



# ELEMENTS AKADEMIA

Imparting The Finer Elements of Career

## Our Course Design



### Module 1: Written & Spoken English

- Content Covered:
  - Grammar, Pronunciation, Fluency, Vocabulary etc.
- Why is it Important:
  - Due to intake of poor quality students, they lack in English Communication, whereas it is one of the prime requirements in the corporate world
- Our Strength:
  - Course designed by Genpact, India's No. 1 BPO/KPO company
  - We provide industry experienced and competent trainers

### Module 2: Personality Grooming

- Content Covered:
  - Corporate Sensitization, Public Speaking, Presentation Skills etc.
- Why is it Important:
  - Due to their background students don't have a Groomed Personality but it plays a crucial role in the business world
- Our Strength:
  - Course designed by L'Oreal, World's #1 Personal Grooming company
  - We provide industry experienced and competent trainers

### **Module3: Behavioral Skills**

- Content Covered:
  - Motivation & Confidence, Leadership & Team Work, Time & Stress Management
- Why is it Important:
  - We need to bring a positive change in student's attitude. It is extremely important to instill a sense of achievement and discipline among them
- Our Strength:
  - IIM Alumni/ Faculty and experienced trainers would conduct interactive and fun-filled sessions

### **Module 4: (Part 1) Practical Management Knowledge**

- Content Covered:
  - Functional Knowledge (Finance, Sales & Marketing, Strategy, IT, HR)
  - Key Sectors Knowledge (FMCG, BFSI, Pharma, Retail, Manufacturing etc.)
  - Current Business Issues (Sub Prime Crises, Indian Economy etc.)

### **Module 4: (Part 2) Practical Technical Knowledge**

- Branches Covered:
  - Computer Science (CS), Information Technology (IT), Electronics, Telecommunications, Electrical & Mechanical
- Practical Application & Live Opportunities
  - Embedded Systems, Robotics, VLSI
  - Computer Aided Designing (CAD)
  - C/C++, JAVA, .NET, SAP, Oracle
- Future of Indian IT Industry Vs Global IT industry
- Nanotechnology: Changing the Landscape
  
- Why is it Important:
  - Education is still focused on theory whereas it is important to inculcate practical and application oriented knowledge
- Our Strength:
  - IIM /IIT and other top 15 colleges Alumni/ Faculty would conduct interactive sessions
  - 'Live Case Studies' to give real world exposure

### **Module5: Live Corporate Exposure**

- Content Covered:
  - Industrial Visits
  - Live Projects/ Competitions
- Why is it Important:

- Students with less/no prior work experience need to interact with the corporate to bring out their best. Live Projects give an opportunity to apply the concepts learnt during the MBA to solve real world problems.
- Our Strength:
  - Extensive Industry Network

## **Module 6: Placement Preparation**

- Content Covered:
  - Aptitude Test
  - CV & Statement of Purpose
  - Mock GD & Interview
  - Personal Counseling Sessions
- Why is it Important:
  - In this competitive environment, students need rigorous placement preparation to perform their best and to match or exceed recruiters expectations.
- Our Strength:
  - We understand the recruiters requirements well
  - IIM Alumni and competent trainers who have experience of being on both sides of the table