

Bhavans Vivekananda College is the only college selected in the entire Telangana state as zonal centre by Carpe Diem ,Indian Institute of Management Calcutta to conduct skill development workshop for all UG and PG students in collaboration with make intern in three job centered modules.

Details of the program:

1. Brochure

3) MODULE 3: ENTREPRENEURSHIP

UPON COMPLETION OF THE ENTREPRENEURSHIP MODULE, YOU WILL BE ABLE TO :

1. LEARN TO SET UP A BUSINESS BY SIMULATING THE PROCESS IN A RISK-FREE ENVIRONMENT.
2. DEVELOP A VIABLE AND EXECUTABLE BUSINESS IDEA.
3. BOOST CREATIVE CAPABILITIES OF PARTICIPANTS.
4. LEARN TO BE AN ENTREPRENEUR THROUGH EXPERIENTIAL LEARNING.

DURATION: 45 HOURS
FEE: Rs. 6000/
COURSE PERIOD : 3/6/17 – 10/6/17

1. INTRODUCTION
2. MANAGEMENT FRAMEWORK.
3. PROJECT APPRAISAL
4. PROJECT SELECTION
5. CREATION OF BUSINESS IDEAS
6. RISK MANAGEMENT
7. STAKE HOLDERS MANAGEMENT
8. PROFESSIONAL AND SOCIAL RESPONSIBILITY

LAST DATE FOR REGISTRATION AND FEE : 15TH MAY 2017

COURSE COORDINATOR :

1. DR. K. SREELATHA REDDY, HEAD,
DEPARTMENT OF COMMERCE , (PHNO : 9948078133)

ORGANIZING COMMITTEE :

2. DR. Y. APARNA, ASST.PROFESSOR,
DEPARTMENT OF MICROBIOLOGY (PH.NO : 9866471203)
3. MRS. MARY NYGI KURIAN, LECTURER,
DEPARTMENT OF CHEMISTRY
4. MR. D. RAMAKRISHNA, LECTURER,
DEPARTMENT OF COMPUTER SCIENCE
5. MRS. KRISHNAVENI, LECTURER,
DEPARTMENT OF MATHEMATICS AND STATISTICS
6. DR .KAVITHA LAL, ASST.PROFESSOR,
DEPARTMENT OF MANAGEMENT STUDIES
7. MRS. K. SUVARCHALA RANI, LECTURER,
DEPARTMENT OF MANAGEMENT STUDIES (PH.NO : 9177554053)
8. MS. ANKITA NAGRA, LECTURER,
DEPARTMENT OF COMMERCE (PH no : 9885523547)
9. MRS. P. LAVANYA, LECTURER,
DEPARTMENT OF PHYSICS AND ELECTRONICS
10. MD. KALEEMULLAH, LECTURER,
DEPARTMENT OF COMMERCE (PH.NO : 7207181174)
11. MRS. ABHIGNA BANERJEE, LECTURER,
DEPARTMENT OF COMMERCE



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
SAINIKPURI, SECUNDERABAD, 500094
IN ASSOCIATION WITH
IIM-CALCUTTA



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ZONAL CENTRE :-

BHAVAN'S VIVEKANANDA COLLEGE IS THE ONLY COLLEGE SELECTED IN THE ENTIRE TELANGANA STATE AS THE ZONAL CENTRE BY INDIAN INSTITUTE OF MANAGEMENT CALCUTTA TO CONDUCT THE SKILL DEVELOPMENT WORKSHOP FOR ALL UG & PG STUDENTS IN COLLABORATION WITH MAKEINTERN IN THREE JOB CENTERED MODULES.

EXPERT DETAILS: THE RESOURCE PERSONS ARE YOUNG AND ENERGETIC FROM INDUSTRY AND MOST OF THEM ARE CEO'S AND CO-FOUNDERS. THEY HAVE INTENSIVE EXPERIENCE IN THEIR RESPECTIVE FIELDS.

BENEFITS: -

1. CARPE-DIEM IIM-CALCUTTA AND MAKEINTERN CERTIFICATE.
2. CARPE-DIEM IIM-CALCUTTA INVITATION FOR FINALE
3. Rs 1 LAKH GRAND PRIZE FOR WINNERS

GLIMPSES :-



DETAILS OF THE CARPE-DIEM IIMC WORKSHOP FOR THE ACADEMIC YEAR 2017-2018

1. MAKEINTERN AND CARPE-DIEM IS PUTTING UP SUMMER ZONAL CENTERS IN SELECTED COLLEGES WHERE SKILLS & PERSONALITY OF THE PARTICIPANTS WILL BE ENHANCED.
2. THE WORKSHOP WILL PROVIDE ENTREPRENEURSHIP SKILLS, E-BUSINESS PLATFORM AND PERSONAL BRANDING SKILLS OF THE STUDENTS.
3. THIS TRAINING WORKSHOP WILL BE BASED ON JOB ORIENTED SKILLS AND CERTIFIED BY CARPE-DIEM IIMC AND MAKEINTERN.
4. MAKEINTERN IS THE ONLY AUTHORIZED WORKSHOP PARTNER OF CARPE -DIEM IIMC
5. FIVE MERIT STUDENTS WOULD BE SELECTED FROM EVERY ZONAL CENTER AND ARE INVITED TO PARTICIPATE IN FINAL ROUND AT IIMC.
6. AFTER COMPLETING THE COURSE EACH AND EVERY PARTICIPANT GETS PARTICIPATION CERTIFICATE FROM IIMC.
7. INTRA COMPETITION WOULD BE CONDUCTED IN EVERY MODULE FOR SELECTING MERITORIOUS STUDENTS.
8. MERIT CANDIDATE WILL BE AWARDED WITH MERIT CERTIFICATE.
9. FINALE WILL BE HELD AT IIM CALCUTTA CAMPUS ON 27TH-29TH JAN 2018.
10. TOP THREE PERFORMERS IN GRAND FINALE AT IIMC WILL RECEIVE A CASH PRIZE OF Rs. 1,00,000/-

PLEASE VISIT www.bhavansvc.org FOR FURTHER INFORMATION.

HIGHLIGHTS:

- DISCOVER NEWER ASPECTS OF THE GROWING COMMERCIAL PHENOMENON.
- INSIGHTS ON THE AMAZING USER FRIENDLY TOOLS OF SOCIAL MEDIA MARKETING, CORE E-COMMERCE AND AFFILIATE MARKETING WOULD BE PROVIDED.
- PRACTICAL LAB SESSIONS TO CREATE A WEBSITE, FACEBOOK PAGES AND ITS MARKETING APPLICATIONS.
- EXPLORE THEMSELVES AND DISCOVER THEIR STRENGTHS AND VALUES THROUGH PERSONAL BRANDING MODULE.
- DEMARK ONCE PERSONAL AND PROFESSIONAL GOALS FOR THE CONCEPT OF VISUALISATION.
- PRACTICAL EXPOSURE IN TOPICS RANGING FROM PROJECT INTEGRATION MANAGEMENT, PROJECT TIME MANAGEMENT AND CASE STUDIES.
- INSIGHTS ON TIME, QUALITY AND HUMAN RESOURCE MANAGEMENT.

DETAILS OF THE MODULES ARE AS FOLLOWS:

1) MODULE 1: E- BUSINESS

UPON COMPLETION OF THE E-BUSINESS MODULE :

1. STUDENTS WOULD BE INTRODUCED TO VARIOUS ASPECTS AND MODELS FOR E-BUSINESS, E-COMMERCE, AND RELATED ISSUES.
2. STUDENTS ALSO BECOME AWARE OF THE WAY THE TRADITIONAL MEANS OF DOING BUSINESS WOULD NEED TO TRANSFORM IN THE ELECTRONIC ERA.

DURATION: 45 HOURS

FEE: Rs. 6000/-

COURSE PERIOD : 3/6/17- 10/6/17

1. INTRODUCTION TO BUSINESS
2. MARKETING
3. INTERNET MARKETING AND E-COMMERCE
4. WEBSITE MANAGEMENT
5. CUSTOMER RELATIONSHIP MANAGEMENT

2) MODULE 2 : PERSONAL BRANDING (STRONG INTERPERSONAL SKILLS)

UPON COMPLETION OF THE PERSONAL BRANDING MODULE, YOU WILL BE ABLE TO:

1. ANTICIPATE INTERVIEW QUESTIONS ACCORDING TO JOB REQUIREMENT.
2. PRACTICE INTERVIEW SKILLS EITHER AS AN OBSERVER, AN INTERVIEWER, OR AN INTERVIEWEE.
3. USE MOCK SITUATIONS TO DEVELOP AWARENESS ON INTERVIEWING TECHNIQUES TO PREPARE FOR FUTURE INTERVIEWS.

DURATION: 90 HOURS

FEE: Rs. 9000/-

COURSE PERIOD : 3/6/17 - 17/6/17

- INTRODUCTION TO INTERVIEWING
- WRITE AN EFFECTIVE RESUME
- PERSONAL BRANDING
- CORPORATE GROOMING
- DRESS FOR SUCCESS
- PREPARE FOR THE INTERVIEW
- GROOMING FOR SUCCESS
- TYPES OF INTERVIEWS
- POWER OF SPEECH-PUBLIC SPEAKING
- HOW TO MAKE A GREAT FIRST IMPRESSION
- GENERAL STRATEGIES FOR ANSWERING QUESTIONS DURING INTERVIEW
- BODY LANGUAGE DO'S
- BODY LANGUAGE DON'TS
- THE BEHAVIORAL INTERVIEW
- SALARY NEGOTIATION
- SOCIAL ETIQUETTES
- PROGRAM SELLING STRATEGIES

 **Bharatiya Vidya
Bhavan**

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IN ASSOCIATION WITH
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2017-18
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IS ORGANIZING

SKILL DEVELOPMENT WORKSHOP FOR ALL UG AND PG STUDENTS IN THREE JOB CENTRIC MODULES

<p>1) MODULE 1: E-BUSINESS</p> <p>DURATION: 45 HOURS FEE: Rs 6000/- COURSE PERIOD: 3/6/17 - 10/6/17</p> <ol style="list-style-type: none">1. INTRODUCTION TO BUSINESS2. MARKETING3. INTERNET MARKETING AND E-COMMERCE4. WEBSITE MANAGEMENT5. CUSTOMER RELATIONSHIP MANAGEMENT	<p>2) MODULE 2: PERSONAL BRANDING (STRONG INTERPERSONAL SKILLS)</p> <p>DURATION: 90 HOURS FEE: Rs 9000/- COURSE PERIOD: 3/6/17 - 17/6/17</p> <ul style="list-style-type: none">• INTRODUCTION TO INTERVIEWING• WRITE AN EFFECTIVE RESUME• PERSONAL BRANDING• CORPORATE GROOMING• DRESS FOR SUCCESS• PREPARE FOR THE INTERVIEW• GROOMING FOR SUCCESS• TYPES OF INTERVIEWS• POWER OF SPEECH-PUBLIC SPEAKING• HOW TO MAKE A GREAT FIRST IMPRESSION• GENERAL STRATEGIES FOR ANSWERING QUESTIONS DURING INTERVIEW• BODY LANGUAGE DO'S• BODY LANGUAGE DON'TS• THE BEHAVIORAL INTERVIEW• SALARY NEGOTIATION• SOCIAL ETIQUETTES• PROGRAM SELLING STRATEGIES	<p>3) MODULE 3: ENTREPRENEURSHIP</p> <p>DURATION: 45 HOURS FEE: Rs 6000/- COURSE PERIOD: 3/6/17 - 10/6/17</p> <ol style="list-style-type: none">1. INTRODUCTION2. MANAGEMENT FRAMEWORK3. PROJECT APPRAISAL4. PROJECT SELECTION5. CREATION OF BUSINESS IDEAS6. RISK MANAGEMENT7. STAKE HOLDERS MANAGEMENT8. PROFESSIONAL AND SOCIAL RESPONSIBILITY
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LAST DATE FOR REGISTRATION AND FEE :- 15TH MAY 2017
FOR FURTHER DETAILS CONTACT :-

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“Online Registrations open from 21st April 2017”