

Certificate Course

In

Executive Excellence (CCEE)

“MBA or BBA/BCA degree is not an end in itself, but it is means to reach end goal in life i.e. better future. It is a degree designed to give you the ability to develop your career to its fullest potential at an accelerated pace.

Keeping this in mind IMED has designed a Certificate Course in Executive Excellence. This certificate course offers training in improving technical, human and conceptual skills to MBA and BBA/BCA graduates to enable them to differentiate themselves from the competing pack.

Objectives of CCEE

- To provide Confidence building and soft skills development.
- To develop decision making and analytical skills.
- To let students make a transition from the academic mode to the corporate and entrepreneurial mode

Benefits for Students

- Every MBA and BBA/BCA graduate will walk out with a degree certificate. How would you impress your potential employer that you are better than others? You could, if you have an additional qualification in your CV.
- This certificate would be handy for those who are attending interviews at the company premises, even if it is arranged by the institute. You need to differentiate yourself as a better candidate than others, which is the key to get a job.
- This will go a long way in improving your career prospects by developing skills required by a practicing manager. Thus, you will be able to handle challenging corporate assignments.
- Being a fresher, you will be closely monitored by your superior. This certificate course will give you confidence to impress them with your professional attitude.
- Industry expects to spot out people for better positions, with the qualities of leadership. This is where this program will help you acquire some of the qualities of leadership.

For Whom

- **MBA – 2nd Year, BBA/BCA – 3rd year** students seeking employment in corporate sector for the first time.
- **MBA – 1st year, BBA/BCA – 1st year, BBA/BCA – 2nd year** students to groom them for corporate environment.

Duration

- **MBA – 1st year, BBA/BCA – 1st year, BBA/BCA – 2nd year: 24 Hours of class room sessions + 8 Hours for evaluation, spread across academic session**
- **MBA – 2nd Year, BBA/BCA – 3rd year: 24 Hours of class room sessions + 8 Hours for evaluation, spread across academic session**

Award of Certificate

Students with 80% attendance will be awarded Certificate Course in Executive Excellence.

For MBA – 2nd Year, BBA/BCA – 3rd year

Session	Title	Details
Session 1	Business Communication Skills – Email correspondence	E-mail etiquette and Writing Skills Features of Business Correspondence Tips for writing Business E-mails Do's and Don'ts of Business Communication Examples and Exercises
Session 2	The Art of Effective Communication	<ul style="list-style-type: none">• Communication skills: the importance of removing barriers.• Source, Encoding, Channel, Decoding, Receiver, Feedback• Johari's Window• Public Speaking and Presentation tips• Body Language Tips• Listening skills• Common Grammatical mistakes in Written and spoken communication• Negotiation
Session 3	Time Management	<ul style="list-style-type: none">• Importance of setting Tasks• Applying basic principles of Time management; identify productivity cycles, and set goals and priorities

		<ul style="list-style-type: none"> • Create a time management plan and a daily plan • Effectively utilize time by using technology and reducing time wastage. • Manage interruptions, increase meeting productivity, overcome personal time wasters, and prevent personal work overloads. • Screen and organize information to reduce information overload
Session 4	How to create a winning CV	<ul style="list-style-type: none"> • Designing an Impressive CV • Defining the objective • Customizing the CV for each job • Identifying and Highlighting the right set of strengths • Presentation of academic and professional achievements • Formatting Styles • Do's and Don'ts and common mistakes • Examples and Exercises
Session 5	How to prepare for Interview	<ul style="list-style-type: none"> • Introspection: Knowing yourself, your comfortable areas or subjects • Companies, sectors, functions • Employer Research • Skill set and competency mapping • Attire and Etiquette : Greetings, posture, handshakes, manners and actions • Common Interview blunders • Frequently asked questions for Freshers and Experienced professionals • Simulated Interview Situations • Do's and Don'ts before an Interview • Common formats of Company Interview assessments • What to speak? • Latest developments about the specific sector for last 5 years • Study of regulators for sectors
Session 6	Preparing for Group discussion and aptitude test	<ul style="list-style-type: none"> • Structure and Format of a GD • Difference between a Discussion & an Argument • Observing, Reflecting and designing responses within a group • The art of being assertive and persuasive • Defending your turf

		<ul style="list-style-type: none"> Defining the correct Body Language and posture Deconstructing Topics Common Do's and Don'ts
Session 7	Advanced Self-Development: Managing Stress	<ul style="list-style-type: none"> Managing Stress at Academia Principles of stress management at Workplace Best stress management practices Building Self-confidence Rational Positive thinking Anger Management Simple Techniques to improve mental health and physical fitness
Session 8	Fear Factor: Removing Stage Fear	<ul style="list-style-type: none"> Presentation Skills Public Speaking skills Importance of Eye Contact, Audience engagement Forms of speech Content Preparation Debating Extempore Do's and Don'ts Sample Exercises
Session 9	Developing Interpersonal Skills and Teamwork	<ul style="list-style-type: none"> The Importance of Interpersonal skills at the workplace Collaborating with Teams to deliver value Effective Professional Networking Decision Making through logic and Reasoning Developing Problem Solving skills

For MBA – 1st year, BBA/BCA – 1st year, BBA/BCA – 2nd year

Session	Title	Details
Session 1	Business Communication Skills – Email correspondence	<ul style="list-style-type: none"> E-mail Writing Skills E-mail Etiquette Features of Business Correspondence Tips for writing Business E-mails Do's and Don'ts Examples and Exercises

<p>Session 2</p>	<p>The Art of Effective Communication</p>	<ul style="list-style-type: none"> • Communication skills: the importance of removing barriers • Source, Encoding, Channel, Decoding, Receiver, Feedback • Creating better Understanding between individuals and groups • Johari' Window • Public Speaking and Presentation tips • Body Language Tips • Listening skills • Common Grammatical mistakes in Written and spoken communication • Negotiation Communication tips
<p>Session 3</p>	<p>Principles of Success: Time Management, Task Orientation and Goal Setting</p>	<ul style="list-style-type: none"> • Defining the right set of goals • Importance of setting Tasks • Apply basic principles of Time management; identify productivity cycles, and set goals and priorities • Create a time management plan and a daily plan • Effectively utilize time by using technology and reducing time wastage. • Manage interruptions, increase meeting productivity, overcome personal time wasters, and prevent personal work overloads. • Screen and organize information to reduce information overload
<p>Session 4</p>	<p>How to create a winning CV</p>	<ul style="list-style-type: none"> • Designing an Impressive CV • Defining the objective • Customizing the CV for each job • Identifying and Highlighting the right set of strengths • Presentation of academic and professional achievements • Formatting Styles • Do's and Don'ts and common mistakes • Examples and Exercises

Session 5	Basic IT Skills – 1: Effective use of MSOffice Tools	<ul style="list-style-type: none"> • Basic concepts of information technology • MS PowerPoint • MS Excel • MS Word • Exercises
Session 6	Basic IT Skills – 2: The Power of the Internet	<ul style="list-style-type: none"> • Use of the Internet for Research and Data Management • Research Methods • Social Networking • Professional Networking
Session 7	Communicating within a Group: Group Discussions	<ul style="list-style-type: none"> • Structure and Format of a GD • Difference between a Discussion & an Argument • Observing, Reflecting and designing responses within a group • The art of being assertive and persuasive • Defending your turf • Defining the correct Body Language and posture • Deconstructing Topics • Common Do's and Don'ts • Practice and Exercise
Session 8	Advanced Self-Development: Managing Stress	<ul style="list-style-type: none"> • Managing Stress at Academia • Principles of stress management at Workplace • Best stress management practices • Building Self-confidence • Rational Positive thinking • Anger Management • Simple Techniques to improve mental health and physical fitness
Session 9	Fear Factor: Removing Stage Fear	<ul style="list-style-type: none"> • Presentation Skills • Public Speaking skills • Emoting: Importance of Eye Contact, Audience engagement • Forms of speech • Content Preparation • Debating • Extempore • Do's and Don'ts

		<ul style="list-style-type: none"> • Sample Exercises
Session 10	Developing Interpersonal Skills and Teamwork	<ul style="list-style-type: none"> • The Importance of Interpersonal skills at the workplace • Collaborating with Teams to deliver value • Effective Professional Networking • Decision Making through logic and Reasoning • Developing Problem Solving skills
Session 11	SWOT Analysis	<ul style="list-style-type: none"> • Basics of SWOT analysis • How to perform SWOT analysis for a product or a service • Identifying Resource Strengths and competitive capabilities • Identifying Resource Weaknesses and Competitive Deficiencies • SWOT Analysis: What to look for? • Tools for Strategy Formulation • Performing SWOT on yourself
Session 12	Domain Knowledge Basics	<ul style="list-style-type: none"> • Marketing/Sales • Finance • Human Resources
Session 13	Table & Business Etiquettes	<ul style="list-style-type: none"> • Table Etiquettes • Effective Mingling • Meeting Etiquettes • Traveling Etiquettes • Business Etiquettes
Session 14	Corporate Mantras through films	<ul style="list-style-type: none"> • Case Studies on Movies like Lagaan, Wall Street, etc • Reviews and practices observed in the film to be written and submitted by each participant

Guidelines for implementing the Certificate Course in Executive Excellence.

As Mentioned in the objectives for this course, the purpose is to provide for confidence building in students and development of their decision making and analytical skills for succeeding in responsible position in the corporate world.

The other objective is to make transition from academic environment to corporate and entrepreneurial environment in a smooth and planned manner. It is therefore necessary that there should be synergy and teamwork among the faculty member's industry representatives

and students to drive maximum benefits from this course. The following guidelines are laid for guidance and compliance for all concerned:

1. No benefit can accrue unless the designated faculty member/Corporate trainer comes prepared with assigned topic together with related exercises, case studies and related study material. Preferably it should be circulated to the students in advance so that both the students and the faculty can come prepared and there is active interaction among them rather than a routine lecture.
2. The students should be motivated to take this course seriously. They should be punctual and disciplined during the sessions, ask intelligent questions and clarify their doubts.
3. The session should be highly interactive with maximum participation and involvement so that learning is maximum..
4. The students should be in formal dress code or else the important purpose will be vitiated and defeated.
5. The progress of learning and skill development should be carefully monitored through quiz, class tests and oral discussions.