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Vidyarjan Academy

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About Vidyarjan Academy

For the last several years, many reports from business associations like CII and NASSCOM have expressed concerns about the low employability of graduates. Low employability is a problem for individuals as it lowers their financial security in long run. It also adversely impacts growth of employers and thus the growth of the economy. Hence we see the Govt. of India, many companies and NGOs taking up initiatives to enhance employability of graduates.

Vidyarjan Academy is being set up to singularly focus on enhancing the employability of graduates. We offer industry-relevant certificate courses that can help college students and working professionals develop their career. With the help of technology, we are attempting to provide high-quality training to graduates who wish to develop their career but are constrained by time or money or both.

Please help us spread the word by recommending our courses to your friends and colleagues. Also like our Feacebook page (bit.ly/VAFBpage) and follow us on Twitter (bit.ly/VAtweet).

You would benefit from our complimentary Vidyarjan Nuggets, which are annotated links to learning resources. We post them once or twice in a week. You can read them at www.vidyarjan.in/blog. You can receive them in your inbox by entering your name and email address at http://bit.ly/vnsub. To receive them on WhatsApp, click on http://bit.ly/vawalist on your smart phone. Happy Learning!

Available Courses
- Career Management
- Business Communication
- Business Fundamentals

Course Details
- ❖ The course offers 10 online live sessions and online learning content over the period of three months. The online live sessions cover the essential elements while online learning content provides additional learning inputs. The online live sessions would help the learners understand the critical aspects of the subject matter while online learning content will help them take a deep dive in the topics of their choice.
- ❖ The online live sessions are delivered by faculty having 20+ years of industry experience. This experience would help the learners understand the concepts with real-life examples. The online live sessions are typically scheduled over weekends for one and half hours. Learners can attend these sessions from the comfort of their home or office by using a smartphone or desktop/laptop with high bandwidth internet connectivity (e.g., broadband, high-speed WI-FI or 4G data).
- ❖ The online learning content consists of short video lectures, brief articles, and quizzes. These additional learning inputs can be absorbed whenever learners find some free time. This will help the learners study more without disturbing their work or personal schedule.
- ❖ To achieve desired learning outcomes, learners would need to attend at least 80% sessions and submit course-specific assignments. The course faculty reviews the submissions and provides specific feedback to the learners. This feedback would help the learners validate their learning and take corrective actions if needed.
- ❖ After successful completion of a course, learners join a growing alumni network of professionals. This network would be useful for getting future career opportunities and professional advice. Plus they can attend local networking events organized by us from time to time.
- ❖ We have kept the course fee as low as Rs. 5000 (inclusive of taxes) since we avoid spending money on expensive TV or newspaper advertising. We rely on our alumni and well-wishers to recommend our courses to individuals and corporate. We strive to give the maximum possible returns on the learner's investment of time and money.

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Career Management
Systematic planning for developing your career

Course Objective

Gone are the days when people joined the corporations only to retire at the age of 58 years! Today's working professionals switch jobs when they see better opportunities. Companies are also not hesitating to lay off their employees when employee skills no longer match the current needs of the companies. In such scenario, it has become inevitable for graduates to plan their career proactively and systematically. We have designed this course for college students and young professionals to help them learn the tools and techniques for development of their career.

The course will begin with discussion of career opportunities and employer expectations before getting into career planning. Then we will discuss the need of self-upgrade and learn the ways for doing the same. The course will then help you learn how to manage your two key resources viz. time and money. Finally, the course will aid you acquire two key skills for career development viz. resume writing and giving job interviews. Near the end of the course, we will invite senior professionals from reputed firms for understanding their perspective on recruitment. In all, the course will cover all that one needs to know for effective all-round career development.

Session Plan

#	Topic	Learning Objectives
1	Career Opportunities	• Get to know the roles and responsibilities in key industries. • Develop the desired career path. • Learn the employer expectations.
2	Goal Setting	• Learn and apply SWOT analysis tool. • Understand and develop SMART objectives.
3	Self-upgrade	• Discuss different ways of self-upgrade • Learn effective learning tools and techniques
4	Time Management	• Appreciate value of time and reasons for managing time proactively. • Use specific tools and techniques to manage time effectively.
5	Money Management	• Set up the financial goals and make personal financial statements. • Get to know avenues for managing money properly.
6	Resume Writing	• Learn the best practices in writing resume. • Write the resume and get it reviewed against a checklist.
7	Online Resume	• Learn how to maintain online resumes and LinkedIn profile. • Get to know the best practices.
8	Job Interviews	• Learn the APEX framework for giving winning interviews. • Develop suitable answers for the frequently asked questions.
9	Mock Interviews	• Refine interview skills with mock interviews.
10	Discussion with Hiring Managers	• Q&A with hiring managers for understanding their perspective on hiring professionals for the job requirements in their teams and departments.

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Business Communication

An experiential learning approach for improving communication skills

Course Objective

Communication is important in everyone's life since it matters in building and nurturing relationships. In business, communication gains utmost importance since miscommunication or lack of communication can adversely affect business relationships and thus business performance. Hence business communication is taught in almost all disciplines of undergraduate studies. While it helps in knowing the theory of communication, communication skills is still seen as an area for improvement for many working professionals and college students. We have designed this course to help these professionals and college students to excel at business communication.

This course uses an experiential learning approach for helping learners improve their communication skills. We not only illustrate the tools and techniques with real-life examples but also ask the learners to apply their learning and receive feedback for further improvement, if needed. This approach would help in internalizing the learning more effectively than merely reading books or passively listening to lectures.

The course begins with self-introductions of learners, who receive feedback from faculty to help them refine their self-introductions. In rest of the course, we help learners improve their interpersonal communication skills, business writing skills and business presentation skills. For improving interpersonal communication skills, the course emphasizes the role of active listening and the need of using different aspects of verbal & non-verbal communication. Further the course helps learners how to give and receive feedback professionally not only during performance appraisals but as a continuous feedback mechanism. The course also shares how meetings and conference calls can be made more productive and efficient by establishing three artifacts, three roles and three norms. To improve business writing skills, the course covers writing of professional emails, business letters and business reports. For improving business presentation skills, a three-step process is discussed.

Since English is a primary language for business, this course provides tools and techniques for improving English language as used in business environment.

Session Plan

#	Topic	Learning Objectives
1	Introductions	• Introduce oneself professionally.
2	Interpersonal Communication Skills	• Use listening and different aspects of verbal & non-verbal communication.
3		• Give and receive feedback professionally.
4		• Conduct meetings and conference calls efficiently.
5	Business Writing Skills	• Write professional emails.
6		• Write business letters.
7		• Write business reports.
8	Business Presentation Skills	• Define the situation.
9		• Design the presentation.
10		• Deliver the presentation.

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Business Fundamentals
Demystifying how businesses run and excel

Course Objective

In today's globally competitive economy, understanding essence of business has become crucial for all working professionals regardless of their current role or amount of work experience. This has prompted significant increase in number of working professionals attending either full-time or part-time MBA programs. Many Professionals are unable to attend these programs or struggle to keep up after registering for MBA. To help such professionals we have designed an open online course, which will cover major business topics with sufficient details. It would provide value to working professional in terms of both money and time. It would help them excel at their work with enhanced understanding of business execution and management. College students, who are planning to join MBA programs after graduation will also benefit from this course as they will get a glimpse of what they would learn in a MBA program.

Session Plan

#	Topic	Learning Objectives
1	Business Organization	• Which are typical business organizational forms and structures? • What are key business functions and processes?
2	Talent Management	• How employees are attracted, recruited, retained, developed and separated? • What is the contribution of management?
3	Strategic Marketing	• How do business organizations perform the process of segmentation, targeting and positioning (STP)?
4	Tactical Marketing	• How organizations make tactical decisions regarding product, price, place and promotion, commonly known as marketing mix or 4 Ps of marketing?
5	Technology for Business	• What kind of hardware and networking devices are used by the business? • How do office and collaboration tools improve productivity of staff? • What kinds of enterprise systems help efficient functioning of business organizations?
6	Digital Disruption	• How social media & mobiles are used for engaging with customers and employees? • How do analytics, cloud, Internet of Things and other emerging technologies help business organizations?
7	Financial Reporting	• Which accounting concepts should be known to read financial reports? • What do the balance sheet, P&L statement, and cash flow statement show?
8	Budgeting	• How does revenue budgeting help in running the business? • How capital budgeting is typically done?
9	Strategy	• What is the relevance of key economic indicators and economic policies? • How do political, social-cultural, technological, and legal environments impact business organizations? • How is strategy formulated and executed in business organizations?
10	Case Study Discussion	• How learning from this course can help us understand and analyze a particular business scenario such as one depicted in a given case study?