



**SYMBIOSIS COLLEGE OF ARTS & COMMERCE**  
An Autonomous College | Under Savitribai Phule Pune University  
Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

## **INDUSTRY READINESS TRAINING PROGRAM**

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| <b>TRAINING PROGRAMS</b> | 1. HRM AS A TRANSFORMATIVE BUSINESS PARTNER             |
|                          | 2. BANKING SECTOR                                       |
|                          | 3. DATA VISUALIZATION PROGRAM                           |
|                          | 4. STATISTICAL TOOLS FOR DATA ANALYSIS                  |
|                          | 5. RETAIL SECTOR  |
|                          | 6. INDIAN & INTERNATIONAL ACCOUNTING STANDARD FRAMEWORK |
|                          | 7. TELECOM SECTOR                                       |

# REPORT FOR HRM AS A TRANSFORMATIVE BUSINESS PARTNER

**Trainer: Ms. Sapna Karia**

| Module No. | Date & Time                               | Module Name                    | Topics   | Details   |
|------------|---|--------------------------------|--|---|
| 1          | 16 <sup>th</sup> Feb 2022<br>3pm to 5 pm  | Functions of HRM               | R-R Processes, Evolution of SHRM over the years, Current scenario                                    | Students got an overview of evolution of the function of HRM from Personnel management. Discussed the contemporary list of functions of HRM as a business partner – Recruitment , Selection, Placement, Orientation, PMS, to name a few   |
| 2          | 17 <sup>th</sup> Feb 2022<br>3 pm to 5 pm | Talent Acquisition             | New ways of Recruitment & selection<br>Hiring Mechanisms<br>Changing Selection criteria              | The new age hiring methods were discussed, including Psychometrics tests in the Selection process was discussed. Experiential learning mechanisms were used, where students were actually asked to attempt a psychometric test to assess their own results and link it to the concepts discussed. |
| 3          | 18 <sup>th</sup> Feb 2022<br>4 pm to 6 pm | Learning & Development         | On the job and off the job trainings<br>E-learning concepts  | Detailed discussion on four phases of L&D – Training need identification, training design, training execution and training evaluation with Kirkpatrick's 4 dimensions – Reaction, learning, behaviour and result  |
| 4          | 21 <sup>st</sup> Feb 2022<br>4 pm to 6 pm | Performance Management Systems | Modern methods of evaluating employee performance<br>Performance linked to training and compensation | Modern Methods of Performance management were discussed like MBO and 360 degree methods. Concept of Succession planning (as a part of career planning) was shared with examples. Activity on Competency mapping was conducted for better understanding  |
| 5          | 22 <sup>nd</sup> Feb 2022<br>5 pm to 6 pm | Compensation Management        | New ways of engaging staff   | Students were completely involved in preparing presentation will understanding the details of Financial and Non-financial aspects of compensation.  |
| 6          | 23 <sup>rd</sup> Feb 2022<br>4 pm to 6 pm | Compensation Management        | Performance linked pay and Fringe benefits   | Further to compensation management, we took a deep dive on Fringe benefits, to know how companies are curating the employee benefits individually.<br>Students also went through a briefing on Mandatory ( like PF, ESIC and Gratuity) and Voluntary Benefits                                     |
| 7          | 24 <sup>th</sup> Feb 2022<br>4 pm to 6 pm | Employee Engagement            | Motivation<br>Changing culture of companies,<br>Virtual environment impact                           | Techniques adopted by the companies to keep their employees motivated were discussed. Students went through the Case studies in the AV format. Eg. Planet Booking – an initiative by Booking.com  |
| 8          | 25 <sup>th</sup> Feb 2022<br>4pm to 6 pm  | International HRM              | Global HR perspectives, HR in Public and Private   | Best Practices of Human Resources were discussed in context of Global Environment.<br>Students participated in the Team activity to learn more about icebreaking initiatives, that play a very  |

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|  |  |  | sector vs HR in MNCs | important part in HR interactions with other departments in the company ) |
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# REPORT FOR BANKING SECTOR

**Trainer: Ms. Jyoti Kappal**

| <b>Date</b>                      | <b>Topics</b>  |
|----------------------------------|--|
| 17-Feb                           | The module started with setting the context on role of bank, role of regulator. Further retail banking liability products were explained. The participants took a deep dive into the products by visiting websites of banks and then explaining the products to the class. This helped them understand the solutions offered by banks to its retail clients.   |
| 18-Feb                           | Retail customers look for investment products and since they trust the banker, banks have come up as a distribution channel for investment products. Mutual funds were discussed as an investment product. The risk return relationship, structure of mutual fund, types of mutual funds were discussed in detail. For experiential learning, participants went online and researched on mutual funds and explained it to the class.   |
| 20-Feb                           | As a part of the placement process, students need to appear for group discussion followed by personal interviews. Students were trained on how to appear for a group discussion and personal interviews  |
| 24-Feb                           | Aptitude test is an elimination round in the placement process. Students appeared for an aptitude test. This gave them an idea on well they are prepared and areas of improvement  |
| 25-Feb                           | Having gone through an intervention on how to appear for a group discussion, in this session students were divided into group and each group was given a topic of group discussion. A group discussion activity was simulated and individual feedback was shared with the participants.  |
| 26-Feb                           | A good knowledge of products and services offered by banks leads to better customer service. Basics of customer service were shared through examples followed by role plays. As a banker, participants would need to cross sell and upsell banks products, Sales cycle was explained through examples and role plays. This session gave them a peak into the life of a banker and also provided them with practice of skills required to excel as a banker.  |
| 27-Feb                           | With advent of technology the banking sector has seen a change. Role of technology in banks were discussed thru used cases. Students appreciated the changing skillset required in banking industry. Role of artificial intelligence, augmented reality and virtual reality were discussed thru videos and cases. Rob advisory as an upcoming service was discussed thru real examples. This session sensitised the students on new roles with technology skills coming up in the sector. This will help students upskill themselves and ensure that their skillset is relevant to the future of banking |
| 04-Mar and 6 <sup>th</sup> march | Each student was asked to share his/her resume. A mock personal interview was conducted for each student individually. Feedback on resume and on the interview was shared. This mock interview was evaluated and marks have been shared.   |

# REPORT FOR DATA VISUALIZATION PROGRAM

TRAINER: MS. ASHWINI KOTHARI

| No. of Students | No. of Hours | No. of Sessions | Workshop Report   | Learning Outcomes   |
|-----------------|--------------|-----------------|---|---|
| 19              | 15           | 8               | <p>The course was successfully conducted in online mode using Microsoft Teams.</p> <p>Hands on sessions were conducted using Ms Excel, Google Data Studio, Microsoft Power BI.</p> <p>Starting from introduction of Data Visualization without any coding or programming language till creation of actual Dashboards using Ms- Excel, Google data studio and Microsoft power BI were covered in the course. For Dashboard's creation data cleaning is the base thus techniques for data cleaning, were also covered in the course</p> <p>After every session home assignment was given for the practice purpose and students uploaded the same on Teams.</p> <p>After the whole workshop final assessment was conducted along with VIVA and practical. The data set was given to the students and students created actual real time dashboards and in VIVA data analysis was done using the dashboards created by the students.</p> | <p>After Completion of this course now students will be able</p> <ul style="list-style-type: none"> <li>• To work in different tools of data visualization</li> <li>• To evaluate the effectiveness of visualization designs</li> <li>• To Conduct exploratory data analysis using visualization.</li> <li>• To Apply data transformations such as aggregation and filtering for visualization</li> </ul> |

# REPORT ON STATISTICAL TOOLS FOR DATA ANALYSIS

**TRAINER: DR. TESSY THADATIL**

| Course Title                               | No. of Hours & Sessions | Workshop Report   | Learning Outcomes  |
|--|-------------------------|---|--|
| <b>Statistical Tools for Data Analysis</b> | 15 Hours<br>9 Sessions  | <p>The course was successfully conducted in online mode using Microsoft Teams.</p> <p>The course aimed at looking at data, understanding the characteristics of data and learning the basic tools for hypothesis testing, so as to arrive at conclusions about the population data. MS Excel was the platform used for performing the tests.</p> <p>Topics included</p> <ul style="list-style-type: none"> <li>- a thorough understanding of what is descriptive and inferential statistics</li> <li>- measures of central tendency and measures of dispersion</li> <li>- Understanding what is a normal distribution, what is a hypothesis, how to frame one, levels of confidence and levels of significance,</li> <li>- Hypothesis testing, types of errors, p value, alpha value and introduction to data analysis toolpak</li> <li>- Paired T Test, 2 sample T test, Chi squared test, ANOVA Single factor and two factor using MS Excel</li> <li>- Time series Analysis and Trend analysis with Scatter graphs</li> <li>- Correlation Regression and Residual analysis</li> <li>- Assessment</li> </ul> <p>After the whole workshop final assessment was conducted along with VIVA and practical. Data sets were given to the students and students carried out hypothesis testing using the appropriate test in MS Excel</p> | <p>After completion of this course students will be able</p> <ul style="list-style-type: none"> <li>• To understand and analyse data</li> <li>• To evaluate data, use appropriate hypothesis testing tools in order to arrive at conclusions</li> <li>• To establish trends in data</li> <li>• To make decisions and forecast predictions</li> </ul> |

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# REPORT ON RETAIL SECTOR

TRAINERS: MR. RISHI KAPPAL & HARSHIT GUPTA

| Topics                | Details  |
|-----------------------|--|
| Types of Retail       | Discussed career oriented retail types like wheeling, accordian, SIS, independent and retail chains approach   |
| GTM Models            | This is an important skill to develop related to D2C, digital transformation, O2O, primary and secondary go to market models.  |
| Pricing Structures    | The pricing structures were discussed with cases of penetration pricing, skimming pricing, freemium and product market fit   |
| Marketing Management  | This important aspect was discussed with consideration of sustainable marketing, digital transformation and the marketing mix relevant for retail  |
| GDPI                  | Students were trained on how to attend a group discussion and an interview. With examples the do's and don't's of these two very important processes were explained.   |
| Mock GD/Aptitude Test | A mock group discussion was conducted which was evaluated and detailed observations have been shared. An aptitude test was also conducted  |
| Mock PI               | Each student was asked to share his/her resume. A mock personal interview was conducted for each student individually. Feedback on resume and on the interview was shared. This mock interview was evaluated and marks have been shared. |



# REPORT ON INDIAN & INTERNATIONAL ACCOUNTING STANDARD FRAMEWORK

TRAINER: MS. SANGEETA M.

| Module No       | Module Name                                  | Topics   |
|-----------------|--|--|
| 1 (16.02.2022)  | Economies and role of Finance and Accounting | World economies and international business and Global competitive advantage  |
| 2 (17.02.2022)  | Accounting Standards                         | Understanding the need for Accounting Standards  |
| 3A (18.02.2022) | Indian GAAP, US GAAP and IFRS                | Understand and explain the structure of the framework of Indian and international accounting standards & Apply relevant financial reporting standards to key elements of financial reports |
| 3B (19.02.2022) | Indian GAAP, US GAAP and IFRS                | Identify and apply disclosure requirements for companies in financial reports and notes  |
| 3C (20.02.2022) | Indian GAAP, US GAAP and IFRS                | Case studies on various companies like IT and finance etc., reporting across different accounting standards and reconciling thereof  |
| 3D (21.02.2022) | Indian GAAP, US GAAP and IFRS                | Practical applications of analyzing the accounting data and its impact on market movement  |
| 4A (22.02.2022) | Indian GAAP, US GAAP and IFRS                | Similarities of the Accounting Standards   |
| 4B (23.02.2022) | Indian GAAP, US GAAP and IFRS                | Difference of the Accounting Standards   |
| 5 (26.02.2022)  | Global World - Financial Crisis              | Moving towards global accounting standards/ Submission of assignment report  |
| 6 (27.02.2022)  | Convergence and Technology and Innovation    | Role of technology in development of standards   |

| Topic                                       | Details   |
|---|---|
| GDPI  | Students were trained on how to attend a group discussion and an interview. With examples the do's and don't's of these two very important processes were explained.  |
| Types of telecom ecosystems                 | The telecom ecosystems of current and future were discussed with skill development perspective. The ecosystem comprises of devices, infrastructure, chipsets, services and OVM. The topic was covered with relatable real life case studies and practices related to the telecom ecosystem verticals. |
| Types of Client engagement                  | Detail discussions and analysis of transaction led, relationship led, B2B, Digital marketing led and market characteristics were discussed  |
| Mock GD/Aptitude Test                       | A mock group discussion was conducted which was evaluated and detailed observations have been shared. An aptitude test was also conducted   |
| Buying centre approach and agents of change | The goals of telecom purchase with real life analysis of buying centre approach was done. The straight buy, rebuy and modified rebuy were discussed   |
| Key Marketing Characteristics               | The session dealt with telecom sector importance, cost to serve elements, stages of business process and marketing tools  |
| Mock PI                                     | Each student was asked to share his/her resume. A mock personal interview was conducted for each student individually. Feedback on resume and on the interview was shared. This mock interview was evaluated and marks have been shared.  |