



**Centre for Skill Development & Entrepreneurship  
AND  
Centre for Distance & Online Education  
Panjab University  
Chandigarh**

## **CSDE Skill Enhancement Course Professional Productivity Primer**

### **ABOUT**

Modern workplaces are different. They communicate differently. They are demanding, tech-driven and dynamic. Thus, they need different competencies. This Course is designed to instill all these attributes to be equipped, efficient, and effective to work in modern-day workplaces. Learning modern tools and technologies across business functions will enable to work efficiently, collaborate in teams and achieve more in less time. Our comprehensive Course, endeavours to be 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. 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 **students of the Centre for Distance & Online Education**. 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 KEY DATES**

**Venue:** PC Ray Hall, UGC-Human Resource Development Centre, First Floor, Block-III, South Campus, Panjab University, Sector-25, Chandigarh-160014  
(Directions: <https://goo.gl/maps/ZJKjN3igrgY6fKXS9>)

**Duration:** October 25-31, 2023

**Last date for registration:** October 20, 2023

## APPLICATION PROCESS AND FEES

Shortlisted candidates should complete an online application form:

<https://forms.gle/dzhC4neVxRxutZer7>



Scan for Registration

**The fee should be paid in online mode only.** Fees paid for those registered will not be refunded. In addition, no boarding and lodging facility will be provided.

**Fee: ₹2,000**

### Payment details:

Name of the Bank: State Bank of India, Sector-14, Panjab University, Chandigarh

Name of Account Holder: CENTRE FOR SKILL DEVELOPM ENTREPRENEURSH

Bank Account Number: 36439086406

IFSC Code: SBIN0000742

## SCHEDULE

This intensive Course is of 30 hours. The sessions will be held from Wednesday to Tuesday, 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 YAMM	5.0	10

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

## ORGANISERS

Prof. Harsh Gandhar

Director

Centre for Distance & Online Education

Prof. Geeta Bansal

Coordinator

Centre for Distance & Online Education

Prof. Suveera Gill

Honorary Director

Centre for Skill Development & Entrepreneurship

Prof. Tejinder Pal Singh

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## CONTACT

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**Centre for Distance and Online Education**  
**Panjab University, Chandigarh**

Dear Students

Interested students are requested to fill the registration form along with the fees by tomorrow, in the light of upcoming holidays in PU.

So that the process can be completed by Thursday, as the PU is Closed between 20<sup>th</sup> -24<sup>th</sup> October.

This would help us in completing the official communication and work related to conduct of the workshop smoothly.

Looking forward to seeing you soon.

All the best

Honorary Director CSDE  
Panjab University Chandigarh

Coordinator DCMS.