



## **L.J. INSTITUTE OF MANAGEMENT STUDIES**



**PRASHIKSHAN**

**THE MANAGERIAL SKILL DEVELOPMENT PROGRAM**

**2013 - 2014**

**A REPORT**

## **Prashikshan –The Managerial Skills Development Programme**

### **Preamble:**

The management programme is considered to be complete when it maintains a right balance between the class room teaching and practical learning. The best way to gain good quality learning is aligning with corporate world through a job-training programme.

Prashikshan – The Managerial Skills Development Programme was envisaged to impart both theoretical and practical knowledge to the students to make them confident and effective managers in the future.

The programme aimed at providing the student with the opportunity of consolidating and applying theory through field experience. A part time role for a short duration of 1-2 weeks to couple of months would help the students to build confidence, make useful employer contacts and could even lead to a permanent job placement.

### **Objectives:**

- To meet manpower requirements of the corporate world for short term projects ( ranging from 1-2 weeks to couple of months).
- To provide a training platform to students, through an alliance with the corporate world.
- To develop managerial qualities in students.

### **Eligibility for the Programme**

- The programme is designed for students of all the semesters of Management Programme.

### **Mechanism**

- The communication and alliance will be established with the companies.

- Through networking, the companies which need project-based assistance for their business will be identified.
- Keeping in view the company's business structure, the company's requirements will be studied.
- Students will be required to mention their interest areas, based on which they will be clearly segregated into categories for different industries.
- To fit in a company's requirement, selection of the students will be based on student's interest and their competency in relation to the requirements of the company.
- The students finally selected will be briefed about the company's background and expectations.
- After deputation of the selected students, the monitoring team will be in regular contact of the company.
- Feedback and follow-up mechanism will be employed to measure the enhancement in the students' learning and attainment of the company's' objective:
  - The students will be submitting a report to the faculty coordinator in a prescribed format immediately after completion of the deputation.
  - The company's feedback will be obtained in a prescribed format
- The students taking up part-time assignment under 'Prashikshan' will be evaluated on the basis of their report which will be treated as project work and will be given due credit in the internal evaluation.

**The Outcome -** The participating students gave feedback regarding the skills that they developed during the training of Prakshikshan.

- Time management skills
- Team performance skills
- Information gathering and analysis
- Networking skills

- Marketing/Finance/HR skills
- Learning to face the challenges in corporate world

**List and details of company offering live projects to students**

<b>Sr. No.</b>	<b>Company Name</b>	<b>Profile and Details</b>	<b>Duration</b>	<b>Remuneration /Rewards</b>	<b>Number of students participated and current status of project</b>
1	Bajaj FinServe	Sales Representative: In-house selling of consumer durables loan	45 days	Rs 3000 to 4000/month and Certificate	12 students participated and project completed successfully
2	TCS, Gandhinagar	HR: Recruitment drive of 3 months in undergraduate colleges	3 months	Experience Certificate	3 students participated and project completed successfully
3	Central Mall, Future Group	HR: Day to day HR activities	4 months	Experience certificate and an option for full time placement	2 students participated an project completed successfully
4	Plant Lipids Pvt Ltd, Hyderabad	Marketing Activity for their new product- Rang De for Holi festival	6 Days	Stipend of Rs 750/day & certificate	26 students participated and the project was completed successfully
5	Tata Motors	Training to School Bus Drivers of Tata Buses in three cities: Ahmedabad, Surat, Rajkot	6 Days	1000/Day	5 students participated and the project was Completed successfully
6	FT Academy	Financial Consultancy	1 Month	Experience Certificate	2 students were selected and the project was completed successfully

