

### ACTIVITY REPORT

<b>Name of the activity</b>	Value Added Course on Advance office tools and digital strategies for business growth hacking	<b>Date</b>	17 October 2022 – 21 October 2022
<b>Name of the Moderator</b>	Dr. Rashmi Aggarwal	<b>Time</b>	10:00 to 12:00pm and 1:00 to 3:00pm
<b>Name of the Resource Person</b>	Mr. Ajay Aggarwal	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	B.Com(Hons.) and BBA Fintech
<b>Number of students participated</b>	73	<b>Academic Session</b>	2022-23

#### About the Activity

The five days session on advance learning as coordinated by Mr. Ajay Aggarwal , digital marketing trainer, was very interesting and interactive which provided the students with an opportunity to enhance their skills and learn something different from academics. The outcome of this course was to develop better understanding regarding the use of excel and different key shortcuts which are helpful in simplifying the task and making it less time consuming. The various formulas that were covered in these sessions were NESTED IF, SUMIF, PIVOT TABLE , COUNTA , COUNT BLANK , SUMIFS , AVERAGE , REPEAT , SUBSTITUTE , etc.

The session explained about social media marketing and startup outreach management and the skills required in this new era. These skills will further help us in making digital strategies and in business growth. The trainer taught regarding how to use different advanced office tools which will help students while working in Corporates or any other technology-based areas. Moreover, the trainer introduced the students to different freelancing sites where the students can work and enhance their knowledge and skills.

#### Aligned Activity Outcomes with Objectives

<u>ACTIVITY OBJECTIVES</u>	<u>ACTIVITY OUTCOMES</u>
1. Focused on practical knowledge.	Students learnt about business growth.
2. How to complete more work in less time.	Students did various assignments to enhance their retention power.
3. Introduced to short cut keys.	Students learnt about various formulas and got an opportunity to learn about freelancing sites.

#### GLIMPSES OF THE ACTIVITY



Image 1-Students of BBA Professional and LSCM attending VAC-Workshop on advanced Excel, Image 2 – Students learning Excel commands