

VAC - 01: Business Management Skills

Module – I Corporate Skills for Executives

(8hrs)

An Understanding of Economics, Data Analysis Skills, Financial Accounting Skills, Negotiation and deal making skills, Decision-Making Skills, Networking Skills

Module – II Digital Marketing

(6hrs)

- Introduction to Search Engine – Understanding Google page rank, Search engine submission of SEO
- Search Engine Marketing & Google ad- word – Navigation in Google ad- word, Practice SEM ad- creation
- Digital Marketing on Social Media Platform – Getting Started with Social Media, Marketing through Face book & YouTube

Module – III Strong Work Ethics

(7hrs)

- Attitude: Shows a positive attitude, appears confident and has true hopes of self.
- Character: Displays loyalty, honesty, dependability, reliability, initiative, and self-control.
- Communication: Displays proper verbal and non-verbal skills and listens.
- Cooperation: Displays leadership skills; properly handles criticism, conflicts, and stress; maintains proper relationships with peers and follows chain of command.
- Organizational Skill: Shows skills in management, prioritizing, and dealing with change.
- Teamwork: Respects rights of others, is a team worker, is helpful, is confident, displays a customer service attitude, and seeks continuous learning.

Module – IV Stress & Anger Management

(6hrs)

Learn to breathe, Visualize the calm, Get moving by reducing the stress, Recognize the triggers, stop and listen, Change the thinking procedure, Avoid dwelling on the same things, Fast-Acting Stress-Relief Strategies, Workplace relationships activities

Evaluation – 3hrs