

# SIES School of Business Studies

## PGDM Enrichment and Skill Development Program

Our PGDM Enrichment and Skill Development Program' is a holistic and dynamic initiative tailored to empower our PGDM students with a diverse set of 14 essential skills and knowledge.

This comprehensive program comprises 14 distinct areas carefully designed to provide our students with a well-rounded education that extends beyond the classroom, equipping them with practical skills and insights crucial for their academic, personal, and professional success."

This introduction sets the stage for the program's purpose and highlights its breadth and relevance to the students' holistic development.

1. **Creating Impact & Influence:** Teach students essential communication skills, including public speaking, active listening, and business writing.
  - Group Discussions and Mock GD
  - Personality Development Programme
  - Certification in Languages
  - Behavioural Interview Skills
  - Art of leading with Story
  - Language development labs
2. **Leadership and Teamwork:** Offer workshops on leadership styles, team dynamics, conflict resolution, and decision-making. Incorporate interactive activities to simulate real-world team scenarios.
  - Leadership Development Programme
  - Outbound Management Experiential Learning
  - Peer to Peer learning
3. **Financial Literacy and Investment Basics:** Provide an overview of personal finance, including budgeting, saving, investing, and understanding financial markets. Invite experts to share insights on investment strategies.
  - Financial Analysis Course
4. **Stress Management, Emotional Intelligence and Well-being:** Address the importance of managing stress in a high-pressure business environment and provide strategies for maintaining mental and physical well-being.
  - Workshops on Meditation and Yoga
  - Mentoring
  - Professional Counselling

5. **Innovation and Design Thinking:** Introduce the concept of design thinking and guide students through brainstorming, prototyping, and problem-solving exercises to foster innovation.
  - Course on Design Thinking
  - Ideathon
  - Learning through Movies
  
6. **Entrepreneurship and Start-up Essentials:** Offer insights into the world of entrepreneurship, covering topics like idea validation, business planning, funding, and scaling a start-up.
  - Programme on Entrepreneurship in collaboration with Wadhvani Foundation
  - Business Carnival
  
7. **Digital Marketing and Social Media Strategy:** Provide hands-on experience with digital marketing tools and platforms. Help students create effective social media strategies for business growth.
  
8. **Business Analytics and Data Visualization:** Introduce students to basic data analytics concepts and tools. Teach them how to interpret data and present insights through visualizations.
  
9. **Career Development and Interview Skills:** Guide students in crafting impressive resumes, preparing for job interviews, and navigating the job market effectively.
  - Workshop on Career Opportunities
  - Workshop on Resume Writing
  - Image Building
  - Psychometric Tests
  - Aptitude Development.
  - Excell skills
  
10. **Cultural Intelligence and Global Mind-set:** Enhance students' cross-cultural awareness and sensitivity to work effectively in diverse international settings.
  - Global Leadership Skills series
  - Global Immersion Programme
  
11. **Fundamental Rights, Diversity and Inclusion, POSH:**
  - Workshop on Fundamental Rights
  - Diversity workshop
  - Women Empowerment Programme
  - POSH Workshop

12. **Critical Thinking and Problem-Solving:** Foster students' critical thinking skills through workshops that encourage them to analyse complex problems and devise innovative solutions.

- Idea Research
- SKILL (Skill Linked Immersion Programme)
- Mind Mapping
- Case Study Unboxed
- Market Based Projects

13. **Sustainability and Corporate Social Responsibility:** Discuss the role of businesses in addressing environmental and social challenges, and guide students on integrating sustainability into business strategies.

- NGO Internship
- NGO Mela
- NGO Conference
- Course on Sustainability and CSR
- Various CSR programmes

14. **On the job learning & Practical Training**

- Summer Internship
- Live Projects
- Capstone Projects
- Industrial Visits
- Corporate Interaction sessions