



MBA-Training Modules:

1 GD and Personal Interview

- CV take-off questions
- Subject Related questions (technical knowledge)
- HR questions
- Current Affairs

- HR Interview and the Technical Interview.
Further the students will be trained for:
- Different Interviews: Standard, Behavioral and Stress
- Body language
- Demonstrating personal strengths
- Responding to difficult questions
- Facing multi-person panels

2 Interpersonal Skills

- Effectively communicating thoughts and ideas are the key to getting the desired placement.
- Interpersonal skills form an intricate part of the developing efficient GD &PI skills.
The session will cover points on:
- Communication Process & Listening Skills
- Types of Communication (Oral, Written, Non Verbal)
- Interpersonal Oral Communication (Communicating ideas in short simple sentences, Vocabulary and pronunciation, Tone modulation)



- Speaking Skills: Including Presentation Skills, Debating, Prepared and impromptu speeches, Elocution and GDs
- Public Communication : To a Group or Audience

Interpersonal Skills

Business Writing and Etiquettes:

- Body language etiquettes (facial expressions, posture, gestures, eye contact)
- Corporate attire, etc.
- Formal written communication: Propriety, Clarity, Correctness - Email writing, Business report writing, SMS writing, Other electronic media, Formal letter and report writing
- Business Etiquette basics with focus on importance of formal conduct

3 Domain Specific knowledge:

Finance

- Retail banking
- Corporate banking
- Consulting
- Investment banking
- Others (Equity Research, Commodity Trading, etc)

HR

- Difference in Roles – Specific v/s General HR
- Competency division – necessary and sufficient
- Environment and change questions
- Importance of competency based evaluation in interviews

Marketing



- Breaking common and widespread myths
- Cultural fit for: Sales, Brand Management, Market Research, Consultancy, Planning, Digital Marketing, Relationship Management, etc.
 - Geographical variation, domain variation: media, FMCG, consumer durables, financial products, B2B, heavy industries, government sectors, etc.
 - Variation on personality charts, characteristics mapping, etc.
 - Testing for desired characteristics
 - Evaluation and preparation methods for the above
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4 Case Studies

Topic-based case studies

- Digital marketing
- Supply chain
- Employee engagement and retention
- Corporate strategy etc.

Publication-based case studies

- Harvard
- Ivey
- IIMs
- Insead
- ISB etc.



Sanjay Ghodawat University, Kolhapur

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Empowering Lives Globally

Total Hours: 48

1. Group Discussion & Personal Interviews: 10
2. Interpersonal Skills: 12
3. Domain Specific Knowledge: 16
4. Case Studies: 10