

# SPRINT

**Skill Progression through Rapid  
Intensive and iNnovative  
Training**

# VISION

*To train our students and scale up the  
employability skills for  
"Best in Class"  
careers*

At the end of graduating from Shoolini University a student should be able to

- ✓ Exhibit professionalism in speech and behavior
- ✓ Effectively exhibit written and verbal communication skills
- ✓ Demonstrate subject knowledge and functional skills
- ✓ Develop and exercise leadership qualities
- ✓ Demonstrate the ability to use and leverage technology
- ✓ Work cohesively in a team
- ✓ Crack relevant competitive exams

## **Sprint 1: Induction**



**At the end of Induction SPRINT a student should be able to**

- ✓ **Reiterate his decision to join the MBA program**
- ✓ **Develop a sense of comfort with the faculty, peer group and premises**
- ✓ **Identify his long and short term goals.**
- ✓ **Identify/assess his core strengths and areas of improvement**

### Agenda for 'SPRINT'

	9:15am – 11:15am	11:15am – 11:30am	11:30am – 1.30pm	01:30 – 02:30 pm	02:30pm – 03:45pm	3:45 pm – 4:00 pm	4:00 pm – 5:15pm
<b>Day 1</b>	Registration and Welcome address	<b>Break</b>	Objectives and Expectations Shoolini - Hunt	<b>Lunch</b>	Department overview & Faculty Intros	<b>Break</b>	Completion of Formalities
<b>Day 2</b>	Being Successful/Intro to Finance		Session on 9 Words		Basic Etiquettes		Outdoor Team Activity
<b>Day 3</b>	<b>SATURDAY TRIP</b>						
<b>Day 4</b>	Goal Setting	<b>Break</b>	Introduction to Marketing	<b>Lunch</b>	Movie Session – Everest -Followed by Real-life story		
<b>Day 5</b>	Improving Communication		Introduction to Accounts		IT Skills	<b>Break</b>	IT Skills
<b>Day 6</b>	Using Social Media		Introduction to Economics		Interaction with Seniors		JAM-Best Speaker Competition
<b>Day 7</b>	7 Habits of Successful Students		Introduction to H.R		Practice for Cultural Evening		Cultural Show



**Course Name: Sprint 1 Induction (Setting the Foundation)**

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**Sessions: 21**

**Credits:2**

**Course Description:**

The objectives of an induction program are manifold. Normally an induction program would provide the new students information to accustom themselves in their new environment. This program sets the scene and connects the students with their peer group and faculty. It sets the context for the rest of the program and prepares the students for rigorous of academic study. Since students from diverse academic streams join the university this program also lays the foundation for some of the courses the students take up in the first year. Fun and games are also a part of the SPRINT students discover their campus and break the ice with faculty and peer group with various activity.

<b>Session: 1</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Registration and Welcome address</b>
<b>Objective</b>	The primary objective of this session is to have a close interaction of the Management with the students, resolve their queries and make them feel welcome.
<b>Content Details</b>	<ul style="list-style-type: none"><li>• Formal welcome</li><li>• Expectations</li><li>• University overview</li></ul>
<b>Learning Outcome</b>	By the end of the session the students should be excited about their decision to join Shoolini University.

<b>Session: 2</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Shoolini-Hunt</b>
<b>Objective</b>	To familiarize the new joiners with the campus and create a sense of team work as well as competition in them.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Explanation of guidelines.</li> <li>• Time line defined</li> <li>• Tasks to be given</li> <li>• Task completion</li> <li>• Declaration of winners</li> </ul>
<b>Learning Outcome</b>	<p>At the end of the hunt the students should have</p> <ul style="list-style-type: none"> <li>• Identified and explored some of the main areas of the campus.</li> <li>• Developed a feeling of being a part of a team</li> </ul>
<b>Review Exercise/ Evaluation</b>	At the end of stipulated time the students are expected to return after completing the task and are awarded prizes.

<b>Session: 3</b>	<b>Duration: 1 Hr. 15 Minutes</b>
<b>Topic</b>	<b>Department Overview</b>
<b>Objective</b>	To introduce the entire faculty and familiarize the students with the hierarchy and roles of responsibilities of the faculty.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Welcome by coordinator</li> <li>• Department overview</li> <li>• Faculty introductions</li> <li>• Distribution of kits</li> <li>• Q/A sessions</li> </ul>
<b>Learning Outcome</b>	The students would develop a sense of comfort and can identify the faculty with whom they would be involved directly.

<b>Session: 4</b>	<b>Duration: 1 ½ Hr.</b>
<b>Topic</b>	<b>Completion of Formalities</b>
<b>Objective</b>	Completion of pending formalities.
<b>Content Details</b>	Students should use this time to complete pending formalities.
<b>Learning Outcome</b>	By the end of the day the student should have completed his formalities or brought the gaps to the notice of his faculty.

<b>Session: 5</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Being Successful/Intro to Finance</b>
<b>Objective</b>	This session is to build up the relationship with the Dean. It also aims at exciting the students and boosts up their morale
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Defining Success</li> <li>• Who wants to be successful</li> <li>• What it takes to get there</li> <li>• Ordinary people - Extraordinary stories</li> </ul>
<b>Learning Outcome</b>	The students should feel motivated and go back with the feeling that each one of them has an equal opportunity to scale new heights and build a successful career.
<b>Readings</b>	The Truth about Leadership/ Success Through a Positive Mental attitude – Dr. Napoleon Hill
<b>Review Exercise/ Evaluation</b>	Students are asked to make a check list of the activities they are currently doing to achieve success.

<b>Session: 6</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>9 Wor(l)ds</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To define the value of attitude and gratitude in one's life.</li> <li>• Instill the principle of self-motivation and other.</li> <li>• Differentiate between sympathy and empathy.</li> <li>• Analyze the importance of change and dream toward success.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• To define the value of attitude and gratitude in one's life.</li> <li>• Instill the principle of self-motivation and other orientation.</li> <li>• Differentiate between sympathy and empathy</li> </ul>
<b>Learning Outcome</b>	Leading a positive vibrant life value with value and Moving towards a life of significance.
<b>Readings</b>	A Monk Who Sold His Safari- Robin Sharma
<b>Review Exercise/ Evaluation</b>	The students are encouraged to read the above-mentioned book.

<b>Session: 7</b>	<b>Duration: 1 Hr. 15 Minutes</b>
<b>Topic</b>	<b>Basic Etiquettes</b>
<b>Objective</b>	To familiarize students with basic etiquettes and civilities that need to be followed on a day to day basis.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Building on strengths and overcoming areas of improvement.</li> <li>• Etiquettes for everyday and everyone.</li> <li>• Please, thank you and sorry.</li> <li>• Dressing professionally.</li> </ul>
<b>Learning Outcome</b>	At the end of the session students should understand basic courtesies towards seniors, peer group and juniors. Start taking initiative towards personal change and enhance their overall personality.
<b>Readings</b>	Miss Manners' Basic Training: The Right Thing to Say
<b>Review Exercise/ Evaluation</b>	Simulations and real-life situations are provided and acted out by the students.



<b>Session: 8</b>	<b>Duration: 1 Hr. 15 Minutes</b>
<b>Topic</b>	<b>Outdoor Team Activity (Ankles Away)</b>
<b>Objective</b>	This activity is aimed at building team work amongst students and improve their problem-solving skills.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Formation of teams</li> <li>• Distribution of material</li> <li>• Guidelines</li> <li>• Practice time</li> <li>• Final Competition</li> <li>• Declaration of result</li> </ul>
<b>Learning Outcome</b>	At the end of this activity the students will understand & realize. <ul style="list-style-type: none"> <li>• The importance of team work</li> <li>• That life is full of challenges and one needs to work together to overcome them.</li> </ul>
<b>Readings</b>	Creating Effective Teams- Susan A. Wheelan
<b>Review Exercise/ Evaluation</b>	Teams will be evaluated on how effectively they could complete the task in spite of the impediments.

<b>Session: 9</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Goal Setting</b>
<b>Objective</b>	Enable the participant to realize their goals. Make them visualize short term and long term goals along with the understanding on means and end goals. How to chase and live their goals.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Short and long term.</li> <li>• Mean and End Goals</li> </ul>
<b>Learning Outcome</b>	Visualize his/her goal. Translate goals to tangible. Reach End goals steadily by working effectively on mean goals.
<b>Readings</b>	Awaken the Giant Within- Anthony Robbins
<b>Review Exercise/ Evaluation</b>	The students are given a goal setting sheet in which they are required to fill in their long term and short term goals.

<b>Session: 10</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Introduction to Marketing</b>
<b>Objective</b>	Objective of the session is to introduce basic concepts of marketing to participants. The session will provide glimpses of Role of marketing in organizations and various tasks undertaken in Marketing domain.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• The 7 Steps of Marketing Strategy Development.</li> <li>• The Buying Process</li> <li>• Segmentation</li> <li>• Product Life Cycle</li> <li>• Perceptual Mapping</li> <li>• The Marketing Mix and the 4 P's</li> <li>• Positioning</li> <li>• Distribution Channels</li> <li>• Advertising</li> <li>• Promotions</li> <li>• Pricing</li> <li>• Marketing Economics</li> </ul>
<b>Learning Outcome</b>	Understanding of Marketing Concepts and knowledge of various tasks undertaken in marketing.
<b>Readings</b>	The New Rules of Marketing and PR- David Meerman
<b>Review Exercise/ Evaluation</b>	The students are provided a product for which they have to devise a marketing strategy.

<b>Session: 11</b>	<b>Duration: 3 Hrs.</b>
<b>Topic</b>	<b>Movie Session –Everest. Followed by interaction with Rajat</b>
<b>Objective</b>	The movie is a real-life story about the trials and tribulations of a team that scaled Mt. Everest. The objective would be to fuel the students to pitch high in life and not be deterred by the circumstances.
<b>Content Details</b>	The movie and live session with a youngster who scaled the highest peak in the world should motivate the students to get passionate about their goal and vision. It should also encourage them to think big.
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Introduction to the film</li> <li>• Screening</li> <li>• Introduction of Rajat</li> <li>• The journey to Mt Everest</li> <li>• The need to dream big</li> <li>• Question and answer round</li> </ul>
<b>Readings</b>	The Go Getter- Peter B. Kyne
<b>Review Exercise/ Evaluation</b>	The students are recommended to read real-life stories of achievers.

<b>Session: 12</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Improving Communication</b>
<b>Objective</b>	To focus on simple ways that lead to enhancement of communication skills and improve interpersonal relationships.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Kinds of Communication</li> <li>• The Communication Cycle</li> <li>• Have a 2-way Communication</li> <li>• Listen</li> <li>• Probe – Ask questions</li> <li>• Avoid ambiguity</li> <li>• Improve your body language</li> </ul>
<b>Learning Outcome</b>	This interactive workshop with several practical activities leads to <ul style="list-style-type: none"> <li>• Improved ability to communicate</li> <li>• Self confidence</li> <li>• Better interaction.</li> </ul>
<b>Readings</b>	Effective speaking by Dale Carnegie
<b>Review Exercise/ Evaluation</b>	A Quiz on effective communication

<b>Session: 13</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Basics of Accounting and Finance</b>
<b>Objective</b>	To give a brief overview of finance and accounts and to bring the students on a common platform.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Introduction to accounts and finance</li> <li>• Types of accounting</li> <li>• Confirmation of basics</li> </ul>
<b>Learning Outcome</b>	At the end of the sessions the students should have a basic know how of finance and accounts and get familiar with their course curriculum.
<b>Readings</b>	Fundamentals of Accounting and Auditing- S.P Oberoi

<b>Session: 14</b>	<b>Duration: 2 Hrs. 45 Minutes</b>
<b>Topic</b>	<b>IT Skills</b>
<b>Objective</b>	Objective of this session is providing students an overview of the most important concepts in modern IT, covering the essential concepts of computers like basics of IT, networking, internet, security management and current trends.
<b>Content Details</b>	Basics of IT, Office automation software, privacy security and ethics, current trends.
<b>Learning Outcome</b>	Students should be able to acquire basic understanding about the latest concepts and trends in business computing. Students will also get hands on experience in using productivity software.
<b>Readings</b>	Information Technology and Project Management- Kathy Schwal
<b>Review Exercise/ Evaluation</b>	The students are given exercises based on the topic covered.

<b>Session: 15</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Using Social Media</b>
<b>Objective</b>	To use social media as an add on for career and skills, from availability of research tools, competitive analysis, perception mapping and engagement with recruiters to gain insight from feedback and reviews, information distribution and the personal social equity to build in online community.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Use of popular social media tools and analytics like LinkedIn, Facebook, twitter, discussion forums like paralogue, photo sharing apps like Instagram and flicker</li> <li>• Connect with like-minded individuals and professionals</li> <li>• Build Your Reputation by Being Consistent</li> <li>• Engage with a prospective employer</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Social media information can help to pick up useful tips on the company and the recruitment process and to come over as a well-informed candidate.</li> <li>• Be updated with current happenings and insights through blogs and discussion forums.</li> <li>• Increase online presence by participating in discussions and news feeds.</li> </ul>
<b>Readings</b>	The Art of Social Media- Guy Kawasaki
<b>Review Exercise/ Evaluation</b>	The students will be given an assignment to create group event on Facebook.

<b>Session: 16</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Economics</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To give an overview of Economics</li> <li>• To acquaint the students with basic concepts of Economics</li> <li>• To give students a feel of the relevance of Economics in business world.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Overview of Economics</li> <li>• Basic concepts of Economics</li> <li>• Principles of Economics</li> <li>• Market structures/competition</li> <li>• Macro concepts</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Able to understand the economics in daily life</li> <li>• Explain concepts of Economics</li> <li>• Apply concepts of Economics in business</li> </ul>
<b>Readings</b>	Economics in One Lesson- Henry Hazlitt

<b>Session: 17</b>	<b>Duration: 1 Hr. 15 Minutes</b>
<b>Topic</b>	<b>Interaction with seniors</b>
<b>Objective</b>	To have an informal introduction and interaction with some of the alumni students to understand their perspective.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Welcome</li> <li>• Introduction to the session</li> <li>• Sharing personal stories success and failures</li> <li>• What can be done better?</li> <li>• Q/A round</li> </ul>
<b>Learning Outcome</b>	At the end of the session the new students would understand the psyche of the alumni. They would also be identifying certain traits in their seniors which contributed to their success.

<b>Session: 18</b>	<b>Duration: 1 Hr. 15 Minutes</b>
<b>Topic</b>	<b>Best speaker competition</b>
<b>Objective</b>	This session is primarily to help students step out of their comfort zone and face an audience.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Explanation of guidelines</li> <li>• Topic distribution</li> <li>• JAM - Just a minute (Individual speech competition)</li> <li>• Declaration of results</li> <li>• Feedback</li> </ul>
<b>Learning Outcome</b>	The session normally results in fragmented speeches which do not cover the stipulated timing however, the students do fight their nervousness and stage fear to some extent.
<b>Readings</b>	The Sterling Book of Effective Communication
<b>Review Exercise/ Evaluation</b>	Competition for the best speaker

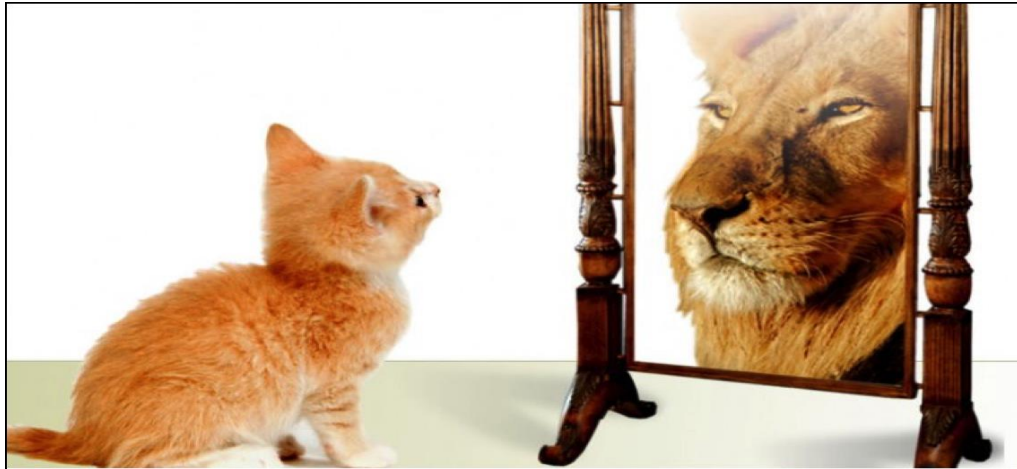
<b>Session: 19</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Seven Habits</b>
<b>Objective</b>	This session is based on the 7 universal principles of Stephen Covey. It aims to promote initiative and lead students to lead a life of full potential and individual effectiveness.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Being proactive</li> <li>• Begin with the end in mind</li> <li>• Put first things first</li> <li>• Don't compete</li> <li>• Synergize</li> <li>• Sharpen the saw</li> </ul>
<b>Learning Outcome</b>	<p>By the end of this session a student should be determined to move towards.</p> <ul style="list-style-type: none"> <li>• Leadership and effectiveness</li> <li>• Strengthened relationships</li> <li>• Greater productivity</li> <li>• Better choices</li> </ul>
<b>Readings</b>	Seven Habits of Highly Effective People
<b>Review Exercise/ Evaluation</b>	Discussion on the seven habits.

<b>Session: 20</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Introduction to HR</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Understand the importance and aspects of HR in an organization</li> <li>• Outline the scope of HRM</li> <li>• Delineate the objectives and functions of HRM</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• What is HR?</li> <li>• Objectives of HRM</li> <li>• Various HRM tasks</li> <li>• Scope and functions</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• To able to explore various career options within HRM</li> <li>• Effectively handle HR related issues within organization</li> <li>• To get acquaintance with various functions of HR</li> </ul>
<b>Readings</b>	Handbook of Human Resource Management Practice- Armstrong

<b>Session: 21</b>	<b>Duration: 5 Hrs.</b>
<b>Topic</b>	<b>Preparation and Performance of Cultural Show</b>
<b>Objective</b>	This activity aims at helping the new students to shed their inhibitions and get on the stage. It also aims at building team work amongst all of them.
<b>Content Details</b>	Final program and winding up
<b>Learning Outcome</b>	By the end of the cultural show the students <ul style="list-style-type: none"> <li>• Build a feeling of camaraderie</li> <li>• Move out of their shells</li> <li>• Develop better self confidence</li> </ul>



## **Sprint 2: TRANSFORMATION**



**At the end of this program a student should be able to: -**

- ✓ **Make appropriate use of MS office**
- ✓ **Use social media effectively for personal use (Twitter, Instagram, Linked in etc.)**
- ✓ **Deliver effective presentations**
- ✓ **Present a well-groomed and professional image**
- ✓ **Keep an edge in leveraging technology**

### Agenda for 'SPRINT'

	9:15am - 10:00am	10:00am- 11:30am	11:30 am- 11:45 am	11:45am- 1:00pm	1:00p m- 2:00p m	2:00pm-3:30pm	3:30p m- 3:45p m	3:45pm- 5:30pm
<b>Day 1</b>	Registration Inauguration	ABC of written Communication	<b>Break</b>	Writing Letters and Applications	<b>Lunch</b>	Guidelines for G.D and mock sessions	<b>Break</b>	Outdoor Activity
<b>Day 2</b>	Making powerful presentations	Assignment on PPT		Assignment -cont.		Using Social Media 2-/Linked In Profiles		Assignment
<b>Day 3</b>	EUniv/Y.k.C EBSCO.	Basics of excel-		Exercise on excel-		Interpersonal Skills-		Outdoor Activity
<b>Day 4</b>	Self-Reflection	Assignment/ Group activity		Working in Teams& Jungle Survival activity		Planning & prioritizing-A session on time management		Guest Faculty-
<b>Day 5</b>	<b>Presentation of Students – Feedback &amp; Prize Distribution</b>							

**Course Name : SPRINT 2: TRANSFORMATION**  
**Presentation Skills & Computer Literacy**

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**Sessions: 21**

**Credits:2**

**Course Description:**

The dictionary meaning of ‘Transformation’ is “a marked change in form, nature or appearance”. Hence the focus of this ‘SPRINT’ is to make the program a meaningful experience that results in the desired outcome on both soft and technical skills. It will result in students feeling more competent and confident. Roleplays, group discussions, practical exercise in MS office Power Point presentations makes this program a wholesome experience.

<b>Session: 1</b>	<b>Duration: 1 Hr.</b>
<b>Topic</b>	<b>Registration and Welcome address</b>

<b>Session: 2</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>ABC of written Communication</b>
<b>Objective</b>	Writing skills of the students today have deteriorated because of several reasons. This session helps the students to identify certain guidelines that can be followed to improve their writing skills.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Kinds of communication</li> <li>• Advantages and disadvantages of written communication</li> <li>• Accuracy Brevity and Clarity</li> <li>• Positive Mirroring</li> <li>• Group exercises</li> </ul>
<b>Learning Outcome</b>	By the end of the session the students should be able to <ul style="list-style-type: none"> <li>• Understand the importance of being accurate.</li> <li>• Brief and clear in their communication.</li> </ul>
<b>Readings</b>	Communicating in Business- William Krizan, Logan Merrier
<b>Review Exercise/ Evaluation</b>	Each team to be given several exercises on accuracy, brevity and clarity.

<b>Session: 3</b>	<b>Duration: 1 Hr. 15 Min</b>
<b>Topic</b>	<b>Writing applications and letters</b>
<b>Objective</b>	Enable students to communicate effectively in the business world by writing <ul style="list-style-type: none"> <li>• Effective Emails</li> <li>• Business letters and applications</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Effective Writing Skills</li> <li>• Format for a letter or application</li> <li>• Frequent errors in spelling and sentence construction</li> </ul>
<b>Learning Outcome</b>	After the completion of this session students will be able to apply <ul style="list-style-type: none"> <li>• The correct format</li> <li>• Parts of the letter</li> <li>• Grammar and sentence formation</li> </ul>
<b>Readings</b>	Communicating in Business- William Krizan, Logan Merrier
<b>Review Exercise/ Evaluation</b>	Each team to be given an e-mail and business letter to be written and displayed. Areas of improvement to be suggested.

<b>Session: 4</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Guidelines to Group Discussions and mock sessions</b>
<b>Objective</b>	Students are unaware of the guidelines that need to be followed during a group discussion. This session aims at familiarizing them with the correct techniques.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• What is a group discussion?</li> <li>• Initiating the discussion</li> <li>• Roles in a discussion</li> <li>• Do's and Don'ts</li> <li>• Closing a discussion effectively</li> </ul>
<b>Learning Outcome</b>	At the end of this session each student is expected to understand the guidelines and use them effectively while participating in a discussion.

<b>Session: 5</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Outdoor Activity (Blind Man's Buff)</b>
<b>Objective</b>	Team work is a quality every recruiter looks for. Hence, the objective of this session is to enable them to work together in a compatible manner.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Rules of the game</li> <li>• Distribution of kit</li> <li>• Practice time</li> <li>• Activity and Debrief</li> </ul>
<b>Learning Outcome</b>	This session clearly brings out the learning that things can never be perfect. It pushes the student groups to perform well and with coordination even in an adverse environment.

<b>Session: 6</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Making Powerful Presentations</b>
<b>Objective</b>	<p>To understand the skills, knowledge and efforts that go into making an effective presentation. This will be done by focusing on the following objectives:</p> <ul style="list-style-type: none"> <li>• To understand the skills, knowledge and efforts that go into making an effective presentation.</li> <li>• To understand and view their strengths and capitalize on them.</li> <li>• To draw out a personal action plan for working on the areas of improvement.</li> <li>• To provide a forum for practice and review.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Preparing yourself</li> <li>• Preparing the presentation</li> <li>• Delivering the presentation</li> <li>• Handling the audience</li> </ul>
<b>Learning Outcome</b>	The session is expected to bring down anxiety and stress levels. It will also pave the way for students to deliver presentations effectively.
<b>Readings</b>	Say it with presentations. Making Presentations-Tom Hindle
<b>Review Exercise/ Evaluation</b>	Students to be given examples of positive and negative body language and exercises on voice modulation.

<b>Session: 7</b>	<b>Duration: 1 Hr. 15 Min</b>
<b>Topic</b>	<b>Practical Session-Putting theory in practice</b>
<b>Objective</b>	The objective of this session would be <ul style="list-style-type: none"> <li>• Eliminating stage fear</li> <li>• Boosting self confidence</li> <li>• Support students for better presentation skills</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Topic Distribution</li> <li>• Preparation</li> <li>• Delivery of Presentation – opening, body, close.</li> <li>• Feedback</li> </ul>
<b>Learning Outcome</b>	At the end of this session the students will be able to deliver presentations with more confidence. Constructive feedback from students will help in working on areas of concern.
<b>Review Exercise/ Evaluation</b>	Students will be asked to present their presentations on the stage and will be reviewed by the panel.

<b>Session: 8</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Using Social media effectively</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To use social media as an add on for career and skills, from availability of research tools.</li> <li>• Competitive analysis.</li> <li>• Perception mapping and engagement with recruiters to gain insight from feedback and reviews.</li> <li>• Information distribution and the personal social equity to build in online community.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Use of popular social media tools and analytics like LinkedIn, Facebook, twitter, discussion forums like parologue, photo sharing apps like Instagram and Flickr.</li> <li>• Connect with like-minded individuals and professionals.</li> <li>• Build Your Reputation by Being Consistent.</li> <li>• Engage with a prospective employer.</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Social media information can help to pick up useful tips on the company and the recruitment process and to come over as a well-informed candidate.</li> <li>• Be updated with current happenings and insights through blogs and discussion forums.</li> <li>• Increase online presence by participating in discussions and news feeds.</li> </ul>

<b>Session: 9</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Assignment</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To use social media as an add on for career and skills, from availability of research tools.</li> <li>• Competitive analysis, perception mapping and engagement with recruiters to gain insight from feedback and reviews.</li> <li>• Information distribution and the personal social equity to build in online community.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Connect with like-minded individuals and professionals.</li> <li>• Build Your Reputation by Being Consistent.</li> <li>• Engage with a prospective employer.</li> </ul>
<b>Learning Outcome</b>	Social media information can help to pick up useful tips on the company and the recruitment process and to come over as a well-informed candidate. Be updated with current happenings and insights through blogs and discussion.
<b>Review Exercise/ Evaluation</b>	Students will be asked to create their linked in an Instagram profile.

<b>Session: 10</b>	<b>Duration: 1 Hrs.</b>
<b>Topic</b>	<b>eUniv/EBESCO</b>
<b>Objective</b>	To acquaint the students on using eUniv platform, accessing course lectures, initiating and participating in discussion forums, attempting quizzes and tests etc.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Using login ID and Passwords</li> <li>• Accessing Courses</li> <li>• Downloading course presentation</li> <li>• Attempting Quizzes and Exams</li> <li>• Recording feedback</li> </ul>
<b>Learning Outcome</b>	After the completion of this session students will be able to use eUniv effectively and will make effort towards Green policies of university in the modern era of digitalization.
<b>Review Exercise/ Evaluation</b>	Taking mock quiz

<b>Session: 11</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Basics of Excel</b>
<b>Objective</b>	To help students analyze, practice and learn real time scenarios using MS Excel.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Alternative data sets</li> <li>• Descriptive statistics</li> <li>• Pivot tables</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Knowledge and practice of MS Excel</li> <li>• Learning and practicing MS Excel with real time scenarios</li> <li>• Analyzing data professionally</li> </ul>
<b>Readings</b>	Excel for dummies – Greg Harvey
<b>Review Exercise/ Evaluation</b>	Practice files based on each topic covered.

<b>Session: 12</b>	<b>Duration: 1 Hr. 15 Min</b>
<b>Topic</b>	<b>Practical application of Excel</b>
<b>Objective</b>	To provide hands-on experience to students about following features in MS Excel <ul style="list-style-type: none"> <li>• Charts</li> <li>• Graphics</li> <li>• Macros</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Charts</li> <li>• Graphics</li> <li>• Macros</li> </ul>
<b>Learning Outcome</b>	Students will be able to do following tasks using MS Excel <ul style="list-style-type: none"> <li>• Creating different types of Graphs &amp; charts in MS Excel</li> <li>• Creating and using Macros</li> </ul>
<b>Readings</b>	Excel for dummies – Greg Harvey
<b>Review Exercise/ Evaluation</b>	Practice exercises given to students based on Charts, Graphics & Macros



<b>Session: 13</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Interpersonal Skills</b>
<b>Objective</b>	Interpersonal skills are life skills used every day to communicate and establish relationships. The intent of this session is to improve the day to day communication at all levels.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Verbal and non-verbal communication</li> <li>• Listening skills</li> <li>• Ability to question</li> <li>• Etiquettes</li> <li>• Problem solving ability</li> <li>• Responsibility</li> <li>• Accountability</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students should be able to identify certain core principles to enhance their relationships.
<b>Readings</b>	The Effective Executive- Peter Drucker
<b>Review Exercise/ Evaluation</b>	Role plays to be given to students and performed in teams

<b>Session: 14</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Outdoor Activity (Three-Legged Team)</b>
<b>Objective</b>	Team work is a quality every recruiter looks for. Hence, the objective of this session is to enable them to work together in a compatible manner.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Rules of the game</li> <li>• Distribution of kit</li> <li>• practice time</li> <li>• Activity and Debrief</li> </ul>
<b>Learning Outcome</b>	This session clearly brings out the learning that things can never be perfect. It pushes the student groups to perform well and with coordination even in an adverse environment.
<b>Review Exercise/ Evaluation</b>	The debrief after the activity is given to evaluate how each team performed and dealt with the shortcomings.

<b>Session: 15</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Self-Reflection</b>
<b>Objective</b>	The objective of this session is to take a trip Down Memory lane and understand your own self better.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Discussion on Self</li> <li>• Discussion on questions, Self-Reflection</li> <li>• Writing down personal answers</li> </ul>
<b>Learning Outcome</b>	<p>At the end of the session the students are expected to know themselves better. They have a better idea of their: -</p> <ul style="list-style-type: none"> <li>• Struggles</li> <li>• Achievements</li> <li>• Stress points</li> <li>• Strengths</li> <li>• Areas of concern</li> </ul>
<b>Readings</b>	Seven Habits of Highly Effective People- Stephen R. Covey
<b>Review Exercise/ Evaluation</b>	Each team member will take up one question and share the answer with the team mates. The entire team will give inputs for improvement.

<b>Session: 16</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Sharing the best answers</b>
<b>Objective</b>	Here the objective is to prepare a best set of answers. Sharing answers with the team helps the students get a better perspective.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Sharing of answers (within team)</li> <li>• Feedback on each answer from the team</li> <li>• Sharing the best answers on the stage</li> </ul>
<b>Learning Outcome</b>	At the end of the session each student has better awareness levels about his/her own life journey and can answer questions more confidently.
<b>Review Exercise/ Evaluation</b>	Two members of each team will be asked to come up on stage and share their answers.

<b>Session: 17</b>	<b>Duration: 1 Hr. 15 Min</b>
<b>Topic</b>	<b>Working in Teams and Jungle Survival Activity</b>
<b>Objective</b>	Team work is a quality every recruiter looks for. Hence, the objective of this session is to enable them to work together in a compatible manner and take correct decisions.
<b>Content Details</b>	Rules of the game/Distribution of kit/Activity and Debrief.
<b>Learning Outcome</b>	This session clearly brings out the learning that things can never be perfect. This activity teaches the students to work in a team, listen to others and take quick decisions.
<b>Review Exercise/ Evaluation</b>	The answers given by each team are reviewed and corrected. The views of the specialist are also discussed.

<b>Session: 18</b>	<b>Duration: 1 ½ Hrs.</b>
<b>Topic</b>	<b>Planning and Prioritizing</b>
<b>Objective</b>	Time Management is a much-needed skill for the young generation. The objective is to help them understand the value of 24 hours in each day and the steps to utilize the same effectively.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• The Compass and the Clock</li> <li>• Big Rocks/small Rocks</li> <li>• Urgent or Important</li> <li>• Major Time stealers</li> <li>• Ways to Better Time management</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students should be aware of the Time stealers in their lives. They should be able to eliminate or reduce such factors so as to become more productive.
<b>Readings</b>	First Things First – Stephen Covey
<b>Review Exercise/ Evaluation</b>	Students are required to make a list of time stealers and their plans to deal with them.

<b>Session: 19</b>	<b>Duration: 2 Hrs.</b>
<b>Topic</b>	<b>Guest Faculty</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To give the students insight into the real world of business.</li> <li>• To have list of key points that they need to focus while studying in MBA</li> <li>• To stay current and updated as MBA is all about changing world of business Like enrolling into MOOC's etc.</li> </ul>
<b>Content Details</b>	Mainly through graphical presentations exposed to few critical elements that they need to focus mainly 10 points were covered for MBA students, ranging from "Brands" to "Work Ethics" and "Great Management Books" apart from academic books that they shall focus on.
<b>Learning Outcome</b>	<p>Because of participating in this program, students will learn</p> <ul style="list-style-type: none"> <li>• Identify SWOT</li> <li>• Get inspired to stay current</li> <li>• Improve their knowledge level through case studies and books</li> <li>• Understand the concept of "Ethical Blindness" and become a true leader/ professional.</li> </ul>
<b>Review Exercise/ Evaluation</b>	Quiz to be given by Guest Faculty

<b>Session: 20</b>	<b>Duration: 4 Hrs.</b>
<b>Topic</b>	<b>Final Preparation and Presentations</b>

<b>Session: 21</b>	<b>Duration: 3 ½ Hrs.</b>
<b>Topic</b>	<b>Prize distribution followed by talent show</b>
<b>Objective</b>	This activity aims at helping the new students to shed their inhibitions and get on the stage. It also aims at building team work amongst all of them.
<b>Content Details</b>	Final program and winding up
<b>Learning Outcome</b>	By the end of the cultural show the students <ul style="list-style-type: none"> <li>• Build a feeling of camaraderie</li> <li>• Move out of their shells</li> <li>• Develop better self confidence</li> </ul>
<b>Review Exercise/ Evaluation</b>	Prizes for best performances to be given.

## **SPRINT 3: SELLING SKILLS**



**At the end of the program a student should be able to**

- ✓ **Develop a scientific approach towards selling (Sales Cycle)**
- ✓ **Overcome the myth and fear for sales**
- ✓ **Develop a go getter attitude**
- ✓ **Demonstrate salesmanship and spirit**

## Agenda for 'SPRINT'

	09:15am – 11:30am	11:30am – 11:45am	11:45am – 01:30pm	01:30am – 02:30 pm	02:30pm – 03:45pm	3:45 pm – 4:00 pm	4:00 pm – 5:30pm
<b>Day 1</b>	Introduction to Selling, Myths and scope	<b>Break</b>	Sales Terminology	<b>Lunch</b>	Planning a Sales Call	<b>Break</b>	Planning a Sales Call (Scripts)
<b>Day 2</b>	Sales Cycle		Sales Cycle		Sales Cycle		Sales Cycle
<b>Day 3</b>	Sales action Plan (Case Study and Live Demo)		MOVIE - Rocket Singh and recollecting sound bites		Sales action Plan and next day's instructions		
<b>Day 4</b>	Field Activity						
<b>Day 5</b>	Guest Faculty	<b>Break</b>	Guest Faculty	<b>Lunch</b>	Experience with best practices and R&R		

**Course Name:           SPRINT 3 SELLING SKILLS**

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**Sessions: 12**

**Credits:2**

**Course Description:**

Selling is a wonderful profession with rich rewards and a career that grows by leaps and bounds. However, selling is also a widely misunderstood term which creates a distorted image in the minds of students. They do not look at it as an ideal career path. This Sprint aims to highlight a career in sales which does not only present the possibility of economic success but also gives personal satisfaction and provides professional growth. Although there are several misconceptions about the sales profession, it is undeniable that a career in sales offers many benefits and rewards that no other profession can match. Hence with exposure to the opportunities in sales, bursting the myths and giving them practical exposure the students are expected to develop an inclination towards this exciting option in their careers.

<b>Session: 01</b>	<b>Duration: 2 Hrs. 15 Mins.</b>
<b>Topic</b>	<b>Introduction to Selling, Myths and scope</b>
<b>Objective</b>	The get students acquainted with what selling means in real terms. Dispelling various myths associated with sales along with discussion on its scope.
<b>Content Details</b>	Introduction to Selling, Myths in Selling, Career Scope in Sales
<b>Learning Outcome</b>	The students learn that selling is something one does since his/her child hood. The audience will be able to break the ceiling of myths and misconceptions associated with selling. They will start looking at Sales as a career
<b>Review Exercise/ Evaluation</b>	Students are asked to read the book ‘The Art of Selling’- Zig Zagler



<b>Session: 02</b>	<b>Duration: 1 Hr. 15 Mins</b>
<b>Topic</b>	<b>Terminology</b>
<b>Objective</b>	To assimilate the frequently used terminologies in sales.
<b>Content Details</b>	Contemporary Sales Terminology along with short forms used in the sales office.
<b>Learning Outcome</b>	The students will get exposed to the contemporary sales terminologies which will help them during their summer internship as well as in cracking the job interview.
<b>Readings</b>	The Little Red Book of Sales- Geoffrey Gitomer
<b>Review Exercise/ Evaluation</b>	List of sales terminology to be provided to the students.

<b>Session: 03</b>	<b>Duration: 1 Hr. 15 Mins.</b>
<b>Topic</b>	<b>Planning a Sales Call</b>
<b>Objective</b>	To make students understand the homework to be done before getting into the field for sales
<b>Content Details</b>	Formal attire Material to be carried along Practicing the material usage Do's and Don'ts.
<b>Learning Outcome</b>	The students will exercise the Pre-call preparations so as to make the sales call effective
<b>Readings</b>	Sell Yourself- Arch Lustberg
<b>Review Exercise/ Evaluation</b>	Role plays on sales call to be devised.

<b>Session: 04</b>	<b>Duration: 1 Hr. 15 Mins.</b>
<b>Topic</b>	<b>Planning a Sales Call Scripts</b>
<b>Objective</b>	To introduce the concept of scripts and make them master those for effective sales call and to avoid fumbles.
<b>Content Details</b>	Introduction of Scripts, Objection handling, Overall Presentation technique.
<b>Learning Outcome</b>	The students will be steered to use the script verbatim to avoid any type backfooting during the sales call.
<b>Readings</b>	The Art of Selling Zig zagler
<b>Review Exercise/ Evaluation</b>	Role plays on sales call to be enacted.

<b>Session: 05</b>	<b>Duration: 04 Hrs. 15 Mins</b>
<b>Topic</b>	<b>Sales cycle</b>
<b>Objective</b>	To ensure that the student knows the sales cycle and follows it in the sequence to obtain desired results
<b>Content Details</b>	SPANCO Model
<b>Learning Outcome</b>	The student will become professional interims of putting things in sequence with the customer for better results.
<b>Review Exercise/ Evaluation</b>	Quiz on Sales Cycle

<b>Session: 06</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Sales cycle</b>
<b>Objective</b>	To ensure that the student knows the sales cycle and follows it in the sequence to obtain desired results.
<b>Content Details</b>	SPANCO Model
<b>Learning Outcome</b>	The student will become professional interims of putting things in sequence with the customer for better results.
<b>Review Exercise/ Evaluation</b>	Quiz on Sales Cycle

<b>Session: 07</b>	<b>Duration: 02 Hrs. 15 Mins</b>
<b>Topic</b>	<b>Sales action Plan (Case Study and Live Demo)</b>
<b>Objective</b>	To make students use the Sales technique and cycle for selling products in the real market.
<b>Content Details</b>	To simulate what students have learnt by giving them product and asking them to sell using appropriate strategy.
<b>Learning Outcome</b>	The students will gain confidence that sales is no rocket science but requires strategy, Knowledge and skills.
<b>Readings</b>	The Psychology of Selling- Bryan Tracy
<b>Review Exercise/ Evaluation</b>	Case study to be provided and worked out by the students

<b>Session: 08</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>MOVIE - Rocket Singh and recollecting sound bites</b>
<b>Objective</b>	The objective of showing this film is to bring out the conviction that money is not the Be All and End all of everything
<b>Content Details</b>	Film screening, Discussion time
<b>Learning Outcome</b>	At the end of the film show the students will understand that talent and attitude are important. Customer satisfaction is supreme in business. The most important lesson is that one needs to believe in the people you have.
<b>Readings</b>	The Greatest Salesman in The World
<b>Review Exercise/ Evaluation</b>	Discussion on the film and the character of Rocket Singh

<b>Session: 09</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Sale supreme importance's action Plan and next day's instructions</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To remove the apprehensions regarding Sales as a career</li> <li>• To showcase the phenomenal growth and life in Sales</li> </ul>
<b>Content Details</b>	Role plays, Activities, Live examples
<b>Learning Outcome</b>	The students will get inclined and excited to join sales as a career and will become part of the tremendous growth it offers

<b>Session: 10</b>	<b>Duration: 02 Hrs. 15 Mins</b>
<b>Topic</b>	<b>Guest Faculty</b>

<b>Session: 11</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Guest Faculty</b>

<b>Session: 12</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Experience with best practices and R&amp;R</b>
<b>Objective</b>	To evangelize the insurance business and create a positive attitude of students towards insurance industry by sharing the industry's Rewards and Recognition standards along with the social cause insurance promotes.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Insurance as a social security tool</li> <li>• Insurance as a gratifying business</li> <li>• Industry standards on rewards and recognitions as well as incentives</li> </ul>
<b>Learning Outcome</b>	The students will be able to empathize with the noble work Insurance managers do and simultaneously how rewarding the insurance industry is.

## **SPRINT 4: INTERNSHIP**



**At the end of the program a student should be**

- ✓ **Aware of the business/strengths and challenges of the organization**
- ✓ **Familiar with current affairs and market trends**
- ✓ **Able to develop a go getter attitude**
- ✓ **Confident to make an entry into the corporate world**

## Agenda for 'SPRINT'

	<b>09:00am – 10:00am</b>	<b>10:00am – 11:30am</b>	<b>11:30am – 01:00pm</b>	<b>01:00pm - 02:00pm</b>	<b>02:00pm – 03:30pm</b>	<b>03:30 pm- 03:45 pm</b>	<b>03:45pm – 05:30pm</b>
<b>Day 1</b>	<ul style="list-style-type: none"> <li>•Registration</li> <li>•Attendance</li> <li>•Current Affairs-</li> <li>•Company Presentation – guidelines to students</li> </ul>	Etiquettes & Grooming	Etiquettes & Grooming	<b>Lunch</b>	Interaction with Dean	<b>Break</b>	Social project- Prep for presentation
<b>Day 2</b>	<ul style="list-style-type: none"> <li>•Attendance</li> <li>•Current Affairs</li> <li>•Company Presentation</li> </ul>	Writing Effective Emails	Research Project		Research Project		Team activity
<b>Day 3</b>	<ul style="list-style-type: none"> <li>•Attendance</li> <li>•Current Affairs</li> <li>•Company Presentation</li> </ul>	Finance	Economics		The Unstoppable You!		interaction with Seniors
<b>Day 4</b>	<ul style="list-style-type: none"> <li>•Attendance</li> <li>•Current Affairs</li> <li>•Company Presentation</li> </ul>	Marketing	HR		Excel		Excel
<b>Day 5</b>	<ul style="list-style-type: none"> <li>•Attendance</li> <li>•Current Affairs</li> <li>•Company Presentation</li> </ul>	Social Project- @ campus	Social project- @campus		CSR – River Side Cleaning		

**Course Name: SPRINT 4: INTERNSHIP**

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**Sessions: 15**

**Credits:2**

**Course Description:**

Getting an internship is first the beginning and it is not the most important part of the process. If an intern can prove his worth, he can become a truly sought after candidate for permanent placement. The company will be willing to invest in him if they see that he has put in work and invested time and effort in the company. Since the professional world can be very different from life in the university it is important to understand these differences and be prepared. Thus, this SPRINT aims to prepare the students to go through their internship successfully. They are encouraged to clarify their expectations, ask relevant questions, make a good first impression, be observant and behave appropriately. Most importantly they are made to establish relationships and build strong networks with professionals.

<b>Session: 01</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Current Affairs</li> <li>• Company Presentation – student group presentation on one company.</li> </ul>
<b>Objective</b>	<p>To create an awareness about the current trends and major events taking place globally.</p> <p>The organization the students will be joining for their internship</p>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Discussion on headlines of the day.</li> <li>• Quiz based on the previous day's discussion and other important events.</li> <li>• Student presentation on the selected company</li> <li>• Q/A and discussion round with faculty and students.</li> </ul>
<b>Learning Outcome</b>	<p>By the end of these sessions students should have a fair amount of knowledge about their place of work for their internship.</p> <ul style="list-style-type: none"> <li>• Develop a keen interest in the major events happened across the globe.</li> <li>• Develop the habit of reading the newspaper regularly.</li> </ul>
<b>Readings</b>	Newspapers
<b>Review Exercise/ Evaluation</b>	Guidelines for preparations



<b>Session: 02</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Effective Emails</b>
<b>Objective</b>	To enable students, write emails in a simple correct and effective manner.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Importance of emails using active voice</li> <li>• Parts of an Email: Salutation, Body and Closure</li> <li>• The STRIPE format</li> <li>• Positive mirroring</li> <li>• Practice sessions – Different seniors</li> </ul>
<b>Learning Outcome</b>	By the end of the session students should be able to <ul style="list-style-type: none"> <li>• Understand the importance of emails</li> <li>• Develop the capability of writing business mails</li> <li>• Be aware of Do's and Don'ts while writing</li> </ul>
<b>Readings</b>	Speak Better Write Better English- Norman Lewis
<b>Review Exercise/ Evaluation</b>	The students are given different real life situations and instructed to write mails accordingly.

<b>Session: 04</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Team activity</b>
<b>Objective</b>	Team work is an essential quality for success in any field. However, life does not give us perfect conditions and sometimes we are provided with incomplete information.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Guidelines</li> <li>• Distribution of envelopes</li> <li>• Puzzle making</li> <li>• Declaration of winners</li> <li>• Debrief and learning</li> </ul>
<b>Learning Outcome</b>	This activity tests the ability of students to think outside the box and pushes them to use their negotiation skills.
<b>Reading</b>	Getting to say Yes – William Ury
<b>Review Exercise/ Evaluation</b>	The students are judged based on their time management and negotiation skills.

<b>Session: 05</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Attendance, Current Affairs, Company Presentation –student group presentation on one company.</b>
<b>Objective</b>	To create an awareness about the current trends and major events taking place globally. The organization the students will be joining for their internship
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Discussion on headlines of the day.</li> <li>• Quiz based on the previous day’s discussion and other important events.</li> <li>• Student presentation on the selected company</li> </ul>
<b>Learning Outcome</b>	<p>By the end of these sessions students should have a fair amount of knowledge about their place of work for their internship</p> <ul style="list-style-type: none"> <li>• Develop a keen interest in the major events happened across the globe</li> <li>• Develop the habit of reading the newspaper regularly.</li> </ul>
<b>Review Exercise/ Evaluation</b>	Q/A and discussion round with faculty and students

<b>Session: 06</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Financial Planning</b>
<b>Objective</b>	To give a glimpse of an actual but miniaturized version of a financial plan.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Introducing the purpose of financial plan</li> <li>• Explain dimensions of viability of an FP</li> <li>• Explaining various contents of a typical FP</li> <li>• Financial forecasting and modeling</li> <li>• Actual preparation of an FP by using hypothetical</li> <li>• Q &amp; A</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Students will be able to understand and describe the basic purposes behind the preparation of a Financial Plan (FP)</li> <li>• Be able to explain various methods usually employed for financial planning</li> </ul>
<b>Readings</b>	Financial Management (Theory and Practice)

<b>Session: 07</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Economic way of thinking</b>
<b>Objective</b>	To give an overview of concepts of economics and the application in business decision making
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Scarcity &amp; Choice</li> <li>• Demand and Supply</li> <li>• Cost benefit Analysis</li> <li>• Marginal Analysis</li> <li>• Market Structures</li> <li>• Inflation and Recession</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• To understand the economic concepts</li> <li>• To apply economic concepts in business plan</li> <li>• To evaluate the business economic viability of decisions</li> </ul>
<b>Readings</b>	A Guide to Everyday Economic Thinking- David Prychitko

<b>Session: 08</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>The Unstoppable You!</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To stimulate the minds of participants to think big and beyond conventions</li> <li>• To explore the unstoppable in oneself.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• The story of two friends</li> <li>• Cognitive test on spending time</li> <li>• The blindfold mind game</li> <li>• Igniting minds, planning and keeping focus</li> </ul>
<b>Learning Outcome</b>	The participants leave with ignited minds to plan and focus towards their goal.

<b>Session: 09</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Interaction with seniors</b>
<b>Objective</b>	The sole objective of their interaction is to prepare students for a smooth internship
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Sharing personal experiences</li> <li>• Pushing yourself to do what is beyond the daily routine</li> <li>• Seriousness in an internship &amp; Q/A round</li> </ul>
<b>Learning Outcome</b>	<p>Expected outcomes with their practical face to face discussion student will have a better understanding of</p> <ul style="list-style-type: none"> <li>• Expectations of the employer</li> <li>• Do's Don'ts of the organization</li> </ul>

<b>Session: 10</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Current Affairs</li> <li>• Company Presentation –student group presentation on one</li> </ul>
<b>Objective</b>	To create an awareness about the current trends and major events taking place globally.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Discussion on headlines of the day.</li> <li>• Quiz based on the previous day's discussion and other important events.</li> <li>• Student presentation on the selected company</li> <li>• Q/A and discussion round with faculty and students.</li> </ul>
<b>Learning Outcome</b>	<p>By the end of these sessions students should have a fair amount of knowledge about their place of work for their internship</p> <ul style="list-style-type: none"> <li>• Develop a keen interest in the major events happened across the globe</li> <li>• Develop the habit of reading the newspaper regularly.</li> </ul>
<b>Review Exercise/ Evaluation</b>	Q/A and discussion round with faculty and students

<b>Session: 11</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Marketing</b>
<b>Objective</b>	Objective of the session is to recap marketing concepts to enable participants a walkthrough into Marketing Management, IMC, Branding, Consumer Behavior & Global concepts in Marketing.
<b>Content Details</b>	Marketing Management, Consumer Behavior, Integrated Marketing Environment, Brand Management, Global Concepts in Marketing, Contemporary Marketing Environment.
<b>Learning Outcome</b>	Holistic view of marketing activities with a coordinated approach among various independent fields. The participants will also develop capability to develop strategies with 360-degree view of business environment.
<b>Readings</b>	All Marketers Tell Stories – Seth Godin

<b>Session: 12</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<ul style="list-style-type: none"> <li>• <b>OB</b></li> <li>• <b>Motivation</b></li> <li>• <b>Leadership</b></li> <li>• <b>Power</b></li> <li>• <b>Organization Structure</b></li> </ul>
<b>Objective</b>	To make students familiar with actual work environment and to avoid reality shocks.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• OB problem solving model</li> <li>• MBA psychology lesson</li> <li>• Motivation and Leadership</li> <li>• Dealing with bosses &amp; subordinates</li> <li>• Power in office</li> <li>• Different organization structure.</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Effective behavior at work place</li> <li>• Smartly dealing with superiors &amp; subordinates.</li> <li>• Understanding problems to able to solve it.</li> <li>• To know the actual working structures in organization.</li> </ul>
<b>Readings</b>	10 Day MBA
<b>Review Exercise/ Evaluation</b>	Review different organizational structures for leading MNCs

<b>Session: 13</b>	<b>Duration: 03 ½ Hrs.</b>
<b>Topic</b>	<ul style="list-style-type: none"> <li>• <b>Changing workbook appearance</b></li> <li>• <b>Focusing on specific data by using filters</b></li> <li>• <b>Create Charts</b></li> <li>• <b>Using pivot tables</b></li> <li>• <b>Combining data from multiple sources</b></li> <li>• <b>Analyze data and alternative data sets.</b></li> </ul>
<b>Objective</b>	To enable example students with MS Excel, work and analyze data using MS Excel with real life examples
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Live demonstration on MS-Excel 2013</li> <li>• Practice files on each topic covered.</li> </ul>
<b>Learning Outcome</b>	<p>Students would be able to do following using MS Excel</p> <ul style="list-style-type: none"> <li>• Sort Data</li> <li>• Consolidate Data</li> <li>• Link Data</li> <li>• Use Look – up function</li> <li>• Draw Charts</li> <li>• Use What-if Analysis</li> <li>• Create pivot tables.</li> </ul>
<b>Readings</b>	Excel for Dummies- Greg Harvey

<b>Session: 14</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<ul style="list-style-type: none"> <li>• <b>Attendance</b></li> <li>• <b>Current Affairs</b></li> <li>• <b>Company Presentation –student group presentation on one company.</b></li> </ul>
<b>Objective</b>	<p>To create an awareness about the current trends and major events taking place globally.</p> <p>The organization the students will be joining for their internship</p>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Discussion on headlines of the day.</li> <li>• Quiz based on the previous day’s discussion and other important events.</li> <li>• Student presentation on the selected company</li> <li>• Q/A and discussion round with faculty and students.</li> </ul>
<b>Learning Outcome</b>	<p>By the end of these sessions students should have a fair amount of knowledge about their place of work for their internship</p> <ul style="list-style-type: none"> <li>• Develop a keen interest in the major events happened across the globe</li> <li>• Develop the habit of reading the newspaper regularly.</li> </ul>
<b>Review Exercise/ Evaluation</b>	Q/A and discussion round with faculty and students

<b>Session: 15</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Conducting social projects of year 1 and present actions.</b>
<b>Objective</b>	The social projects aim to involve each and every student to act in a socially responsible manner.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Objectives of the Social Project.</li> <li>• The journey so far</li> <li>• The learning's from live and hands on project</li> <li>• The way ahead</li> <li>• CSR activity</li> <li>• Celebration time</li> <li>• Closure of semester.</li> </ul>
<b>Learning Outcome</b>	<p>Students are expected to</p> <ul style="list-style-type: none"> <li>• Become more sensitive towards the society and environment.</li> <li>• Contribute towards making their university and surrounding areas a better place.</li> </ul>
<b>Review Exercise/ Evaluation</b>	Students are evaluated on the basis of their presentations

## **SPRINT 5: BUSINESS PLAN**



**At the end of the program a student should be able to**

- ✓ **Work on the various dimensions involved in a Business Plan**
- ✓ **Determine viability of a new business idea**
- ✓ **Develop plans and strategies for setting up a new business**



## Agenda for 'SPRINT'

	09:00 AM – 10:00 AM	10:00 AM – 11:15 AM	11:15 AM – 11:30 AM	11:30 AM – 01:00 PM	01:00 PM – 02:00 PM	02:00 PM – 03:30 PM	03:30 PM – 03:45 PM	03:45 PM – 05:00 PM	05:00 PM – 05:20 PM
<b>Day 1</b>	REGISTRATION/ INAUGURATION	Introduction to Business Plan-	<b>Break</b>	Business Plan – (Contd.)	<b>Lunch</b>	Choosing the Type of Business Company Name Company Logo Location Product 5 Min presentation By Each Team with Introductions Etc.	<b>Break</b>	Team Activity	Instructions And Feedback/Checking of Laptops etc. For Online Test
<b>Day 2</b>	Aptitude Test	Workshop on Marketing		Making the Marketing Plan – mentoring By Marketing Faculty		Guest Faculty -		Team Competitions	Instructions & Feedback
<b>Day 3</b>	Aptitude Test	Workshop on Finance		Making the Financial Plan – Mentoring by Finance Faculty		Guest Faculty -		Team Competitions	Instructions & Feedback
<b>Day 4</b>	Aptitude Test	Workshop on H. R		Making the H. R Plan – Mentoring by H.R Faculty		Session on Operations		Team Competitions	Instructions & Feedback
<b>Day 5</b>	Fine Tuning of The Business Plan & Preparation	Business Plan presentations (Team Wise)		Business Plan Presentations (Team Wise) Cont.		Practice for The Cultural Show		Practice for The Cultural Show	Cultural Show



**Course Name: SPRINT 5 BUSINESS PLAN**

**Sessions: 23**

**Credits:2**

**Course Description:**

The Business Plan ‘SPRINT’ is designed for students to explore the option of entrepreneurship. It covers the essential steps including drafting the original document; identifying the audience; gathering information; researching; describing product plans; and marketing, sales, HR and Financial plans. It will teach participants how to research and analyze the individual components needed for a business plan and apply skills to create a business plan for different audiences, including investors, banks, and another stakeholder. They will be able to explain the purpose and future of their business in easy to understand and describe their marketing, sales, and planning strategies.

<b>Session: 1</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Context setting</b>

<b>Session: 2</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>INTRODUCTION TO BUSINESS PLAN</b>
<b>Objective</b>	The Business Plan SPRINT is designed for students to explore the options and entrepreneurship. It covers the essential steps of identifying the business its scope researching, devising a marketing and financial plan etc. This overview illustrated by an example takes the students through the process of planning.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Live examples – Coffee Day</li> <li>• Market research</li> <li>• Marketing plan</li> <li>• Preparation of requirement of business (finance/H. R/Ops)</li> <li>• Detailed financial plan</li> <li>• Collation of introduction</li> </ul>
<b>Learning Outcome</b>	By the end of this session the teams have a clear idea of what kind of business venture they want to pursue. They will also understand how to put together a financial plan and judge the feasibility of the project.
<b>Readings</b>	Think and Grow Rich- Jim Collins

<b>Session: 3</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Choosing the type of business</b> <ul style="list-style-type: none"> <li>• <b>Company name</b></li> <li>• <b>Company logo</b></li> <li>• <b>Location</b></li> <li>• <b>Product</b></li> </ul> <b>5 Min presentation by each team with introductions etc.</b>

<b>Session: 4</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Team Activity</b>
<b>Objective</b>	A refreshing break after a day's hard work.

<b>Session: 5</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Aptitude Test</b>
<b>Objective</b>	The objective of frequent get aptitude is to get the students to keep practicing. It is an important part of the hiring process. Hence, it is important for the students to keep working on this aspect.

<b>Session: 6</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Workshop on marketing</b>
<b>Objective</b>	Objective of the session is to develop marketing plan to finally support in development of business plan. The participants will get a hands-on exposure to marketing planning through group activities.
<b>Content Details</b>	Role of Marketing plan in Business Plan, Marketing Strategy, Marketing Economics, Group Activity on Marketing Planning.
<b>Learning Outcome</b>	Development of Marketing Plan and understanding the interaction of marketing plan with other components in overall business plan.

<b>Session: 7</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Making the marketing plan – mentoring by marketing faculty</b>
<b>Objective</b>	The objective of this program is to enable the students to brainstorm and come up with a plan to market their business.
<b>Content Details</b>	The team will work on a viable marketing strategy and make the marketing plan for their idea.
<b>Learning Outcome</b>	With support from the faculty the students are expected to come up with ideas as to how they plan to market their business.
<b>Readings</b>	Malcolm McDonald on Marketing Planning

<b>Session: 8</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Guest Faculty</b>

<b>Session: 9</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Team Competitions</b>

<b>Session: 10</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Aptitude Test</b>

<b>Session: 11</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Financial Plan</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To enable students to prepare a projected balance sheet for the business plan.</li> <li>• To be able to identify the sources of funds</li> <li>• To understand how to develop cost sheet and to calculate unit cost of the product</li> <li>• Acceptance and rejection of financial plan using financial management tools</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Students will learn how to prepare cost sheet</li> <li>• Learn how to fix the price of the product</li> <li>• Prepare break even chart</li> <li>• Calculate net present value of the project.</li> <li>• Read the balance sheet</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Students will learn how to prepare cost sheet</li> <li>• Learn how to fix the price of the product</li> <li>• Prepare break even chart</li> <li>• Calculate net present value of the project.</li> <li>• Read the balance sheet</li> </ul>
<b>Readings</b>	The Ultimate Financial Plan- Jim Stovall

<b>Session: 12</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Making the financial plan – Mentoring by finance faculty</b>
<b>Objective</b>	The objective of this program is to enable the students to brainstorm and come up with a financial plan for their business.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Preparing</li> <li>• Requirement cost.</li> <li>• Cost sheet</li> <li>• Present value table</li> </ul>
<b>Learning Outcome</b>	With support from the faculty the students are expected to come up with ideas as to how they plan to fund their business and run it.
<b>Readings</b>	Money Rules – Jean Chatzky

<b>Session: 13</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Guest Faculty</b>

<b>Session: 14</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Team competitions</b>

<b>Session: 15</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Aptitude test</b>

<b>Session: 16</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>H.R Plan</b>
<b>Objective</b>	To understand the sourcing, profiling requirements compensation etc. of the manpower required for the project.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Recruitment process</li> <li>• Vision, Mission and Values.</li> <li>• Organizational structure</li> <li>• Job Description</li> <li>• Appraisal</li> <li>• Compliances</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students should be able to understand the recruitment process to work out their work force plan and define their roles and responsibilities.
<b>Readings</b>	Human Resource Management-R. Wayne Mondy

<b>Session: 17</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Making the H. R plan – Mentoring by H. R faculty</b>
<b>Objective</b>	The mentor and students sit together to make a viable H.R Plan

<b>Session: 18</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Session on Operation</b>
<b>Objective</b>	The operational plan is the section where one digs into the nuts and bolts of the business area like production, manufacturing, inventory and distribution. This is the time to get one's hand dirty in terms of writing out the specific of how work will be set operational.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Location/virtual business</li> <li>• Supply and inventory management</li> <li>• Production and distribution</li> <li>• Quality management</li> </ul>
<b>Learning Outcome</b>	At the end of the sessions the student will understand how the whole plan is to be carried out. Without an execution strategy, the rest of the plan is meaningless.

<b>Session: 19</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Team Competitions</b>

<b>Session: 20</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Fine tuning of the business and preparation</b>
<b>Objective</b>	The business plan should now be almost ready with each team. This time is spent to fine tune and make the necessary changes that may be required.
<b>Learning Outcome</b>	The students should be able to analyze the practical application of their plan this session will help them to give more specific and practical form to their plan.

<b>Session: 21</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Business plan presentation (Team Wise)</b>
<b>Objective</b>	At the end of the session students could be able give effective presentation.
<b>Learning Outcome</b>	By the end of this session students will be able give effective presentation.

<b>Session: 22</b>	<b>Duration: 02 Hr.</b>
<b>Topic</b>	<b>Practice for the cultural show (followed by participation and prize distribution)</b>

<b>Session: 23</b>	<b>Duration: 02 Hr.</b>
<b>Topic</b>	<b>Cultural show (followed by prize distribution and Jam session)</b>



## **SPRINT 6: LEADERSHIP**



**At the end of this program a student should be able to**

- ✓ **Exhibit responsible decision making styles**
- ✓ **Exhibit the ability to work with those who are different from themselves**
- ✓ **Demonstrate an understanding of group dynamics and effective teamwork**
- ✓ **Cultivate a sense of self-awareness through identifying a leadership vision, mission, style and values.**
- ✓ **Develop a range of leadership skills and abilities such as effectively handling stress, resolving conflict, and motivating other**

### Agenda for 'SPRINT'

9:00-10:00		10:00 AM – 11:30AM	11:30 AM – 11:45 AM	11:45 AM to 01:15 PM	01:15 AM- 02:00 PM	02:00 PM - 03:30 PM	03:30 PM- 03:40 PM	03:40 PM to 05:30 PM
<b>Day 1</b>	Registration and Inauguration	Introduction to Leadership\ styles of leadership	<b>Tea</b>	Setting SMART goals	lunch	Effective Communication- The 7 C's	<b>Break</b>	Team work- Assignment and feedback
<b>Day 2</b>	<b>Outdoor Activity on Leadership skills</b>							
<b>Day 3</b>	Managing Conflicts	Assertive Skills	<b>Tea</b>	Guest Faculty- TBD	lunch	for the student with Best Leadership Skills	<b>Break</b>	Prize Distribution

**Course Name: SPRINT 6 Leadership**

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**Sessions: 11**

**Credits:2**

**Course Description:**

The main difference between a leader and manager is that a leader can identify problems, propose solutions and implement in a way that others choose to trust and follow him. If business has to grow than one needs more leaders and fewer managers. This fast paced and highly interactive ‘SPRINT’ helps the students to identify their strengths and refine them for greater effectiveness. It will also sharpen their communication and people’s skills and help them to evolve as better leaders.

<b>Session: 01</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Registration and Inauguration</b>

<b>Session: 02</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Introduction to Leadership/styles of leadership</b>
<b>Objective</b>	The objective of this program is to help participants discover their potential and understand the characteristics and attributes of a proven leader.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Difference between a manager and leader</li> <li>• Traits of a successful leader</li> <li>• Creating a Can Do and Will Do attitude</li> </ul>
<b>Learning Outcome</b>	As this is the initial session of this SPRINT so, after the completion of this session students will start finding the leadership qualities among them.
<b>Readings</b>	The 7 Habits of Highly Effective People- Stephen R. Covey

<b>Session: 03</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Setting SMART goals</b>
<b>Objective</b>	Without setting goals life becomes a series of chaotic happening one cannot control. Hence setting goals bring structure and trackability in one's eye setting smart goals bring objectives closer to reality.
<b>Content Details</b>	Goals must be <ul style="list-style-type: none"> <li>• Specific – What do you want to achieve</li> <li>• Measurable</li> <li>• Attainable</li> <li>• Realistic</li> <li>• Time bound</li> </ul>
<b>Learning Outcome</b>	By the end of the session the students will have a fan idea of not only their end goals but also the mean goal which will lead them to it.

<b>Session: 04</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Effective Communication-The 7 C'S</b>
<b>Objective</b>	Effective communication is the most sought after skill when it comes to employability. The 7 C's of communication help us to express ourselves better.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Courteous</li> <li>• Concise</li> <li>• Clear</li> <li>• Concrete</li> <li>• Complete</li> <li>• Coherent</li> <li>• Considerate</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students should be able to use the 7 C's for better communication.
<b>Readings</b>	The Power of Communication- Helio Fred Garcia

<b>Session: 05</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Team work- Assignment and feedback</b>

<b>Session: 06</b>	<b>Duration: Day 2 Complete</b>
<b>Topic</b>	<b>Outdoor Activity</b>

<b>Session: 07</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Managing Conflicts</b>
<b>Objective</b>	Objective of the session is to acquaint students with the concept of conflict at workplace. The aim is to familiarize students with practical conflict resolution techniques and strategies that prospective managers and team leaders can effectively utilize when managing conflict at the workplace.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Views on Conflict</li> <li>• Functional and Dysfunctional Conflict</li> <li>• Conflict Process</li> <li>• Conflict Management Techniques</li> <li>• Negotiation</li> <li>• Distributive and Integrative Bargaining</li> <li>• Role plays and team activity on conflict management</li> </ul>
<b>Learning Outcome</b>	Understand the concept of confrontation and strategies to resolve it. Distinguish between functional and dysfunctional conflict. Understand the methods of negotiation.
<b>Review Exercise/ Evaluation</b>	Role plays and team activity on conflict management

<b>Session: 08</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Assertive Skills</b>
<b>Objective</b>	Assertive skills are extremely essential for a successful person. This session aims at making the students aware of the different kinds of behavior.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Different kinds of behavior</li> <li>• Long term and short term impact</li> <li>• Learn to say NO</li> <li>• The assertiveness quiz</li> </ul>
<b>Learning Outcome</b>	The students should be able to understand the implications of different kinds of behavior and start developing the ability to recognize the behavior traits in others.
<b>Readings</b>	Assertive Communication Skills for Professionals

<b>Session: 09</b>	<b>Duration: 01 ½ Hr.</b>
<b>Topic</b>	<b>Guest Faculty</b>
<b>Objective</b>	This session by guest faculty would revolve around his/her own experiences. The objective would be to expose the students to real life cases and scenarios.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Transition from manager to leader</li> <li>• Accountability</li> <li>• Creating a team with positive energy</li> <li>• Delegation</li> <li>• Mentoring and coaching</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students would understand the importance of WE instead of ME. They would also understand what it entails to develop leadership qualities in the true sense.
<b>Review Exercise/ Evaluation</b>	Group tasks to check the leadership qualities of different students.

<b>Session: 10</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Choose your leader Contest for the student with Best Leadership Skills</b>
<b>Objective</b>	The objective of the program is twofold- <ul style="list-style-type: none"> <li>• To have the courage to market yourself as a leader</li> <li>• To develop the ability to choose a leader based on merit</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Self-Revelation- talk about your leadership qualities</li> <li>• Voting</li> <li>• Electing the True Leader of the batch</li> </ul>
<b>Learning Outcome</b>	This session will help students to identify the people who deserve to be elected as the leaders of the batch.
<b>Review Exercise/ Evaluation</b>	Group tasks to check the leadership qualities of different students.

<b>Session: 11</b>	<b>Duration: 01 Hr. 15 Mins</b>
<b>Topic</b>	<b>Prize Distribution</b>

## **SPRINT 7: Placement**



**At the end of the program a student should be able to**

- ✓ **Exhibit the industry admired behavior and competency**
- ✓ **Demonstrate the ability to communicate effectively**
- ✓ **Develop relevant skills to compete in the campus recruitment**
- ✓ **Recognize industry expectations**
- ✓ **Face interviews confidently and get a placement of his choice**



### Agenda for 'SPRINT'

	09:00am – 10:00am	10:00am – 1:00 pm	01:00am – 02:00 pm	02:00pm – 03:45pm	3:45 pm – 4:00 pm	4:15 pm – 6:15pm	6:15 pm – 6:30pm
<b>Day 1</b>	Inauguration	Campus to Corporate	Lunch	Guidelines about Current Affairs	Break	Resume Updating	Attendance & Instructions
<b>Day 2</b>	<b>Aptitude Training</b>						Attendance & Instructions
<b>Day 3</b>	<b>Aptitude Training</b>						Attendance & Instructions
<b>Day 4</b>	<b>Industrial Visit</b>						
<b>Day 5</b>	Current Affairs & Quiz	Marketing	<b>Lunch</b>	Session on career in Sales	<b>Break</b>	GD -1	Attendance & Instructions
<b>Day 6</b>	Current Affairs & Quiz	Finance		Guest Talk		GD -2	Attendance & Instructions
<b>Day 7</b>	Current Affairs & Quiz	H. R		Guest Talk		GD -3	Attendance & Instructions
<b>Day 8</b>	Current Affairs & Quiz	Economics		Guest Talk		FAQ'S	Attendance & Instructions
<b>Day 9</b>	<b>OUTDOOR ACTIVITY – Team Building</b>						
<b>Day 10</b>	Current Affairs & Quiz	Etiquettes and Grooming	<b>Lunch</b>	PI -1	<b>Break</b>	PI-2	Attendance & Instructions
<b>Day 11</b>	Current Affairs & Quiz	IT		PI-3		Emotional Atyachar	Attendance & Instructions
<b>Day 12</b>	Business Communication -	Cont.		Cultural Show Preparations		Cultural Show	

**Course Name: SPRINT 7 Placement**

**Sessions: 31**

**Credits:2**

**Course Description:**

This sprint is an intensive program that is customized to the needs of students. This training is essential for student to crack any job interview and achieve his/her career goals. Frequent visits by expert’s guest faculty lend exposure to students, opening a multitude of avenues for them to know the latest management practices & corporate culture. The senior corporate leaders also share their experiences and prepare the student for the highs and lows that a student may face as he steps into the corporate world. Rigorous sessions of group discussions and mock interviews are conducted and played back to the students. This works as instant feedback and the students can identify their areas of concern and improvement. Case studies that deal with real situations, role plays and simulations are an active ingredient of this program.

<b>Session: 01</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Inauguration</b>

<b>Session: 02</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Campus to Corporate-Session by Dean</b>
<b>Objective</b>	The students are now on the threshold of a new phase in their lives. The change for each one is drastic and impacts each one differently hence the objective of this program is to help them understand the ground realities involved in corporate life and what the industry expects.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Icebreaking</li> <li>• Being successful</li> <li>• Tips on ensuring success</li> <li>• Real-life examples</li> <li>• Q/A session</li> </ul>
<b>Learning Outcome</b>	Their session enables the students to understand the changes that they will need to make in themselves to carve out a successful career.

<b>Session: 03</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>SWOC Analysis</b>
<b>Objective</b>	The new term is SWOC where the word “threat” has been replaced by “challenges”. hence the objective is to resist yourself and get a handle on the areas one need to work on and the strengths that need to be showcased.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Do your strengths open any opportunities</li> <li>• What obstacles do you face?</li> <li>• What new technology can help you?</li> <li>• Does changing technology threaten your position?</li> <li>• Could any of your weaknesses lead to some challenges!</li> </ul>
<b>Learning Outcome</b>	A SWOC matrix is a framework for analyzing one’s strengths cum weaknesses as well as opportunity and challenges that one faces. Hence after this session the students should be able to focus on their strengths minimizing their weaknesses and take the greatest possible advantages of opportunity available.

<b>Session: 04</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Guidelines for current affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Magazines and News Paper – The Hindu/India Today
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 05</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	<b>Resume updating</b>
<b>Objective</b>	The objective of this session is to ensure that students update their resumes.
<b>Content Details</b>	Resume Updating
<b>Learning Outcome</b>	Updated resumes will instill a feeling of confidence in the students. With the approaching placements, they are expected to feel more in control.

<b>Session: 06</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Magazines and News Paper – The Hindu/India Today
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 07</b>	<b>Duration: 02 Hrs. 45 Mins</b>
<b>Topic</b>	<b>Day for Marketing</b>
<b>Objective</b>	The aim of the session is to recap the concepts in marketing & related concepts to prepare the students for interviews as well as to undertake marketing tasks in real business environment.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Consumer Behavior</li> <li>• Modern Ps of Marketing Mix</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Participants will be able to understand core concepts in marketing &amp; their usage in practical world.</li> <li>• Participants will be able to leverage marketing knowledge and see a bigger picture and understand complete value chain of marketing management.</li> </ul>
<b>Readings</b>	Case distributed before the session, Marketing Management, Philip Kotler latest edition
<b>Review Exercise/ Evaluation</b>	Case Study evaluation & Team tasks

<b>Session: 08</b>	<b>Duration:01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Career in sales</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To remove the apprehensions regarding Sales as a career</li> <li>• To showcase the phenomenal growth and life in Sales.</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Role plays</li> <li>• Activities</li> <li>• Live examples</li> </ul>
<b>Learning Outcome</b>	The students will get inclined and excited to join sales as a career and will become part of the tremendous growth it offers.
<b>Readings</b>	How to Master the Art of Selling- Tom Hopkins

<b>Session: 09</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	<b>Group Discussion-1</b>
<b>Objective</b>	Group Discussions are frequently used by recruiters to gauge various skills of the participants. This session is to provide the basic guidelines to the students when they sit in a discussion
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Purpose of a G.D</li> <li>• Initiating a discussion</li> <li>• Roles in a G.D</li> <li>• Do's and Don'ts</li> <li>• Closing a discussion</li> </ul>
<b>Learning Outcome</b>	<p>The students should understand</p> <ul style="list-style-type: none"> <li>• Skills being judged</li> <li>• Do's and Don'ts</li> <li>• Initiating and closing a discussion</li> </ul>
<b>Readings</b>	Newspapers and Magazines

<b>Session: 10</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current Affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	<p>At the end of the session the students are expected to</p> <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Current Magazines and News Paper – The Hindu
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 11</b>	<b>Duration: 02 Hr. 5 Mins</b>
<b>Topic</b>	<b>Finance</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To enable students to prepare a projected balance sheet for the business plan.</li> <li>• To be able to identify the sources of funds</li> <li>• To understand how to develop cost sheet and to calculate unit cost of the product</li> <li>• Acceptance and rejection of financial plan using financial management tools</li> </ul>
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Students will learn how to prepare cost sheet</li> <li>• Learn how to fix the price of the product</li> <li>• Prepare break even chart</li> <li>• Calculate net present value of the project.</li> <li>• Read the balance sheet</li> </ul>
<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Students will learn how to prepare cost sheet</li> <li>• Learn how to fix the price of the product</li> <li>• Prepare break even chart</li> <li>• Calculate net present value of the project.</li> <li>• Read the balance sheet</li> </ul>
<b>Readings</b>	The Millionaire Next Door- Thomas J. Stanley

<b>Session: 12</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Guest talk</b>

<b>Session: 13</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	<b>GD2</b>
<b>Objective</b>	This session aims to have the students go through some mock sessions of discussions in teams.
<b>Content Details</b>	The students are divided into teams. Each team has a couple of minutes to mull over the topic and prepare his /her point of view. Feedback is provided by the faculty panel.
<b>Learning Outcome</b>	By the end of this session the students know what to expect. They are able to carry discussions on simple day to day topics.
<b>Readings</b>	Newspapers and Magazines

<b>Session: 14</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current Affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Current Magazines and News Paper – The Hindu
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 15</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>H. R</b>
<b>Objective</b>	To understand the sourcing, profiling requirements compensation etc. of the manpower required for the project.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Recruitment process</li> <li>• Vision, Mission and Values.</li> <li>• Organizational structure</li> <li>• Job Description</li> <li>• Appraisal</li> <li>• Compliances</li> </ul>
<b>Learning Outcome</b>	At the end of the session the students should be able to understand the recruitment process to work out their work force plan and define their roles and responsibilities.
<b>Readings</b>	Human Resource Management – B J Lathi



<b>Session: 16</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Guest Talk</b>

<b>Session: 17</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>GD-3</b>
<b>Objective</b>	This session aims to have the students go through some mock sessions of discussions in teams.
<b>Content Details</b>	The discussion now moves a notch higher to current affairs or topics related to management etc. The discussion is recorded and played back to the students.
<b>Learning Outcome</b>	After these rounds the students should be able to engage themselves in a discussion effectively. They should be able to initiate, carry forward and close a good discussion.
<b>Readings</b>	Newspapers and Magazines

<b>Session: 18</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current Affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Current Magazines and News Paper – The Hindu
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 19</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Session on Economics</b>
<b>Objective</b>	To brush-up the economic concepts applicable in business
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Demand, Supply</li> <li>• Cost and breakeven output</li> <li>• G/P</li> <li>• Inflation</li> <li>• Macroeconomic Policies</li> </ul>
<b>Learning Outcome</b>	Analyze impact of changes in micro and macroeconomics indicators on business. Analyze impact of macroeconomic policies on business.
<b>Readings</b>	Economics in One Lesson – Henry Hazlitt

<b>Session: 20</b>	<b>Duration: 1 Hr. 45 Mins</b>
<b>Topic</b>	<b>Guest Faculty</b>

<b>Session: 21</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	<b>FAQ's –Related to Soft Skills</b>
<b>Objective</b>	This session is of prime importance. The objective is to help the students understand their skills and areas of improvement. They should be able to frame effective answers to simple questions about their own lives.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Self-Reflection-Understand yourself better</li> <li>• FAQ's</li> <li>• Effective introductions</li> <li>• Do's and Don'ts</li> <li>• Practice time</li> </ul>
<b>Learning Outcome</b>	With practice and clear feedback the students should be able to answer questions effectively. Most importantly they should be able to put together a crisp and interesting answer to the most frequently asked question “Tell me something about yourself”.
<b>Readings</b>	The Hard Truth About Soft Skills – Peggy Klaus

<b>Session: 22</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current Affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Current Magazines and News Paper – The Hindu
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 23</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Etiquettes and Grooming</b>
<b>Objective</b>	A well-groomed image and a pleasing persona goes a long way in creating a good impression on the employee. This intensive and interactive session goes a long way in helping the students understand some basic rules of etiquettes and grooming.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Importance of looking good</li> <li>• Etiquettes at the work place</li> <li>• Dining etiquettes</li> <li>• Cubicle Do's and Don'ts</li> <li>• The art of making conversation</li> <li>• Quiz time</li> </ul>
<b>Learning Outcome</b>	By the end of this session a student should be able to understand the fine nuances of dining etiquettes and how they need to look and behave in the corporate environment.

<b>Session: 24</b>	<b>Duration: 01Hr. 45 Mins</b>
<b>Topic</b>	<b>PI- 1</b>
<b>Objective</b>	Interviews are a stressful experience. Students face a lot of doubts and have apprehension about the process. The objective of this session is to help them improve their confidence.
<b>Content Details</b>	The mock PI sessions are conducted at different venues and faculty teams are made to evaluate them individually.
<b>Learning Outcome</b>	By the end of this session the students should know <ul style="list-style-type: none"> <li>• Know how to answer the FAQs</li> <li>• Feel more confident</li> <li>• Improve their ability to put their thoughts together</li> </ul>

<b>Session: 25</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	PI- II

<b>Session: 26</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Current affairs</b>
<b>Objective</b>	Relevant discussion on a current affair is an integral part of the interview process. This session aims to get the students to start updating themselves by reading the newspaper regularly and having a discussion.
<b>Learning Outcome</b>	At the end of the session the students are expected to <ul style="list-style-type: none"> <li>• Know the correct way to read a newspaper</li> <li>• Be adequately informed about the current affair</li> <li>• Confidently articulate views on various topics</li> <li>• Feel better prepared to face interviews</li> </ul>
<b>Readings</b>	Current Magazines and News Paper – The Hindu
<b>Review Exercise/ Evaluation</b>	Quizzes

<b>Session: 27</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Information Technology</b>
<b>Objective</b>	To help students analyze, practice and learn real time scenarios using MS Excel
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Alternative data sets</li> <li>• Descriptive statistics</li> <li>• pivot tables</li> <li>• Charts</li> <li>• Graphics</li> <li>• Macros</li> </ul>
<b>Learning Outcome</b>	Knowledge and practice of MS Excel; learning and practicing MS Excel with real time scenarios; analyzing data professionally
<b>Readings</b>	Information Technology – Dr. Sushila Madan

<b>Session: 28</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>PI- III</b>

<b>Session: 29</b>	<b>Duration: 02 Hrs.</b>
<b>Topic</b>	<b>Emotional Atyachaar</b>
<b>Objective</b>	After spending two years in the university the students are bound to have had differences. This session aims to bridge the gaps.
<b>Content Details</b>	<ul style="list-style-type: none"> <li>• Explaining the objective</li> <li>• Setting up the stage</li> <li>• Calling each student on the stage</li> <li>• Winding up and debrief</li> </ul>
<b>Learning Outcome</b>	By the end of the session several students feel that forgiving and forgetting is the best thing to do. They also realize how difficult it is to choose only one or two people to express gratitude's.

<b>Session: 30</b>	<b>Duration: 01 Hr.</b>
<b>Topic</b>	<b>Business Communication</b>
<b>Content Detail</b>	<ul style="list-style-type: none"> <li>• What is business communication</li> <li>• Guidelines for better writing skills</li> <li>• Formats of letter/memos and notice</li> <li>• Do's and Don'ts</li> </ul>
<b>Objective</b>	In this fast-moving world of technology basics like grammar and spelling have taken a back seat. It is a known fact that effective Business communication is a crucial part of one's job and needs to be handled completely. The objective of this session is to reiterate certain guidelines that will help the students to write effectively.
<b>Learning Outcome</b>	By the end of the session the students should be familiar writing the correct formats of <ul style="list-style-type: none"> <li>• Business letters</li> <li>• E-mails</li> <li>• Notices</li> <li>• Memos</li> </ul>
<b>Review Exercise/ Evaluation</b>	Exercises related to Business letters, notice and memo to be done by students.

<b>Session: 31</b>	<b>Duration: 03 Hrs.</b>
<b>Topic</b>	<b>Contd.</b>

<b>Session: 31</b>	<b>Duration: 01 Hr. 45 Mins</b>
<b>Topic</b>	<b>Prize distribution followed by talent show</b>
<b>Objective</b>	This activity aims at helping the new students to shed their inhibitions and get on the stage. It also aims at building team work amongst all of them.
<b>Content Details</b>	Final program and winding up
<b>Learning Outcome</b>	By the end of the cultural show the students <ul style="list-style-type: none"> <li>• Build a feeling of camaraderie</li> <li>• Move out of their shells</li> <li>• Develop better self confidence</li> </ul>
<b>Review Exercise/ Evaluation</b>	Prizes for best performances to be given.

<b>Session: 32</b>	<b>Duration: 3 Hrs.</b>
<b>Topic</b>	<b>Cultural Show</b>
<b>Objective</b>	This activity aims at helping the new students to shed their inhibitions and get on the stage. It also aims at building team work amongst all of them.
<b>Content Details</b>	Final program and winding up
<b>Learning Outcome</b>	By the end of the cultural show the students <ul style="list-style-type: none"> <li>• Build a feeling of camaraderie</li> <li>• Move out of their shells</li> <li>• Develop better self confidence</li> </ul>

