Bibliometric research.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Glänzel, W. (2003). *Bibliometrics as a Research Field: A Course on Theory and Application of Bibliometric Indicators*.
- De Bellis, N. (2009). *Bibliometrics and Citation Analysis: From the Science Citation Index to Cybermetrics*.
- Börner, K., & Polley, D. E. (2014). *Visual Insights: A Practical Guide to Making Sense of Data*.
- Leydesdorff, L. (2010). *The Science of Science: Methods and Metrics*.
- Wouters, P., & Costas, R. (2012). *Users, Narcissism and Control – Tracking the Impact of Scholarly Publications in the 21st Century*.
- Moed, H. F. (2005). *Citation Analysis in Research Evaluation*.
- Archambault, É., & Gagné, É. V. (2004). *The Use of Bibliometrics in the Social Sciences and Humanities*.
- Garfield, E. (2006). *The History and Meaning of the Journal Impact Factor*.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce



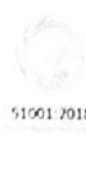
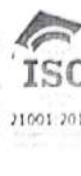
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Department of Management Sciences

(Academic Session 2024-25)

List of Students Enrolled

Dated: 24/08/2024

Course: Certificate Course in Bibliometric and Citation Analysis

S. No.	Enrollment No.	Name	Course
1.	00117003923	Kanishka Goel	MBA
2.	00217003923	Ritika Choudhary	MBA
3.	00317003923	Aditi Kukreja	MBA
4.	03021302023	Ashif Khan	BCA
5.	36221302423	Dhruv Yadav	BAJMC
6.	00417003923	Manan Arora	MBA
7.	00517003923	Shristhi Lakra	MBA
8.	35117003923	Khyati Rajput	MBA
9.	35217003923	Umang Arora	MBA
10.	35317003923	Muskan	MBA
11.	35417003923	Shivek Chauhan	MBA
12.	70121302423	Kushagra Garg	BAJMC
13.	72921301723	Urvashi Khattar	BBA
14.	73021301723	Mahir	BBA
15.	04721302023	Paras	BCA
16.	00121303923	Sachin Chauhan	MBA
17.	35121303923	Nikita Rana	MBA
18.	35221303923	Priyanka Chauhan	MBA
19.	35321303923	Lakshit Singla	MBA
20.	35421303923	Harshita Bisht	MBA
21.	35221301723	Manvi Kaushik	BBA
22.	35921302423	Tushar Verma	BAJMC
23.	35421301723	Vansh Gupta	BBA

Pragati
Dr. Pragati

VAC Co-ordinator

Pragati

Dr. Pooja Sharma

Head of the Department



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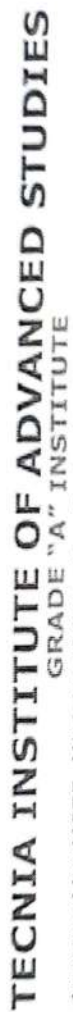


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Department of Management Sciences (Academic Session 2024-25)

Course: Certificate Course in Bibliometric and Citation Analysis

S. No.	Enrollment No.	Date:	Lecture	Name	Signature
1.	00117003923	30/8	1	Kanishka Goel	P.A. Singh
2.	00217003923	31/8	2	Ritika Choudhary	P.A. Singh
3.	00317003923	31/8	3	Aditi Kukreja	P.A. Singh
4.	03021302023	31/8	4	Ashif Khan	P.A. Singh
5.	36221302423	31/8	5	Dhruv Yadav	P.A. Singh
6.	00417003923	31/8	6	Manan Arora	P.A. Singh
7.	00517003923	31/8	7	Shristhi Lakra	P.A. Singh
8.	35117003923	31/8	8	Khyati Rajput	P.A. Singh
9.	35217003923	31/8	9	Umanj Arora	P.A. Singh
10.	35317003923	31/8	10	Muskan	P.A. Singh
11.	35417003923	31/8	11	Shivek Chauhan	P.A. Singh
12.	70121302423	31/8	12	Kushagra Garg	P.A. Singh
13.	72921301723	31/8	13	Urvashi Khattar	P.A. Singh
14.	73021301723	31/8	14	Mahir	P.A. Singh
15.	04721302023	31/8	15	Paras	P.A. Singh
16.	00121303923	31/8	16	Sachin Chauhan	P.A. Singh
17.	35121303923	31/8	17	Nikita Rana	P.A. Singh
18.	35221303923	31/8	18	Priyanka Chauhan	P.A. Singh
19.	35321303923	31/8	19	Lakshit Singla	P.A. Singh
20.	35421303923	31/8	20	Harshita Bisht	P.A. Singh
21.	35221301723	31/8	21	Manvi Kaushik	P.A. Singh



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22.	35921302423	Tushar Verma
23.	35421301723	Vansh Gupta

Dr. Pragati

VAC Co-ordinator

Pharm

Dr. Pooja Sharma

Resource Person



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Department of Management Sciences

**Report
 On
 Value Added Course
 (2024-25)**

Certificate Course in Bibliometric and Citation Analysis

ACTIVITY: Value Added Course

TITLE : Certificate Course in Bibliometric and Citation Analysis

VALUES: Introduction to Professional Networking , Advanced Bibliometric Techniques, Citation Analysis and Research Impact, Bibliometrics in Business and Strategic Decision-Making

LEARNING OUTCOMES: Understand the fundamental concepts and techniques of bibliometric, Apply Bibliometric methods to assess research impact and scholarly, Utilize citation analysis for strategic decision-making in business and academia, Critically evaluate the strengths and limitations of bibliometric indicators.

Organized by: Department of Management Sciences

Program Theme: Certificate Course in Bibliometric and Citation Analysis

Internal Experts: Dr. Pooja Sharma

Date: 30.08.24 to 14.11.24

Time: Friday – 3:00PM-5:00PM

Venue: Room No. 1408

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory) N.A.

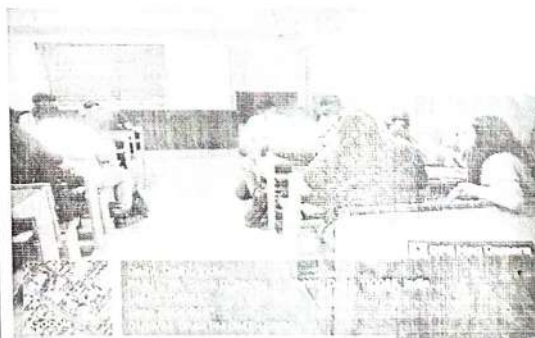
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) 23

No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement) 1

No. of External Participants (students + faculty) [write NA if not applicable] N.A.

Photograph*

Photograph



Report	A Value Added Course on Bibliometric and Citation Analysis was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was to understand the fundamental concepts and techniques of bibliometric. It was organized for TIAS students to provide them the understanding of advanced bibliometric techniques. This Value Added course offered an understanding of citation analysis and research impact; learn about bibliometrics in business and strategic decision-making. This course has helped the students to apply bibliometric methods to assess research impact and scholarly. This course has helped the students to Utilize citation analysis for strategic decision-making in business and evaluate the strengths and limitations of bibliometric indicators.
Resource Person Profile	Dr. Pooja Sharma Associate Professor in Department of Management Sciences, she has 15 years of teaching experience, her expertise is in Finance and HR.
Attendance Sheet	Attached
Feedback	Sample feedback attached
Report Submitted by Convener (write faculty coordinator name)	Dr. Pragati
For Office Use	
Signature of VAC Coordinator	Signature of Head of Department (with seal)

HoD -
Dept. of Management Sciences
Tecnia Institute of Advanced Studies
 Dakshin, 20/7/2025

Tecnia Institute of Advanced Studies

Department of Management Sciences

(Session: 2024-25)

Value Added Course

(Certification Course in Bibliometric and Citation Analysis)

Quiz Test

36
40

Maximum Marks: 40

Name:Muskan.....

Signature of Candidate:.....

Time: 40 Mins.

Enroll. Number:....35317003923.....

Signature of Invigilator:.....

Important Instructions:

- Write the Name, Enrollment number and Signature of candidate at the top of the answer form with large and clear letters/digits.
- Answer the questions by marking fields on the answer sheet. The answer sheet contains 20 questions. Each question consists of two marks only.
- All questions and the corresponding answer fields are numbered.
- Use a black or blue ballpoint pen.
- There is no negative marking.

1. What is bibliometric analysis?
a) The study of books and literature
c) The marketing of books
b) The statistical analysis of written publications
d) The digitalization of libraries
2. Which of the following is a key purpose of bibliometric analysis?
a) Measuring academic impact
c) Selling research papers
b) Publishing more articles
d) Increasing book sales.
3. What does bibliometric analysis primarily focus on?
a) Content quality
c) Author's personal background
b) Citation patterns and publication metrics
d) Plagiarism detection
4. What is an important quality of a good networker?
a) Strong communication skills
c) Talking only about themselves
b) Ignoring new people
d) Avoiding follow-ups
5. Which of the following is a widely used bibliometric indicator?
a) GDP growth rate
b) Impact factor
c) Social media followers
d) University ranking
6. Which of the following databases is widely used for citation analysis?
a) Wikipedia
b) Web of Science
c) Facebook
d) Amazon
7. Which metric is used to rank journals based on citation impact?
a) Journal Impact Factor (JIF)
c) Social media engagement
b) Altmetric score
d) Number of articles published

8. What does the term "self-citation" mean?
a) Citing one's own previous work
c) Using Wikipedia as a reference
~~b) Citing work by another author~~
~~d) Citing an anonymous source~~
9. Which software is commonly used for bibliometric visualization?
☒ a) VOSviewer b) Microsoft Word c) Photoshop d) Zoom
10. Which type of analysis studies the frequency of words in research papers?
a) Text mining ☒ b) Citation analysis c) Reference management d) Peer review
11. What is bibliographic coupling?
a) Two documents citing the same references
c) Measuring plagiarism in research papers
~~b) A journal's editorial process~~
☒ d) Comparing two different authors
12. Which citation style is most commonly used in bibliometric studies?
☒ a) APA b) MLA c) IEEE d) Harvard
13. Which index is considered more comprehensive for citation tracking?
a) Google Scholar ☒ b) Web of Science c) Wikipedia d) Twitter analytics
14. How does open-access publishing affect bibliometric analysis?
☒ a) Increases citation visibility
c) Reduces journal impact factor
b) Decreases research credibility
d) Removes the need for citations
15. What is the **DORA declaration**?
☒ a) A movement against using impact factors for research evaluation
☒ b) A new citation style
c) A method for calculating journal rankings
d) A law about self-citations
16. Which technology is increasingly being used in citation analysis?
a) Artificial Intelligence (AI) ☒ b) Handwritten indexing
c) Fax machines d) Radio broadcasting
17. What is the purpose of open citation databases?
~~a) To provide free access to citation data~~
~~c) To promote hidden research~~
☒ b) To remove self-citations
d) To block predatory journals
18. What is the **h5-index**?
a) The h-index based on articles published in the last five years
☒ b) The number of books an author has written
c) A new reference management tool
d) A law governing journal impact factors

19. When should you update your LinkedIn profile?
- a) Only when looking for a job
 - b) Regularly, to reflect career growth
 - b) Never, once it is created
 - d) Only when required by HR
20. What is the primary goal of bibliometric analysis in academia?
- a) To evaluate research impact
 - b) To count the number of books published
 - c) To promote social media engagement
 - d) To increase journal prices



Department of Management Sciences
(Session: 2024-25)

Dated: 14/11/24

Value Added Course: Certificate Course in Bibliometric and Citation Analysis

Status as on date: 14/11/24

This is to certify that the course module for Value Added Course on Bibliometric and Citation Analysis scheduled from 30.08.24 to 14.11.24 comprising of 30 Hours deliverance has been completed by the resource person Dr. Pooja Sharma, Faculties in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Foundation of Professional Networking (7 hours)	Understand the fundamental concepts and techniques of bibliometric
2	Advanced Bibliometric Techniques (7 hours)	Apply Bibliometric methods to assess research impact and scholarly
3	Citation Analysis and Research Impact (7 hours)	Utilize citation analysis for strategic decision-making in business and academia
4	Bibliometrics in Business and Strategic Decision-Making (9 hours)	Critically evaluate the strengths and limitations of bibliometric indicators

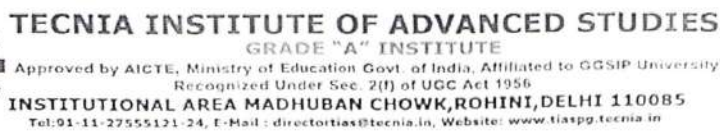
All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Pooja Sharma
Signature of Faculty

Name of Faculty: *Dr. Pooja Sharma*

Dated: *14/11/24*

Submitted to HoD- *Dr. Pooja Sharma*

[illegible]