



# 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](mailto:admin@ptvaim.com), Web: [www.ptvaim.ac.in](http://www.ptvaim.ac.in)  
ISO 9001:2015 Certified Institute & Accredited by NAAC

## CORPORATE READINESS PROGRAM 2023-24

| PARTICULAR   | DETAILS   |
|--|---|
| Course duration  | 30 hours; Offline 27/09/2023 TO 11/11/2023  |
| 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"> <li>To enhance students' communication and interpersonal skills for clear and confident interactions in both personal and professional settings.</li> <li>To foster holistic personality development through activities like SWOT analysis, goal setting, and professional grooming.</li> <li>To prepare students for interviews and group discussions with mock sessions led by industry HR professionals.</li> <li>To instil time and team management skills to help students navigate the corporate environment efficiently.</li> <li>To provide industry-specific sessions and interactions to give students insights into various sectors and domains.</li> </ul> |
| Curriculum of the Program  | <p>Semester I</p> <ul style="list-style-type: none"> <li>Goal Setting &amp; SWOT Analysis</li> <li>Etiquettes-General &amp; Business etiquettes</li> <li>Time Management</li> </ul> <p>Semester II</p> <ul style="list-style-type: none"> <li>Personality development &amp; Grooming- Building Brand-YOU</li> <li>Public Speaking Skills</li> </ul>   |



*B. Chmukh*  
Director  
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|                      |   |  |
|----------------------|---|--|
|                      | <ul style="list-style-type: none"> <li>• Team Management</li> </ul> <p>Semester III</p> <ul style="list-style-type: none"> <li>• Interview skills</li> <li>• Group Discussion-Does &amp; Don't &amp; Presentation skills</li> <li>• Industry HR Interaction Session-           <ul style="list-style-type: none"> <li>a. Mock GD</li> <li>b. Mock PI-Domain Specific &amp; Sector Specific</li> </ul> </li> </ul> |  |
| Assessment Procedure | <ol style="list-style-type: none"> <li>1. Questionnaire</li> <li>2. Activity related to the topics.</li> <li>3. Presentation</li> <li>4. Roleplay</li> </ol> <p><b>Attendance-ABOVE 75%-</b> Eligibility criteria for placement</p>   |  |
| Resource Person      | Dr. Ruchi Anand   |  |



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