



## Youth Program

### Program Availability

- Available nationally and internationally
- Deployment of web-conferencing technology (live and interactive- one way audio + two way text messages + power point )
- All sessions are of 2.5 hours duration held generally twice a week during weekdays only at a time convenient to the target group .



### For Whom

- 19 to 22 year youths in the final year of their UG studies and aspiring to join a professional career [such as an MBA] or become an entrepreneur
- Education: Studying BA/BSc/BCom/BE/BPharma/MBBS etc and will be completing in the next 9 months. Students from all disciplines - science, arts, commerce, engineering, medicine, fine arts, pharma, computer science etc- will find the program useful.
- Reasonable knowledge of English
- Working knowledge of PC
- Committed to spare 5 hours per week over a 6 week period to attend sessions of the program  
Individuals aiming to assess various career options available in different fields including management and/or are interested in setting up their own ventures

### Program Objectives

- To help the participants identify their natural inclination to pursue career in specific field
- To make them understand the importance setting one's own career and life goal early in life and how critical is their own initiative to realize the same
- To sensitize the participants about the economic, social, cultural and political context within which their career will have to be built ( an important requirement and must for grooming)
- To assist the participants in acquiring some foundation and basic business management skills required to start their career at the entry level, does not matter what the field of activity is or whether they are joining as a junior executive or starting as a young entrepreneur
- To provide opportunities to discuss career related issues

### Program Design

- 7 modules as described in the next section
- 2 sessions per week@2.5 hours = 5 hrs per week
- Total contact hours: 30 hours, spread over 6 weeks
- Attend sessions either from home [ provided the participant has the required infrastructure at home – minimum 256 to 2mbps BSNL/MTNL broadband connection plus PC with multimedia kit] or from a R World or Sify or any cyber café where minimum 256kbps – 2mbps broadband service is available; in case the Academy sets up a class room specially for this program, them the participants will need to attend the sessions from the said class room only
- Submission of a career plan

## Details of Six Modules and 12 sessions

**MI** : Importance of achieving one's own career and life dreams (1 session)

**MII**: Understand how business works ( 6 sessions)

- Understanding macro-economic and general environment and its implications on business and wealth creation -1
- Marketing -1
- Financial management - 1,
- Operations - 1,
- People management -1
- Concept of Strategy and its Execution - 1

**MIII** : Preparing for a career in Management and essentials of business etiquettes (1 session)

**MIV**: Discussion on entrepreneurship and how to become an entrepreneur ( 2 session)

**MV**: Discussion on Career options [1 session]

**MVI**: Going forward - development of a personal agenda for the next 6 month, 12 months and 24 months (1 session)

## Batch Size

Minimum 40

## Fee

Rs 8000/- plus service tax

## For Enquiry And Additional Information

Write to [ccg1@thestrategyacademy.org](mailto:ccg1@thestrategyacademy.org) / [thestrategyacademy@gmail.com](mailto:thestrategyacademy@gmail.com)

**Or**

You can talk to **Supriyo - Mobile 9230513944**

**Gargi - Mobile 9051725703 / 033 32942892**

## Application

Write to [ccg1@thestrategyacademy.org](mailto:ccg1@thestrategyacademy.org) and [thestrategyacademy@gmail.com](mailto:thestrategyacademy@gmail.com) giving the following details

**Name**

**Address**

**Contact number**

**Email id**

**Academic Qualifications (starting with details of the last examination passed / appeared & ending with details of Class 12 examination).**

**Work Experience (if any)**

**Statement of Purpose (Describing briefly within 200 words as to why you are interested to join the program)**

N.B. Before final admission we will need to verify the above details as applicable with scanned copies of your original documents.



## Home Makers Program

### Program Availability

- Available nationally and internationally
- Deployment of web-conferencing technology (live and interactive- one way audio + two way text messages + power point )
- All sessions are of 2.5 hours duration held generally twice a week during weekdays only at a time convenient to the target group .



### For Whom

- Age: 35 and above not currently having substantive involvement in any outside-the-home activity other than those directly linked to running the home
- Education: Minimum graduate or a diploma holder in any discipline ( science, arts, commerce, engineering, medicine, fine arts, pharma, computer science etc)
- Reasonable knowledge of English
- Some working knowledge of PC
- Committed to spare 2.5 to 5 hours per week over a 3 to 4 month period to attend sessions of the program
- Individuals looking for doing something substantive that is of interests to them whether running an NGO, school, orphanage, counseling centre etc or starting a business or pursuing a career in management or joining an industry verticals of interest

### Program Objectives

- To help the participants identify their natural inclination and deep desires to pursue specific interests which they could not do till yet for pressure of work at home
- To make them understand the feasibility of pursuing one's own desire to get involved in activities close to their heart without losing focus on their role as homemakers
- To help the participants appreciate how critical is their own initiative to realize their deep desires to undertake activities of their liking
- To assist the participants in acquiring some foundation and basic management skills required to make a beginning of what ever they want to undertake whether running an NGO, school, orphanage, counseling centre etc or starting a business or pursuing a career in management or joining an industry vertical of choice

### Program Design

- 6 modules as described in the next section
- 2 sessions per week@2.5 hours = 5 hrs per week
- Total contact hours: 30 hours, spread over 6 weeks
- Attend sessions either from home [ provided the participant has the required infrastructure at home – minimum 256 to 2mbps BSNL/MTNL broadband connection plus PC with multimedia kit] or from a R World or Sify or any cyber café where minimum 256kbps – 2mbps broadband service is available; in case the Academy sets up a class room specially for this program, them the participants will need to attend the sessions from the said class room only

- Submission of a plan of action for the next 12 months

## Details of Six Modules and 12 sessions

**MI:** Changing role of Homemakers (1 session)

- Limitations of the traditional role as generally understood and accepted by both society and most homemaker
- New role in development of society and nation
- Recognizing the 'individual' inside and her deep desire to excel in whatever field she likes to pursue

**M II:** Understand how business works ( 6 sessions)

- Understanding macro-economic and general environment and its implications on business and wealth creation -1
- Marketing -1
- Financial management - 1,
- Operations - 1,
- People management -1
- Concept of Strategy and its Execution - 1

**M III :** Preparing for a career in Management and essentials of business etiquettes (1 session)

**M IV:** Discussion on entrepreneurship and how to become an entrepreneur ( 2 session)

**MV:** Discussion on Career options [1 session]

**M VI:** Going forward - development of a personal agenda for the next 6 month, 12 months and 24 months (1 session)

## Batch Size

Minimum 40

## Fee

Rs 8000/- plus service tax

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