



ARUL ANANDAR COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University
Re-accredited by NAAC at 'A' Grade)
Karumathur, Madurai - 625 514, Tamil Nadu.

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS & ZONAL CENTRE PROGRAM

(In association with make intern & e-cell IIM Calcutta)

Live Certification Program on Campus to Corporate



Venue: Rev. Fr. S. Rajanayagam Hall

Date: 20,21,22 Feb 2024

DAY 1-20/02/2024

INAUGURATION: 9:30-10:30 a.m

**WELCOME ADDRESS: MR. A. STEPHEN JEYARAJ
HEAD & ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE**

**PRESIDENTIAL ADDRESS: REV. DR. ANBARASU M SJ
PRINCIPAL**

**FELICIATION: REV. DR. JOHN PRAGASAM SJ
RECTOR**

**REV. DR. ANTONY SAMY A SJ
SECRETARY**

INAUGURAL ADDRESS



**MR. PRAWIN
(15+ YEARS, 10000+ HOURS OF
TRAINING EXPERIENCE)
MENTOR, CEO-ARROW
TRAINING ACADEMY**

**VOTE OF THANKS: DR. P. AROCKIA JULIET
ASSISTANT PROFESSOR**

TECHNICAL SESSION 1:

Effective Communication Skills

1. Improving Listening Skills
2. Questioning Skills to clarify doubts and assumption
3. Effective writing Skills - Emails & Chats (AI)
4. Assertiveness

TECHNICAL SESSION 2:

Building Confidence and Attitude

1. Growth Mindset Tools and Practices
2. Making yourself visible in People / Executive Presence

DAY 2 -21/02/2024

TECHNICAL SESSION 3:

Leadership Skills

1. Persuasion/ Influence
2. Situation Leadership Management (SIP)
3. 7 leadership Practices

TECHNICAL SESSION 4:

Productivity Tools

1. Time Management
2. Goal Settings

TECHNICAL SESSION 5:

Corporate Etiquette & Mannerism

1. Customer Relationship Management basics
2. Social Networking & Socializing
3. Corporate Branding & Social Image
4. Do's and Don'ts of Corporate

DAY 3 -22/02/2024

TECHNICAL SESSION 6:

Interview Skills & GD-PI Techniques

1. Interview Preparation
2. CV & Resume Writing (AI)
3. Writing your Resume by Yourself- Not by Copying
4. Mock Interview Rounds with Students
5. Group Discussion Preparation
6. Tips to crack Interview
7. LinkedIn Profile Building
8. Power Dressing

Valediction

WELCOME:

DR. P. JERLIN RUBA
HEAD & ASSISTANT PROFESSOR
DEPARTMENT OF BBA

VALEDICTORY ADDRESS:

DR. A. SUNDARARAJ
DEPUTY PRINCIPAL , AAC

VOTE OF THANKS:

MRS. K. RAMYA
ASSISTANT PROFESSOR ,
DEPARTMENT OF COMMERCE



Certificates for winners and
participants

MASTER OF CEREMONY:

D. RABIN KISHORE
STUDENT

PA. DINESH
STUDENT