

Integrated Development

Backpack to Briefcase

Module to an Enriching and Successful life for the students

Integrated Development – Backpack to Briefcase

This course is designed keeping in mind a 360° development of the students including technical skills that they need for better employability in the current markets to the soft skills they need to build a powerful and confident image to succeed not just in employment but in all aspects of life



- To develop self-confidence to out perform
- To develop the right skills for employability opportunities
- To take the right steps towards a successful corporate career
- To understand your own strengths and weakness and work on them
- To strengthen the soft skills and build a power image
- Be the best version of you



- Highly Interactive sessions to help students speak with confidence
- Ice Breakers and Mixers to keep students engaged
- Case Study, Role Plays and Team Assignments
- Group Discussions, Personal Interviews and other selection simulation
- Group and individual presentations



15 hours course
Facilitated by: Nikita Vijan

Integrated Development

Job Readiness – Technical Skills

- Buzzing keywords – Digital Economy, Innovation, SMAC, GST, Evolving Ecosystems, Automation, Design Thinking
- Trending jobs – Social Media marketing, E-commerce, Digital
- Free certifications and courses – Google, Adwords, Google Analytics, Coursera
- Build an aptitude for current affairs, market dynamics and current world events

1

Organizational Readiness

- Campus to Corporate Transition
- Presentation Skills
- Business Etiquette
- Email Etiquette
- Groups, Team & Meetings
- Time Management

2

Image Management

- ABCD for a power image
- Power dressing and personal grooming
- Stress Management
- Public Speaking
- Interpersonal Skills
- Leadership Skills
- Confidence Building
- Assertiveness & Self Esteem

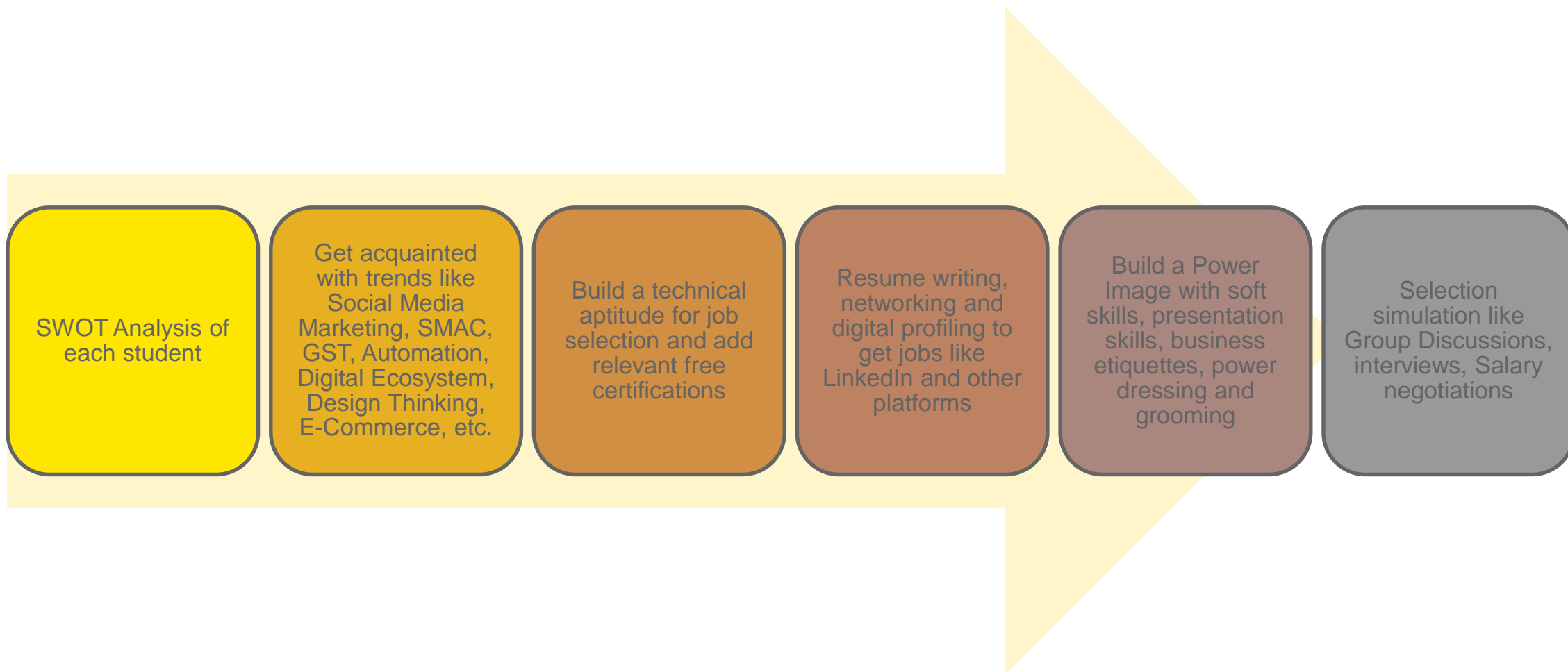
3

Employment Selection

- Resume Writing
- Digital Profiling – LinkedIn, Naukri.com
- Group Discussions
- Personal Interview
- Case Study
- Dos and Don'ts

4

Helping the students build a plan for themselves



Module 1 Know Yourself – Manage Yourself!

This module will help the students know about their current SWOT, set smart goals and the steps they need to take to reach to their goals



Module 2 Know the Buzz!

This module will introduce the students to the market trends and the trending jobs of Digital Marketing, Social Media, Innovation & SMAC

Current Job Requirements	Trending Jobs	How to get there?	Additional Skills
<ul style="list-style-type: none">• Know what is new in the market• Know the global trends• Know the skills needed• Know the current affairs• Know the world events	<ul style="list-style-type: none">• Digital Marketing• E-Commerce• Social Media Mavericks• Digital Content Writer• Blogging and content building• Innovation Experts• Data Analyst• SEO Analyst• Sports Management• Start ups• Image Management	<ul style="list-style-type: none">• Internships and Projects• Add the keywords to your CV• Build your digital resume• Expand your horizons• Network with the right people	<ul style="list-style-type: none">• Free Digital courses – Coursera and other platforms• Free certifications – Google Adwords, Google Analytics, Search Advertising and others

Module 3 Welcome to the Digital World

In this module the students will gain an understanding of how the digital economy works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing

- ▶ New forms of Interaction
 - ▶ Frictions and Commerce
 - ▶ Digital Economy
 - ▶ Omni Channel World
- ▶ Tools and Principles
 - ▶ Introduction to Digital Marketing
 - ▶ Online Advertising
 - ▶ Mobile Engagement
- ▶ New Media Platforms
 - ▶ Viral Content
 - ▶ Influencers
 - ▶ Sentiments

Module 4 Digital Marketing Deep Dive

In this module the students will further deep dive into digital marketing

- ▶ Introduction to Digital Marketing
- ▶ “See Think Do”
- ▶ Google!
- ▶ Video Marketing
- ▶ SMAC – Social Mobility Analytics Cloud
- ▶ Case Study

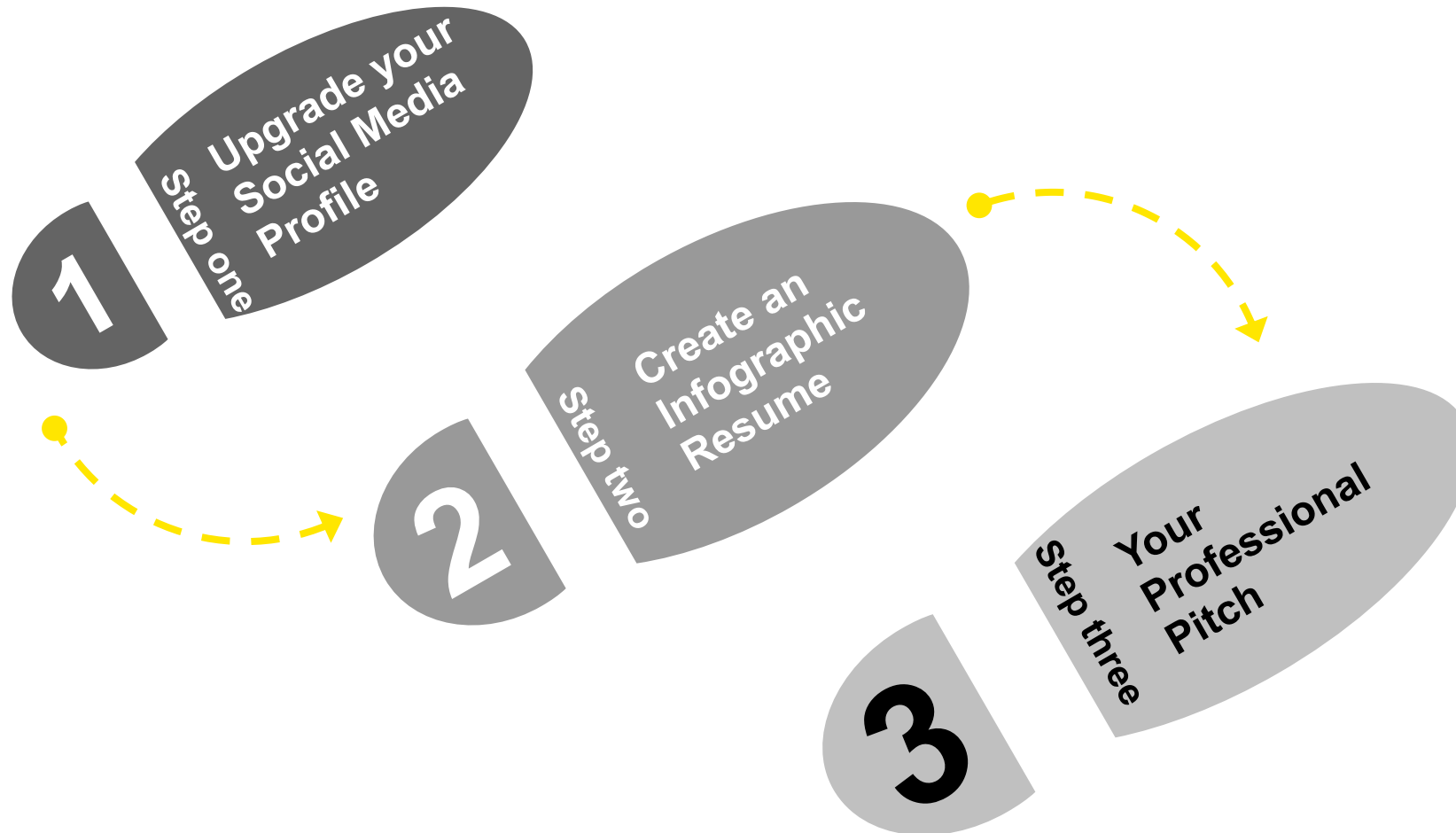
Module 5 Let's get Social

In this module the students will be introduced to the world of social media

- ▶ Social Media Marketing
- ▶ Facebook
- ▶ Instagram
- ▶ Twitter
- ▶ Blogging
- ▶ YouTube
- ▶ LinkedIn
- ▶ Email Marketing
- ▶ Affiliate Marketing
- ▶ Social Influencers

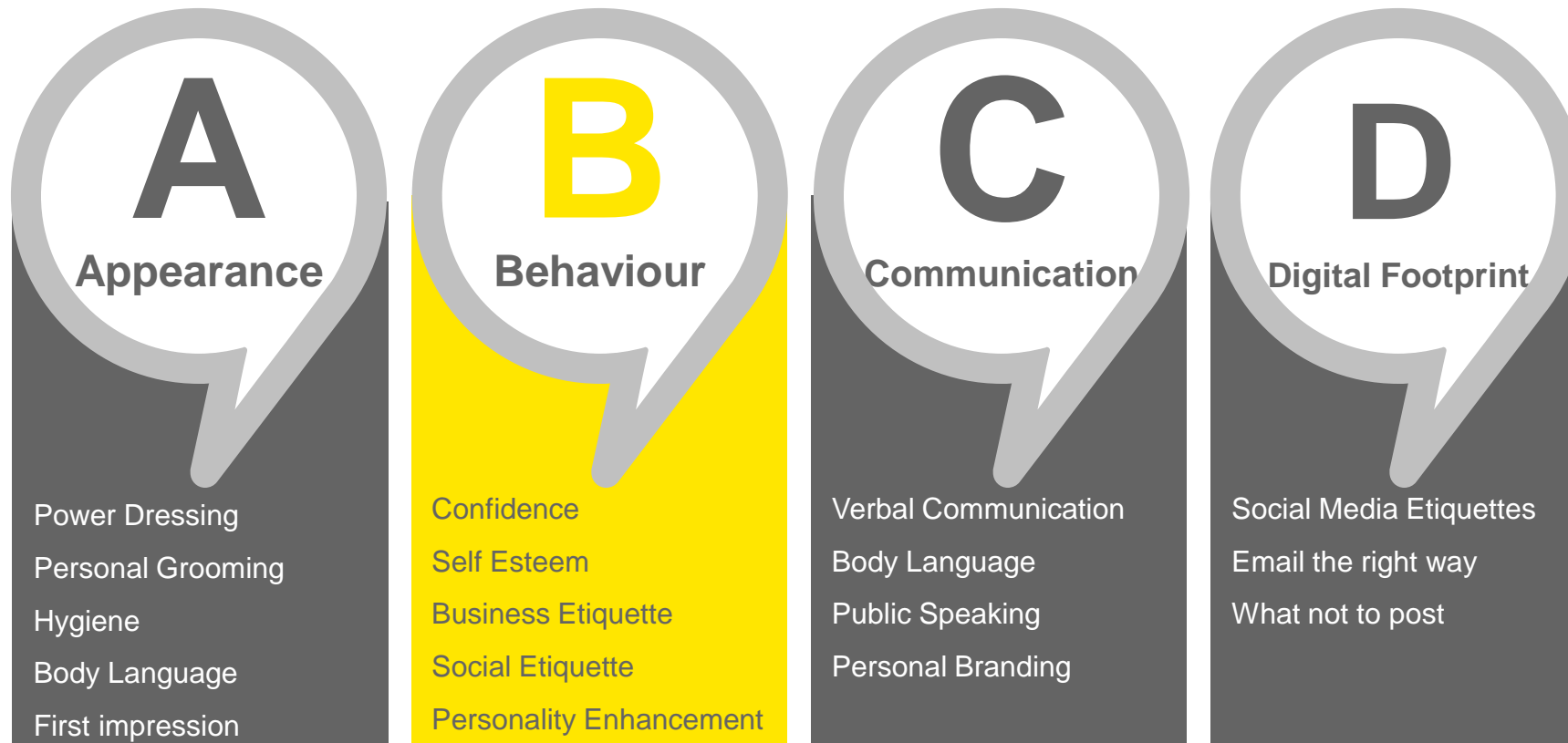
Module 6 Get Hired!

In this module, students would get hands on practice to make their profiles and make a pitch



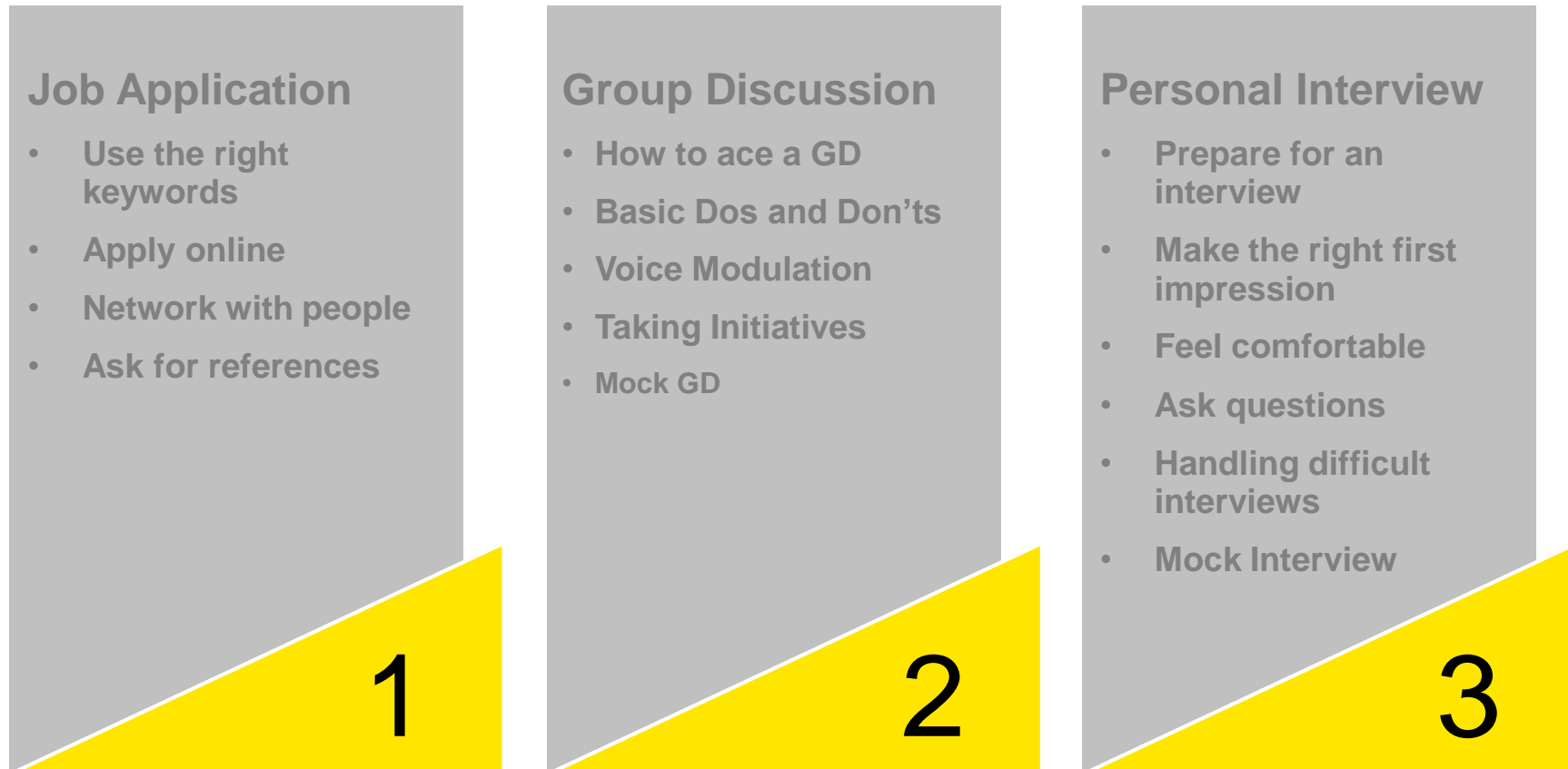
Module 7 ABCD of Image Management

In this module, students would be introduced to the science of Image Management to create powerful first impressions to get more opportunities in life and acquiring necessary soft skills to perform when these opportunities present themselves



Module 8 The Interview Day!

In this module, students would be acquainted with selection process and also have mock Group Discussions and Interviews



Module 9 Campus to Corporate

In this module, students would be taken through various topics to help them acquire the skills to transition from campus to corporate smoothly

1 | **Presentation Skills**

4 | **Business Communication**

7 | **Time Management**

2 | **Working in Teams**

5 | **Assertive Thinking**

8 | **Listening & Feedback**

3 | **Email Etiquette**

6 | **Emotional Intelligence**

9 | **Negotiation Skills**

Module 10 Sharpen your Soft Skills

In this module students will understand the soft skills they need to sharpen to gain success in the corporate world

Public
Speaking

Self Esteem

Time
Management

Conflict
Management

Goal Setting

Stress
Management

Module 11 Learning never stops

In this module, students would reflect on the key takeaways from this module and set on a path of an enriching and successful life

- ▶ Developing a dynamic personality
- ▶ Individual Difference
- ▶ Health comes first
- ▶ Balance your work and life
- ▶ Positive Attitude
- ▶ Cut the negatives
- ▶ Help each other
- ▶ Priorities
- ▶ Morals and Principles
- ▶ Stay Motivated

Thank You