

Tamasoma

A finishing school for management graduates

Scope of work

Facilitate knowledge flow, best practices and resources into higher education system. Bridge the demand-supply gap and increase employability of management / engg graduates

Objectives of this program

- Bring industry needs and educational system together
- Prepare students for a planned and meaningful career with the involvement of teachers, parents and the institution
- Prevent and cure misfits, burnouts and "career vagabonds"
- Increase availability of employable talent for all industries
- Increase the relevance of MBA/ engg colleges, improve their placement record and overall student satisfaction in each course
- Reduce occurrence of "educated illiterates"

Delivery mechanism

- KAIZEN shall initiate and sustain the program among willing, voluntary educational institutions in any city of India
- KAIZEN employees shall use various tools such as workshops, guest lectures, training programs, books, internships etc to reach the desired goals. College teachers, select students, local resource persons & KAIZEN volunteers will be the facilitators for this program
- The program has clear goals and milestones. It is a measurable, quality program with tangible benefits
- The institution is a participant and co-owner of the process. The faculty of this institution shall be the willing partners in progress
- This program is not an appendage but an inclusive, core part of the normal curriculum of MBA / engg courses. It does not interfere with the syllabus, teaching hours or the UGC / AICTE norms. It seeks to integrate industry practices to enhance skills

- The program is delivered in college premises, KAIZEN offices and mutually suitable locations.

IPR

This program is a research product / service of KAIZEN SRA Technologies. This is registered and we have applied for patent protection. This is being rolled out with a 'not-for-profit motto' across voluntary institutions. All participants are bound by non-disclosure agreement. All rights are reserved and unauthorized duplication will be penalized

Program content for ICFAI INC, MBA program – Gulbarga, Karnataka

- Is MBA degree needed only for compliance?
- Etiquette and ability to build successful social relationships
- Telephone etiquette
- Manners, table manners and social behavior
- Parenting and social responsibilities
- Re-schooling – basics of geography, English, Kannada, nature studies and ethics
- Interviewing techniques
- Communication skills
- Personality development – confidence, aggression and identity – behavioral correction, peer pressure and comparisons, truth about your actual concerns and plans, health, food, conversations with opposite sex and elders, dress sense, hygiene
- Career planning
- Mobility, culture fitment and SWOT of Gulbarga /north Karnataka
- Retro-fit low skilled persons into accounts /front office /customer care
- Technology skills, entertainment sources, stress sources
- General knowledge and subject fundamentals
- Cost of the program
- Payment terms
- Satisfaction guarantee

1. Is MBA degree needed only for compliance? [4 hours]

Why are we opting for management courses? Is it to be used only as a passport, meet the norms and get into some job? This session will look at answering the basic understanding of every management graduate. This is aligned to the curriculum and will help people make correct career plans. Many of them meander into a MBA program by mistake or coercion. Is this the right approach? If it is not right, what can be done now? Mid-course correction for grown-up, confused and educated illiterates

2. Etiquette and ability to build successful social relationships [6 hours]

Social manners give the person immense confidence and others to assess his mental makeup. Building relationships depends on small courtesies, communication and holding a conversation. This is important for marketing, HR and finance stream as they would want to leverage the relationships to yield revenue.

3. Telephone etiquette [4 hours]

Almost every company conducts telephonic and video conference interviews across small towns and cities. This is a convenient tool for recruiters but can be very dicey and defeating for unprepared minds. Learn how you can leverage this tool to your advantage

4. Manners, table manners and social behavior [4 hours]

This is a logical extension of the above mentioned topic in etiquettes. This enhances the civic sense and appropriate behavior of people in all situations. Prevent social awkwardness and increase confidence in formal/informal occasions. Dress sense, accepting and extending hospitality, small courtesies like saying "thanks, please, kindly" at the appropriate time and corporate social responsibilities

5. Parenting and social responsibilities [3 hours]

This is to prepare the students for their important life skills and personal responsibilities. None of the institutions or relationships helps them prepare for marriage, parenting, tending for their elderly parents etc. Financial management [managing personal insurance, loans, working spouse, EMI, urban migration etc] and ability to manage careers is a very delicate art.

6. Re-schooling [6 hours]

A 6-hour session on basics of geography, English, Kannada, nature studies and ethics. Many interviews and tests look at the basic application of school knowledge. Refresher program to connect to crucial things like calculating discounts, incentives, distances, time notion, grammar, city knowledge etc. A small attempt to correct the mistakes made by “duplicate English medium” education system

7. Interviewing techniques [25 hours]

This will enable MBA students to handle all interviews, group discussions and tests. Includes questions, mock interviews, assessment of mock interviews by HR students [assess the other side] and compiling the FAQ [Frequently Asked Questions]. This session addresses these challenges: How to take defeats, rejections, success into your stride? How to learn from interviewer feedback and use it in next interview? What questions should I ask as an interviewee to the interviewer? How to prepare for the interview? How to handle a panel of senior and serious people? How to handle salary negotiations? How to say 'NO' politely to any offer that is not interesting? Is this offer a good one for me? How do I sit and behave in the hot seat? Group discussions are eliminating tools – why? Should I put on some artificial English accent?

8. Communication skills [25 to 35 hours]

Comprehensive exercises with the involvement of subject experts and professional trainers. Program orientation towards faculty and students. This will be part of the subject curriculum and will not be an external / additional course. Aimed at increasing the application of management knowledge through language enhancement. Covers verbal, written, non-verbal, listening, reading and presentation exercises. Challenges addressed in this session: Vocabulary building, basic sentence construction, ability to speak error free English, avoiding transliteration from mother tongue, writing reports/letters, emails, PowerPoint presentations, public speaking and newspaper reading

9. Career planning [6 hours]

The correction exercise aimed at establishing the purpose of MBA degree. This qualification alone cannot solve career issues. Career goal, core competency, perseverance, initial struggle and long term commitment are vital. But on the converse job hopping, salary haggling and frustration also are practical truths. This session tries to balance the individual needs and organizational needs. It also helps people to decide on MBA- specialization, SIP, projects, industries, etc aligned to their strengths and

weaknesses. Includes sessions from senior industry people on various aspects of career planning

10. Mobility, culture fitment and SWOT of Gulbarga / north Karnataka [2 hours]

A counseling session for all students to improve their knowledge about their surroundings and Gulbarga. The ability to think out of the social constraints and the so-called social backwardness. The necessity to compete with higher and talented students of other cities. How others from the same region have done well in their careers. This session addresses these challenges: Will my parents allow me to work outside Gulbarga? How do I work in Hyd / Bangalore? How to convince my parents about this job offer? How will I adjust to metro life? What are the language problems if I go to Chennai / Hyd / Delhi?

11. General knowledge and subject fundamentals [20 hours]

This session aims at improving the conversation, reading and GD abilities of the students. This is linked to the basic understanding of all management topics, case studies, industry needs – all designed into a seamless and entertaining format. This session uses information and entertainment in an appealing manner to drive the message. This will use multimedia, video, group exercises, project works in the city and presentations

12. Retro-fit low skilled persons into accounts /front office /customer care [optional program - 25 hours]

The correction program aimed at providing basic jobs to those cannot use MBA program but have committed to the same. Instead of attending and failing interviews they can be re-trained for lower a job, which allows them to be productive. This is a long term program with the involvement of few academies in Hyd / Mysore.

13. Technology skills [Optional – 10 hours]

The fundamental coaching of students on using and adapting technology like PC, internet, email, office automation equipment etc. This has to be a long term program with the involvement of an IT training institution like NIIT

Overall benefits of the program

- Improved and permanent knowledge base
- Clear decision making skills for career / jobs
- Improved communication and interviewing skills
- Confidence to approach and tap opportunities in life
- Better social skills and awareness about personal responsibilities
- Better jobs, salaries and fitment into career goals
- Overall placement record and image of the college is enhanced
- Inject fun into learning
- Achieve what you want and get the best job offers from employers

Payment terms and deliverables

Option 1

Concise program for 30 students spread over 100 hours Rs. 96,500

Option 2

Extensive program for 30 students over 135 hours Rs. 133,650

Price is inclusive of these costs

Travel & stay of the resource persons, course material, CD handouts, local travel in Gulbarga and any other incidental cost

Price does not include these costs

The above options do not include modules [12 and 13] on technology and retro-fitting into lower career options. Cost of these programs shall be given on request. These are

to be chosen only if it is necessary. Price is exclusive of taxes, levies and cost of hiring projectors, PC, equipment etc

Item	Details	College deliverables
Batch Size	Each program session will be conducted for a fixed audience of maximum 30 students. This is due to the activity orientation and workshop methods	Space, equipment and presence of faculty
Days of availability	The resource persons are available only weekends or mutually convenient days in a week, as they will travel from Hyd / Blore	Nothing; price includes cost of travel and stay of KAIZEN employees
Outstation orientation	Some of the sessions may have to be conducted at Hyd due to the inherent requirements.	Travel and stay of the students for 1-2 days
NDA	College and KAIZEN shall enter into a non-disclosure agreement to protect IPR	
Payment	50% in advance and 50% against completion of the program	Payable by cheque / DD in favor of KAIZEN SRA Tech
Taxes	Any Govt levies and service taxes shall be indicated separately	Service tax of 12.24% applicable
Try – and - buy	The institution can opt for a trial run of the program contents for 30 students for 15 hours split into 2 - 3 days. This module shall be on communication and interviewing	This will be billed@ Rs. 12, 500 + taxes. This can be adjusted against total billing if the institution opts to go ahead with the complete program
Quality	KAIZEN shall adhere to all quality measures in the content design, execution and post program control	Pre-program and post-program measurements to be done
Post Program support	KAIZEN shall extend counseling, placement assistance and guidance to students after the completion of the program. No additional fee for these services	Dedicated mail and telephonic support to all students for period of 3 months after completion of program
Additional support	Slow learners, underprivileged and special students can take additional support in placement assistance, interviewing, comm. Skills etc	Rs. 3500 per person for a 1-week orientation at Kaizen - Hyd
Satisfaction guarantee	KAIZEN shall guarantee consumer satisfaction among all learners and will achieve pre-determined milestones.	



Kaizen SRA Technologies Pvt. Ltd.
