

## **General Module**

Business, Government, and Society module teaches the students how forces in business, government and society shape their corporate world. While current events move rapidly over the surface of the subject matter, the underlying principles and relationships at its core lie undisturbed. The module covers 3 important stakeholders and helps them to have a clear understanding about Business (Clients and Suppliers), Roles and Policies of Government and the Society.

Lean management is an organizational culture based module based on the management philosophy, values, and methods, which strives “to contribute to the sustainable development through manufacturing and high-quality and innovative products and services

Geopolitics & World Economic System (Geo-economics) module deals with geopolitical, geo-economics and global security issues and essentially tries to ‘touch’ upon the global economic and political interconnections that “keep” our planet together and, to a certain extent, safeguard the present and future of humanity as a species. It refers to a transition from the classical geopolitical thinking of military and ‘hard’ power to other forms of power increasingly related to the economic field and referred to as the ‘logic of war under the grammar of trade’.

### **Time management**

Essential time management training helps to organise daily tasks and reduce stress. The module introduces time management tools and techniques that allow participants to manage their time more effectively and feel more in control. The module also enables participants to identify areas of their job where time could be better utilised and the actions necessary to reduce problems are initiated.

### **Emotional Intelligence**

In Emotional Intelligence Module, students gain a better understanding of their own reactions and improve control over their emotions, which brings more harmony in their lives. They get an understanding of the tools which show them how to manage themselves and people around them. They will not be affected and irritated much by others. They will be able to understand how emotions can bring prosperity in their lives and how to improve their health and reduce stress through the use of emotions. Understanding emotions means understanding life. Lean management results in a significant increase in production efficiency and product quality.

### **Life Skills**

Life Skills module provides suggestions and active learning activities to teach life skills for at risk students or youth. It also provides guidance for those who plan, manage, teach or work with this group of students in both formal and informal programs. It could be adapted and employed in different cultural contexts. This module contains practical information on

approaches to teach life skills, suggestions to plan and develop a life skills program, practical ideas for educators to teach life skills and detailed instructions to conduct life skills activities

## **Marketing Module**

### **Personal Selling Lab**

Personal selling refers to personal communication with an audience through paid personnel of an organization or its agents in such a way that the audience perceives the communicator's organization as being the source of the message. The module explores the role and importance of personal selling as part of a wider marketing mix, along with a series of important selling theories and the different types of personal selling. This module is a breakdown of the personal selling process, the qualities and character traits of effective salespersons and the unique benefits of successful personal selling.

### **Brand Management**

Brand Management module introduces students to core theories about brand, branding and brand management as well as contemporary issues related to branding and brand management. It is based around understanding what brand, branding, and brand management are and illustrating effective brand management practices through a systematic and strategic branding process.

### **B2B Marketing**

Business to Business Marketing Module helps students to learn through a selected and sequential material for use as part. The module represents the thinking of subject matter experts about the best materials to assign and how to organize them to facilitate learning. Each module recommends four to six items. Whenever possible at least one alternative item for each main recommendation is included, as well as suggested supplemental readings that may provide a broader conceptual context. It helps students in understanding the B2B Market and how B2B selling approach is different from B2C selling.

### **Salesforce CRM**

It helps students to learn how to organize, share, search, and manage content within your organization and across key areas of Salesforce with Salesforce CRM module. This module includes all file types, from traditional business documents such as Microsoft PowerPoint presentations to audio files, video files, Web pages, and Google docs. The Content tab displays files, content packs, Web links, and Google docs published in your Salesforce CRM Content libraries. If your organization has Salesforce CRM Content enabled, you can take advantage of Salesforce CRM Content functionality on detail pages for leads, accounts, contacts, opportunities, products, cases, or custom objects.

## **HR Module**

### **Compensation Management**

The learning module in this direction puts emphasis on factors important in the compensation, incentives, fringe benefits, and Grievance procedures. It talks about various salary differentials, along with concepts like retirement, termination and suspension.

### **Recruitment and Selection**

The module describes the concepts of recruitment and selection, job specification and job description. It focuses on discussing of various methods of recruitment and selection. The module helps students to develop job descriptions and job specifications, usage of personality tests, other profiling techniques and interview questions.

### **Conflict Management**

This learning module discusses the concept of conflict and sources, importance and types and its effect on performance of the employees. It also puts light on negotiation skills required in such situations. It shares various activities used for better negotiation, role of communication and influence in the process of resolving conflicts.

### **Learning and Development**

This learning module focuses on understanding the key concepts associated with L&D, the training process, training needs and impact of training in order to learn the techniques for designing the training programme. The program focuses on understanding the importance of training for different categories of employees, keeping in mind the latest technologies available and Cost-benefit Analysis. Since every student is different and comes with different set of achievements, skills, internships, interests so we assist every student to align same in their CV which helps them during their interview process.

### **Compliances and Labour Welfare**

This module focusses on the labour policy regulation in India and the related concepts like labour welfare programmes, labour legislations and agencies. This training module discusses role of trade unions and concepts like industrial hygiene and occupational health. It also puts light on the labour related issues like women labour, unorganized labour. It also discusses laws related to employee relations like Minimum wages Act 1948, Industrial disputes Act 1947, etc. Since GD comes in various shapes and flavours so throughout the year, students undergo practice for same with different formats of GD with a range of topics.

## **Finance Module**

### **Financial Modeling**

In the Financial Modeling module, you acquire and use the knowledge that is distributed and facilitated electronically. The purpose of the Financial Modeling module is to provide with extensive practice building and running the types of economic and capital market scenarios you may be required to create as an actuary. It will help to gain familiarity with authoritative resources that will facilitate future reading, reference, and practice should that be needed for your work.

### **Securities Analysis and Portfolio management**

This module instills concepts of investment, speculation, risk and return analysis. It helps to understand the calculation of risk and return, valuation of bonds, along with portfolio analysis and section with the help of various models.

### **Personal Financial Planning**

It talks about investment planning, investment criteria, risk analysis and tax planning. It emphasizes on profitability, trading in derivatives, investment strategies, mutual funds and other financial sources. It also puts light on retirement planning and estate planning talking about life insurance plans and provident fund and gratuity schemes. The module focuses on the importance of financial planning and how it can be promoted.

### **Direct taxation and Banking operations**

This module gives introduction to Income tax act 1961, basic concepts like direct tax, Indirect tax, gratuity, leave, concessions and encashment. It talks about concepts like profit ad gains and capital gains and details about salaries and house property. It also creates understanding about banking laws and regulations, measures for protection, regulatory framework in Indian baking Systems. All these have been highlighted through this module.

In today's scenario, the job market has become more dynamic and fast changing. Hence both the parties, Academia & Industry, look for new practices for training and campus placements.

We, at Arihant Institute of Business Management, are always ready to adopt new practices to enhance the students' experience about training and placements. Some of the activities which we conduct at Arihant Institute of Business Management are as follows:

**Competency Development Program:** Arihant Institute of Business Management believes that apart from the guidance given to students in various disciplines, it is also necessary to groom them for various career options in the industry. For this the Institute has come up with a unique program of enhancing the competencies of students for better placements and overall development.

**Objectives of the Competency Development Program:**

- To enable overall personality transformation of students.
- To ensure that each student is a disciplined and responsible person with the right attitude.
- To ensure holistic development of students including physical, mental, emotional and spiritual development.
- To increase the employability of the students.

The program includes activities that improve student's awareness, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. The concept is not limited to self-help but includes formal and informal activities for developing the students. The sessions are conducted by industry experts as well as academia.

**HR Meet:** The aim of the HR Meet is to invite HR executives of companies to our Campus and provide a platform to our students to interact with the HR executives. In the HR meet we focused on the discussion, expertise & practices sharing and common concerns on employability challenges at entry level.

HR executives focus on recruitment of fresher's, expectations of industry from fresher's, opportunities available for freshers in different sectors, the sectors which fresher's can target for their first job, etc. Students do participate in the discussion by asking questions and clarifying their doubts related to the employment opportunities for freshers.

**Job Fair:** It provides recruiters an excellent opportunity to see and evaluate a large number of job applicants quickly and inexpensively. It also enables recruiters to network with other employers as well as promotes their company in a large public forum. The purpose of the job fair is to connect the employer with potential employees (students).

It also provides us the opportunity to expose the students to many employment opportunities on a single platform. On single day students get many career options through a job fair.

**Corporate Symposium:** It is generally a one day event. In this event we invite senior corporate executives to deliver their thoughts and share their experiences with students on the topics related to students' career.