

## CAMPUS PROGRAMS

**Campus** signifies professional education. After basic schooling, campus is the place where a person acquires professional knowledge and skills which readies him to transition to the next major stage – the corporate world. How effectively one develops oneself at Campus determines how easy or difficult is the entry in the **Corporate** world, and how one subsequently performs. Thus these two play a major role in overall success or failure in life.

These days there is a mushrooming of institutes across the country with inadequate focus on the quality of education. Their major focus is on expansion of the institute in terms of more courses and students. There is very less focus on key aspects like **students' holistic development, industry relevant research, teachers' development, latest technological and business inputs, institute-industry interface** etc. Thus, the students who pass out are not industry ready. As per numerous surveys by leading industry research bodies like Nasscom, Mckinsey, Gartner etc., just about 23 – 25% graduates are employable. Which means for every hundred students passing out of professional colleges, 75 do not get a job, or get a very low-paying job which does not do justice to their degree? Clearly, the issue is of employability. As per another study, the remaining 75% get job after a minimum of one year of passing out. Where are the gaps? What are the employability skills and how can this gap be bridged?

**CampCorp™** has come out with their world-class flag-ship programs under “**Campus-to-Corporate**” umbrella which are designed to bridge this gap of unemployability by skilling the students in areas like **communication, interpersonal skills, business etiquette, customer orientation, time management, facing interview, entrepreneurship** etc. These are generic skills which are applicable irrespective of the industry. These supplement the knowledge being imparted in our institutions in terms of theoretical knowledge, exposure to industry, real world issues, skill based trainings etc.

**CampCorp™** is the first organization of its kind in India which provides end-to-end services and solutions to institutes of higher education across the length and breadth of the country. It not only addresses the employability issues of students, but also provides process improvement (including software) support to institutes. Its services span the entire gamut of activities performed in higher educational institutions including students' holistic development, academic advisory services, educational process consulting etc.

The flagship program of **CampCorp™** called **Leadership Development Program (LDP)** is designed in such a way as to not only bring budding professionals up to the corporate nuances but also enable them to grow in thought process and be prepared to take on the industry expectations. It is built around a corporate simulation that helps them relate and experience the corporate environment. LDP is delivered using various approaches such as Class Room sessions, Case Studies, Role Plays, Management games, Experiential learning, Participation in Clubs / Committees, Community programs etc.

The programs have been designed with clear learning outcomes and an appropriate balance between knowledge and skills acquisition. The delivery methods are continuously updated based on latest research and stakeholder feedback.

### Advantages

- Training within the college premises and concurrently with the college studies
- Customized training program as per the student and Industry requirements
- Affordable training programs, keeping in mind varied socio-economic background of students
- Seminars, New Technology Presentations to the students right in the college Campus.
- Facilitation for Projects
- Career counseling and guidance support Guidance on relevant Committees to enhance Knowledge & Exposure
- Facing Interviews

## CAMPUS - TO - CORPORATE

Modules	Duration
Being a Competent Manager	8 hrs
Interpersonal Skills	4 hrs
Facing an Interview	8 hrs
Group Discussions	8 hrs
Business Presentation Skills	8 hrs
Communication Skills	8 hrs
Email Etiquette	4 hrs
Telephone Etiquette	4 hrs
Non-verbal communication	4 hrs
Business Etiquette	4 hrs
Personal Grooming	4 hrs
International Business Etiquette	4 hrs
Meeting Etiquette	4 hrs
Workplace Code of Conduct	8 hrs
Personal Effectiveness	4 hrs
Customer orientation	4 hrs
Problem Solving process	4 hrs
Resume Writing	4 hrs
Personal Quality	4 hrs
Team Work	4 hrs
Outbound programs	16 hrs
Emotional Intelligence	4 hrs
Stress Management	4 hrs
Meditation / Yoga	4 hrs
Leadership	8 hrs
Decision Making	4 hrs
Work life balance	4 hrs
Time Management	1 day
Negotiation Skills	4 hrs
Corporate Social Responsibility	4 hrs
Current Global issues	4 hrs
Industry domain overview (Insurance, IT, Retail etc.)	4 hrs
Entrepreneurship Development	8 hrs
Overview of Quality Models (9001 / 27001 / 14001)	4 hrs each
Running family owned business	4 hrs
Six Sigma Green Belt	4 days
Function Specific modules (HR, Sales, Finance etc.)	8 hrs

## LEADERSHIP DEVELOPMENT PROGRAM (LDP)

First impression is the last impression. In any interview, the first few moments are very crucial as they create that most important first impression. An impressive personality is thus a pre-requisite for a successful interview. To sustain the initial positive image, one must reflect positive professional skills thru proficient communication skills, business etiquette etc.

**CampCorp™** offers its industry standard integrated program which has several personality and professional skills development programs which are interwoven with the academic curriculum for enhancing and upgrading overall personality of each student through psychological profiling, mentoring, simulated interviews, business games, classroom trainings, Presentations, Projects etc. Senior personalities from Academic and business world are brought to share their views and guide students. In addition, students are guided to undertake projects to develop their leadership skills.

The LDP program has two formats:

- An intense 2 week condensed program just before the placement season kicks-off
- An ongoing customized program which runs in parallel with the college curriculum

### Unique Features

- Unlimited mentoring by Faculty
- Instructor led sessions covering GD/Interview practices with in-depth and personal feedback
- General business Awareness sessions
- Email updates on key information

Modules	Duration (Hrs)
Being a Competent Manager	8 hrs
Personal Grooming	4 hrs
Interpersonal Skills	4 hrs
Facing an Interview	8 hrs
Group Discussions	8 hrs
Business Presentation Skills	8 hrs
Communication Skills	8 hrs
Email Etiquette	4 hrs
Telephone Etiquette	4 hrs
Non-verbal communication	4 hrs
Workplace Code of Conduct	4 hrs
Personal Effectiveness	4 hrs
Customer orientation	4 hrs
Resume Writing	4 hrs
Professional Selling Techniques	8 hrs
Business Metrics (Balanced Scorecard)	8 hrs
Quality Models overview	8 hrs

## ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP)

Starting a small business and making it a success requires hard work, focus and commitment. It is very difficult even for experienced professionals to start their own venture, what to speak of beginners. Ideas and money are not constraints - having the know-how to start a sustainable business is. Today there is an urgent need among potential entrepreneurs for learning how to start and grow a business profitably.

This unique program by **CampCorp™** is designed for budding entrepreneurs who have the passion and willingness to start their own venture. It is conceived as an experiential learning activity and enables students to practice such activities as researching markets for new products/service ideas, producing a business plan with projected financial statements, and identifying resources to implement the plan. Students get familiar with the characteristics and motivation of successful entrepreneurs.

Entrepreneurship Development Program (EDP) serves the needs of budding entrepreneurs who have a business idea and are keen to convert it into a sustainable business. This program will assist them in acquiring the knowledge, skills and attitude for realizing their our dream of becoming a successful entrepreneur. They get an opportunity to network with entrepreneurs, venture capitalists, marketers, service providers and others from the entrepreneurial ecosystem. Entrepreneurs in the early stages of setting up their venture will also find this program very useful.

### Program Features

- This is the first program for budding student entrepreneurs in India
- The program is specifically defined to serve the needs of start-up entrepreneurs
- The teaching emphasis is focused on start-up management aspects
- The Program is business neutral
- The program offers scope for rich learning through continuous interaction among participants

### Program Deliverables

- Acquire the entrepreneurial business creation mindset
- Identify critical success factors for starting and managing a new business venture
- Learn the essentials of managing and growing your start up business - Strategy for profitable growth, marketing & selling the product/service, managing working capital, operationalising the Start-up, negotiating, team building
- Develop your Business Plan/Project Report for Venture Capitalists, investors, partners
- Interact with entrepreneurs to understand the challenges and rewards of being an entrepreneur

Modules	Duration (Hrs)
General Management	8 hrs
Elements of Entrepreneurship	8 hrs
Professional Selling Techniques	8 hrs
Business Metrics (Balanced Scorecard)	4 hrs
Basic HR	4 hrs
Elements of a Business Plan	4 hrs
Managing Family owned business	4 hrs
Project Work	8 hrs