



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in
ISO 9001:2015 Certified Institute & Accredited by NAAC

CERTIFICATE COURSE IN PERSONAL BRANDING AND SOFT SKILLS DEVELOPMENT 2022-23

PARTICULAR	DETAILS
Course duration	30 hours; Offline (4 th to 16 th October 2023)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	<ul style="list-style-type: none">• To equip the learners with fundamental management competencies required in the corporate• To enhance the learners' communication skills and make them competent in formal correspondence• To imbibe in the learners a professional attitude with a growth-driven mindset
Curriculum of the Program	<ol style="list-style-type: none">1. Creating a Personal Brand2. Body Language3. Business Etiquette4. Personal Interview Preparation5. Email Writing6. Presentation Skills7. Team Building and Leadership8. General Aptitude and Problem Solving9. Critical Thinking and Communication10. Emotional Intelligence
Assessment Procedure	1 assignment towards the end of the course, and a group presentation. Student must score minimum 50% score in the assignment and presentation and fulfil the minimum 75% attendance criteria to qualify for successful certification



B. Deshmukh
Director
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Resource Person	Ms. Gargi Gothe
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