



## **PREAMBLE TO VALUE ADD ON PROGRAMMES**

*Particularly in this post globalization, liberalization and privatization period, many management professional avenues are thrown open. At the same time so many budding managers vying for coveted positions in the corporate world need to compete with each other.*

*It is just not enough, therefore, to obtain excellent scores in academic fields but it is very vital for the contenders to have an edge over others through confidence, credibility and competence in other diverse domains as well.*

*These VALUE ADD ON PROGRAMMES precisely aim at the holistic development of the student community so as to proactively prepare them to embrace the challenges of the changes. All the necessary inputs over and above the academic curriculum are, therefore, meticulously moulded into these modular programs which will be highly interesting, informative, interactive, innovative and immediately implementable.*

*This is a unique endeavor of ASMA FOUNDATION FOR PROFESSIONAL EXCELLENCE, which firmly believes in developing the participants to succeed in their future personal, professional, positional and public lives.*

*This initial investment will help reap rich rewards and also give a cutting edge in competitive environment to succeed, sustain and strive further to exploit individual potentials fully.*

## VALUE ADD-ON PROGRAMMES

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## 1 MODULE ON CORPORATE CULTURE

In most simplistic term, a Corporate Culture can be defined as "the way things are understood, done and perpetuated as a norm to be conformed by all and sundry in that particular organization".

Understanding Corporate Culture greatly helps us to "behave like a Roman in Rome", conform to the organizational norms in dealing, decision –making, going to the detailed extent of dress code!

Corporate culture also inculcates within the incumbent, the vision, clarity of mission, values that are cherished by the whole enterprise, topics of taboo and commitment to the common cause.

Entry, induction and subsequent absorption of the new comer into the organizational gamut thus becomes smoother, quicker and meaningful with the initial knowledge of the corporate culture. Clarity about the lines of command and control, compliance to the explicit as well as implicit code of conduct can help bring about cohesion and conformity.

This module will dwell on these intricate aspects of body politics of the corporate world and give insight to a naïve entrant.

## 2 MODULE ON EVENT MANAGEMENT

Success is only a mile stone. Realization of excellence is alone the final destination. Things any way happen. Some merely watch with wonder but those who really make things happen can alone take up yonder.

Only through logically and chronologically planned courses of actions we can accelerate and successfully accomplish events.

People need to perceive a positive outcome soon through the well orchestrated and demonstrated efforts at all times to continue to have faith, fervor and flavour of the activities thus undertaken.

This module will create the necessary confidence through imparting important inputs on Event Management.

## 3 MODULE ON MANAGERIAL INTELLIGENCE

Managerial intelligence can either be acquired with the long drawn process of learning the ropes to gain business acumen or easier and equally effective way of studying and /or observing cases and role models of successful personalities.



Managerial intelligence comprises of intuition, innovation, sensitivity to ever-changing surroundings, subtle interpersonal interactive skills and self confidence to take bold business decisions.

For being an effective manager, this part of intelligence needs necessarily to be meticulously and methodically cultivated.

This module deals exactly with the inputs on the same.

#### **4 MODULE ON STRATEGIC PLANNING & DECISION MAKING**

Short term planning and tactical decision- making based on situational concerns and constraints are relatively easier to process. The time as well as the horizon for action is quite short and hence clearer. The influence as well impact of tactical moves are with limited liability.

As against this, strategic planning as well as decision making have long term considerations, after effects and acute consequences. Hence there is a dire need to understand these processes not only by the people at the helm of affairs but also all the budding managers who want to be effective and on fast track of organizational professional progression.

It is said "the more you sweat in peace time, less you bleed in war!" This also applies to a corporate situation as decision making process is primarily being sensitive even to the subtle parameters in play, assessing these and analyzing the forces in the field, evolving and evaluating various alternatives to zero on optimum decision and at the same time working on contingency plans to fall back or back up need a very wide canvass to capture all the components, correctly, completely with considered options.

As the cost of undesired consequences are often very damaging irrevocably and on the flip side, the rewards for risky ventures can also lead to windfall proportions, ignoring opportunity costs a competitive corporate can ill afford. Therefore, strategic thinking and actions assume prime importance for any corporate survival and striking success.

This module leads to lots of useful tips on the above topic.





## MODULE ON OBJECTION HANDLING & RESOLUTION

More often than not, "more the merrier" adage does not work in reality but "more the murkier" seems to be more of a norm in any organized human endeavour of present day proportions.

More the personalities of diverse background and disciplines are involved more the dissent or different views and manner of work can be expected.

To make the Team - Work really functional then such eddies need to be addressed in a mature and matter of fact manner.

Duly acknowledging that conflicts are inevitable and just unavoidable, finding out ways and means to generate even hybrid solutions, workable as "Common Minimum Programme" need to be evolved through consent and collaboration out of initial doubts, diffidence and dissent.

This module will deliberate in details, various causes of conflicts and more importantly the right remedial actions will be discussed. The nature of objections, hidden agenda, subtle suggestions, unfounded apprehensions, or preconceived notions will be brought forth only to understand and then resolve once and for all.

We have different ways of coping with conflicting situations, learnt experientially since our childhood. Should we carry on, sulking / concede / compete / compromise or collaborate ? Under which situations any particular strategy will be most effective?

These points will be pondered during the session on this module. The emphasis will be to engineer a "win-win" situation to the utmost satisfaction of all concerned stake holders.



## MODULE ON EFFECTIVE COMMUNICATION

Modern means of communication can only enhance the efficiency of transmitting thoughts and ideas, breaking the barriers of time and space. Public address system can only amplify the voice but there is no guarantee that the intent is registered in the minds of the audience.

Communicational skills are, therefore, inevitable part of any effective personality to persuasively project inclinations, interests and intents to others in order to solicit congenial cooperation and elicit intended response.



In present day human endeavour of such sheer complex interactive net-working, a mere misinterpretation might lead to unimaginable, undesired cost of consequences of colossal proportions, which we can ill afford.

Clear, crisp, concise and yet complete communication is crucial for comprehension, cooperation, coordination and control.

We need to be equally alert to understand and correctly interpret the subtle meanings of voice modulations, semantics and also be beware and be aware of Body-Language, the all pervasive non verbal expression.

This module will introduce the participants to the subtleties and sensitivity of communication, ideas on clearing the channel congestion, breaking barriers for free, frank, factual and fast flow of communication are forwarded in these sessions.

## 7 MODULE ON EMOTIONAL INTELLIGENCE

For quite some time, IQ ( Intelligence Quotient ) was considered a bench mark to predict effectiveness of managers in particular. Undoubtedly, high IQ is correlated with quality decision-making, broader business perspective and sound analytical abilities.

But now it has been conclusively proved that for effective execution of the enterprise missions, Emotional Quotient ( E.Q. ) is even more vital. For business means people after all and only through highly motivated, committed, dedicated and devoted Human Resources, the much desired Organizational Excellence can be achieved in this competitive business environment.

Appealing to noble motives, motivation by provocation, selling the corporate vision, catching the potential customers, attracting and retaining talent, eliciting and exploiting fullest potentials of the people will depend largely on how the leader-manager is able to influence the interpersonal interactions and make the impetus on the system through so called soft skills which are governed mainly by the heart and not head, measure of which is termed Emotional Intelligence.

This module deals with these emotional aspects of business realities.





## MODULE ON EXTERNAL RELATIONSHIP MANAGEMENT

Any business corporation can not function in isolation. It has to be an inherent part of the society at large with added social responsibilities towards the community and the environment in which it has to operate.

Therefore, it is imperative that it is simply not enough to establish splendid internal relationships and equilibrium but the corporate has to necessarily interact with the external agencies.....be they valued customers, regulatory authorities, social organizations, political parties, print / news media or professional / business community, competitors included .

Public relations, need to be managed professionally and proactively so as to make a positive impact and maintain a prominent place in the scheme of things.

The style of managing external relations can make or mar the future of the entire enterprise as is amply evident from SEZ or Chemical industries like Dow!

Even at grass root level, how a telephone operator responds to external contacts asking queries, can create delightful or detrimental kinds of impressions in the external world. This Moment of Truth can not be ignored by any prudent management.

This module gives due stress on the subject matter in a lucid manner.



## MODULE ON GDPI TECHNIQUES

It is just not enough to score excellent credits in acads but it is equally important how we carry and conduct ourselves to often stressful interview situations to the uninitiated.

Not trying to impress with verbosity or false front but to express ourselves better truthfully so as to enable the interviewers to make their selections easier by soliciting the requisite and right information, should be the prime aim.

It is not the FAQs or mugging the most likely questions but to read between lines and fathom into the mind of the interviewer to forward desired responses / answers will win the game.

In Group Discussions too it is not whether you make the most noise and display your histrionics prowess but how you steer the others into productive debates, involve every one, summarize conclusions and manage conflicts are much desired managerial traits that the selectors are looking for.



Group Discussions are nothing but representative simulated situation of any business meeting and the behaviour of the participants can instantly give clues to the observers on the suitability and maturity of the participants. So certain Dos and DONTs during the entire process of interview will also be taught through this module.

## 10 MODULE ON INITIATIVE & DRIVE

One should be a dreamer to be outstanding but what is more important is that to realize these dreams we must first wake up from our stupor of doing only the routine work and transacting "business as usual".

Most mediocre men want to follow the mob but only a bold and brave person has the courage to break away from the oft trodden path and thus becomes a pioneer and a champion of new cause.

This necessarily needs initiative to lead from the front, push or pull the other persons to your way of thinking and actions, start the process at times even against all odds.

What is even more important is the faith in oneself, the chosen cause and the untiring attitude and actions to convincing conclusions.

Sustained efforts alone can bear fruits of efforts and produce success when times are conducive as well as opportune. Once the success is produced, it will breed further success!

Concluding any desired project or programme successfully calls for a lot of initiative and drive on the part of the promoter.

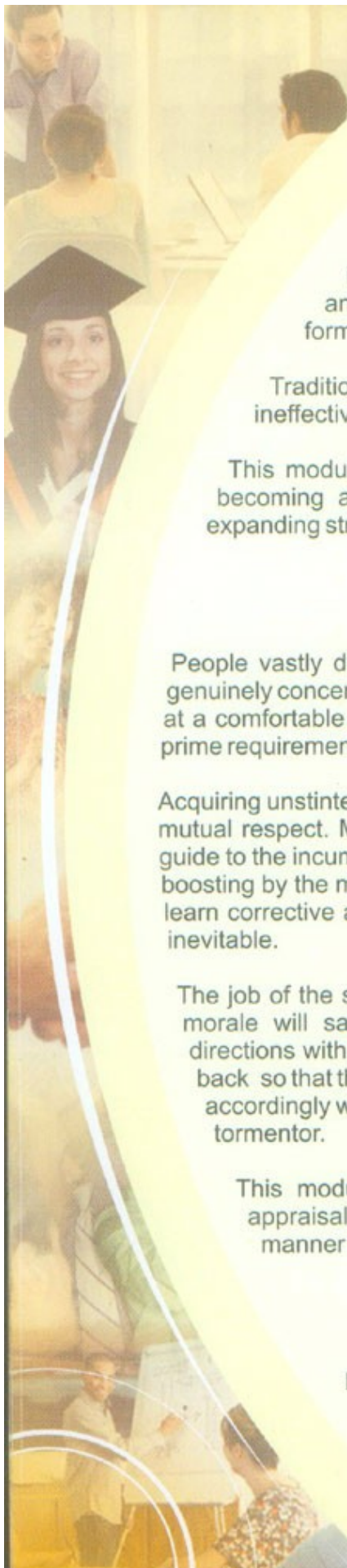
This module is most useful especially for the budding managers who necessarily need to inculcate self discipline and a vision to become a self-starter with requisite initiative and drive to be a push starters for others in the organization, later!

## 11 MODULE ON LEADERSHIP

Organizations do have deliberately designed structures and meticulously maintained systems but the presence or absence of "inspired leadership" can make or mar the effectiveness of the entire enterprise.

All leaders are not born but can certainly be made with requisite knowledge, skills and attitudes which can be inculcated by persons.





In an ever - changing external business environment in particular, industry needs leader-managers with insight, inspiration, ingenuity and interactive skills for which they can command respect and do not have to demand respect by mere virtue of formal positional stature in the organization.

Traditional Managers have far been outdated and proved ineffective in dynamic situations.

This module will deliberate in detail the means and methods of becoming an effective person, leading from the front, the ever expanding strength of devoted and dedicated followers.

## 12 MODULE ON MENTORING

People vastly differ in their caliber, capacities and capabilities. Being genuinely concerned about them, caring for them and carrying them along at a comfortable but required pace for the business performance is the prime requirement of mentoring.

Acquiring unstinted cooperation is ensured by creating understanding and mutual respect. Mentoring means acting as a friend, philosopher and a guide to the incumbent so that he can find self-confidence through morale boosting by the mentor, get reinforcements on decisions and actions and learn corrective actions where initial mistakes during learning curve are inevitable.

The job of the senior, boss or superior is not to rag or nag so that the morale will sag but necessarily to indicate better ways and give directions with a free, frank, fast, factual and more of an informal feed back so that the concerned walks away with more zeal and zest to work accordingly with a firm belief that the boss is indeed a mentor and not a tormentor.

This module gives the techniques of conducting performance appraisal meetings, review meetings etc in the most effective manner for the meaningful outcomes.

## 13 MODULE ON MOTIVATION

Pursuit of pleasure and prevention of pain are the basic, rather instinctive motives of all. Whether a mono - cellular organism or a multi - national organization.



That internal intrinsic urge that prods, pushes every one towards actions and deeds is the prime motivator. External environment, so called hygiene factor, is no doubt required to remove dissatisfaction but there is no guarantee of satisfaction and resultant satisfactory performance.

Conventional management wisdom proposes "carrot and stick" approach to motivate people.....but they are not donkeys. Besides this, every motivational factor can be different for different persons as you say "one man's food is other man's poison", we can not over-simplify theories of motivation. There is often a dire need to motivate the same individual entirely differently at different times and circumstances....such is the complexity of this seemingly simple aspect.

This module will impart in depth insight into this complex, all-pervasive phenomenon of motivation so that the participants will have immense value out of this exposure to effectively utilize the inputs in motivating all those who are in direct contact or even indirectly influencing others through the appropriate usage of tools and techniques of motivation effectively.

#### **14 MODULE ON NEGOTIATING SKILLS**

Even a small infant learns, early on, how to manipulate parents and then as an adolescent he learns how to emotionally blackmail peers !

But when we refer this phenomenon, strictly in business sense then the process takes entirely a different meaning.

To maximize mutual benefits through adroit creation of "win-win" conclusions, so as to continue such transactions with the element of trust and transparency.

It is not putting up a show off dealing with 'busyness' but doing actual 'business' transactions that can be for mutual benefits at all times. Thereby also helping to blend interests and inclinations and forge a long-lasting business bond with concerned contenders.

This module will touch upon all the nuances of the Negotiating Skills.





## 15 MODULE ON PERSONAL DEVELOPMENT

In this highly competitive, post Globalization-Liberalization-Privatization period, Personal Development has suddenly become a prime requisite if one has to survive, sustain and strive towards greater heights of achievements in personal, professional, positional and public lives.

Personal Development depends on striving towards excellence on all the three fronts of Knowledge-Skills-Attitude simultaneously.

Exceeding the expectations of customers, surpassing our own standards of past achievements, staying ahead of competing contenders and be well versed with the state of art best practices will alone make a person effective.

"Winners don't do different things, they do things differently". A successful path-finder needs to be the pioneer 'path -breaker' too. Readiness for thinking laterally, experiment unconventionally, take bold initiatives are the typical characteristics of an effective personality.

This module will teach how to assess ever-changing situations quickly and to adopt/adapt strategies to successfully meet challenges in a stride.

HOLISTIC DEVELOPMENT of the participant is what is aimed at in this all encompassing module.

## 16 MODULE ON PERSONAL GROOMING

We all have the basic gregarious impulse to belong to a group and get the acceptance. At the same time we also want to stand out and get counted if not accounted for!

How we prepare ourselves to be truly presentable, what we wear..... whether attire, attitude or even a simple disarming smile can decide our distinctive presence in any group or gathering .....be it an assembly of admiring associates or competing contenders for any coveted position, personal grooming, therefore, assumes prime importance.

This module will not only brief on aspects of personal hygiene, external appearance, table manners and etiquettes but will also reveal the required aspects of appropriate behaviour, styles of situational leadership, how to appear to be caring and concerned about others, be ardent listeners and also impress and



Express ourselves even in casual conversation to project our self image of being a class apart from the rest.

## **17 MODULE ON PRESENTATION SKILLS**

Normally, it is construed that "first impression is also the last impression". To quite some extent it is true that before we can sell our goods and services or our organization to any prospective customers, we have to sell ourselves first!

Whether it is to clinch a business deal or simply carry our colleagues along with our ways of thinking, whether to convince the concerned to our proposals or perspective, we got to have the mastery over proper presentation skills.

Establishing instant rapport, permeating personal credibility, style of imparting even sensitive information, imbibing mutual trust and openness and maintaining intense individual interactions during presentation sessions, through integrity and sincere intentions are the inevitable parts of any presentation process.

This module will tell about various skills one could imbibe in oneself as to how one can make himself more presentable to attract initial potential clients or concerned persons through proper projection of pleasant yet persuasive and powerful personality propounding proposals, explicitly enumerating the "U.S.P." of the project in mind.....in short the total gamut of presentation skills.

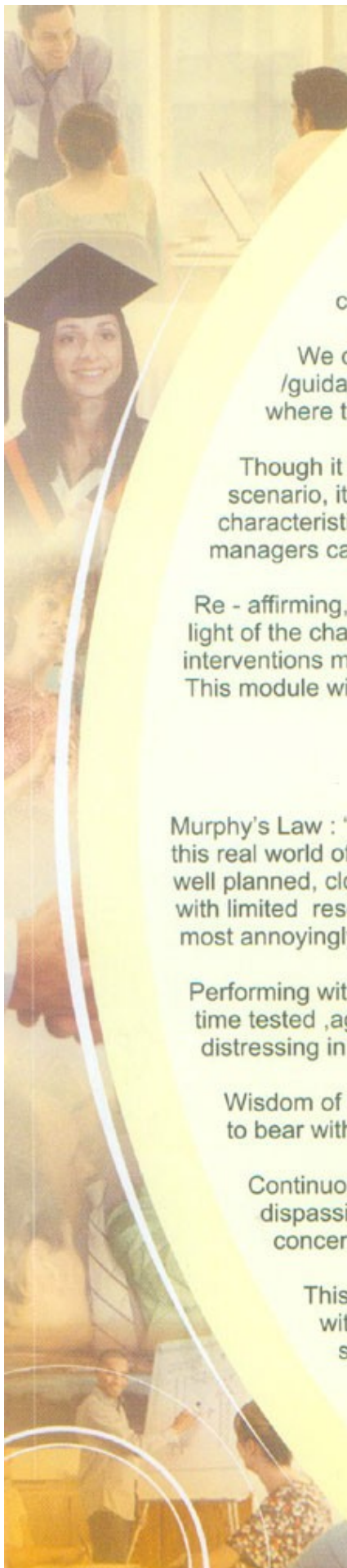
## **18 MODULE ON ROLE MODELLING AND CORE VALUES**

In every person's life, in the formative years, certain core values are imbibed by parents, teachers and authority figures. They are etched deep inside the psyche and can marginally be modified by peer pressures or colleague influence, unless a deliberate and conscientious effort is made to refine and redefine the same to be relevant to the changed realities.

Often these core values will assist us in decision – making processes subconsciously..... what we refer as gut feelings or intuition when either the data is insufficient or not very reliable.

At times these values may vastly differ from the organizational values leading to obvious internal conflicts or confusion as to what appropriate





Actions need to be taken in any given situation. Effectively resolving these value conflicts will need the guidance of the right GURU whom we may consider a role model.....be he a boss or a close confidante`.

We choose him based on his demonstrable actions /guidance which appeal to us as Firm –Fair and also Flexible where the need demands.

Though it is a bit hard to find such suitable Role models in present scenario, it is still possible to determine these desired characteristics befitting the Role Models whom the budding managers can then endeavour to emulate.

Re - affirming, reinforcing, refining or redefining the core values in the light of the changed realities can make the present day managerial interventions more relevant and reliable.  
This module will precisely dwell on these aspects to introspect.



## MODULE ON STRESS MANAGEMENT

Murphy's Law : "If anything has to go wrong, it will, is very much valid in this real world of chaos and uncertainty. Things will never happen in a well planned, clock-work precision. If we try to make "both ends meet" with limited resources, something will invariably "snap in the middle", most annoyingly.

Performing with detached passion and anger management through time tested ,age old techniques of TM & Yoga will immensely help distressing in present day living of tension, turmoil and travails.

Wisdom of discrimination on what we can control and what we got to bear with a broad grin without chagrin will dawn upon us.

Continuous and conscious efforts to learn to remain "passionately dispassionate"calm, composed but at the same time caring and concerned like " Alipta".....lotus leaf in a muddy pond.

This will not only help us to manage anger and frustrations with resultant stresses but will also pave our way further to self realization or at least actualization !

This module gives due stress on stress management, without stressing out the participants !



## 20 MODULE ON TEAM BUILDING

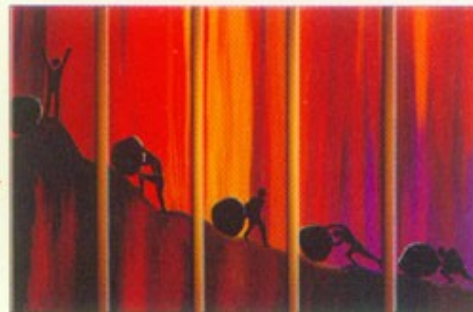
"No man is an island" this is how the adage goes. Indeed it will be not be odd to say that we are totally interdependent from "mother's womb to tomb" because of our individual limitations. In that case whether it is a single individual or a multidivisional organization, we need to work in cohesion with concerted actions to achieve the mutually inclusive goals.

The maximum strength of any chain is the weakest link. So it is also imperative that each and every member of the team need to understand the joint mission first, have a shared vision and then cooperate and commit to the common cause.

Understanding the basic tenets of team working, building up every individual to make concrete contributions as a vital link between the value – addition chain and create a synergistic and congenial work ambience and organization culture conducive to learning and conformity is the crux of team building efforts and organized human endeavour.

This module deals in depth, all the aspects to introspect and inculcate to achieve the purpose of TEAMWORK.

*Success is the sum of efforts,  
repeated day in and day out*



### 7 SECRETS OF SUCCESS.....

*I found the answer in my room.*

*Roof said : Aim high*

*Fan said : Be Cool*

*Clock said : Every minute is precious*

*Mirror said : Reflect before you act*

*Window said : See the world*

*Calendar said : Be up-to-date*

*Door said : Push hard to achieve your goals.*