



SHRI RAM COLLEGE OF COMMERCE

University of Delhi, Maurice Nagar, Delhi - 110 007

Website: www.srcc.edu Phone: 27667905, 27666519

January 24, 2025

NOTICE

REGISTRATION FOR ADD-ON COURSE- "ADVANCED LEADERSHIP CERTIFICATION PROGRAM"

Kaushal Shashaktikaran Committee, SRCC invites application for the Advanced Leadership Certification Programs offered and conducted by SRCC in collaboration with Skilled Sapiens.

Course	Duration	Fee
Advanced Leadership Certification Programs	04 weeks	Rs.5310/- (incl. GST) (SRCC Students) Rs.7080/- (incl. GST) (students other than SRCC)

Registrations for the course are open to all PG students, as well as undergraduate students of the B.Com (Hons.) and B.A. Eco. (Hons.) Programs.

Skilled Sapiens is a platform which is focusing on Live Experiential learning, Leadership training and Placement mentorship, initiated by corporate mentors to prepare students for their corporate as well as entrepreneurial stints, and enriching their managerial skills in different domains like Sales & Marketing, Finance, Consulting, Product man, Entrepreneurship, etc., with different programs & focusing more on 1-1 mentorship with personalized & customized learning experience.

Advanced Leadership Certifications are immersive, live experiential programs collaboratively conducted by SRCC and Skilled Sapiens. Designed to equip students for excelling in corporate careers and placements, these programs combine comprehensive training with personalized mentorship. Participants gain hands-on experience through live training sessions, applied corporate projects, and industry immersion in key domains such as Consulting, Marketing, and Finance. The certifications deliver a transformative learning journey by integrating case studies with real-world corporate exposure, preparing students to thrive in competitive professional environments.

Interested students are required to fill in the registration form latest by February 7th, 2025 till 5:00 pm along with the fees.

Students are advised to read the attached General Guidelines carefully before registering for the course.

Payment Details

A/c Holder Name- Principal, Shri Ram College of Commerce

Bank- State Bank of India

Account No. - 10851301539

IFSC Code- SBIN0010437

Registration form can be accessed using the following link:

<https://forms.gle/HtxZAxnSrkk1Wtiy6>

For any queries related to the course, kindly mail to: valueaddedatsrcc@srcc.du.ac.in

Dr. Jaideep
Co- Convenor
Kaushal Shashaktikaran Committee

Prof. Aruna Jha
Convenor
Kaushal Shashaktikaran Committee

Prof. Simrit Kaur
Principal
SRCC

General Guidelines for the Course

1. The mode of classes will be online.
2. Fee shall be paid in online mode only. The fee once paid shall not be refundable or transferable.
3. On the commencement of the course, it is mandatory for the students to attend all the classes pertaining to the course.
4. The total duration of the course shall be 04 weeks.
5. Classes will be held mostly on weekends and as per the schedule.
6. Admission will be strictly on first come first serve basis.
7. Minimum Participants required to start the course is 30.
8. In order to support economically weaker section (EWS) and reserved category (SC/ST/OBC with NCL/PWD) students, Merit-cum-Need based scholarships are offered in the form of 50% fee waiver to 10 percent students of total batch size. This scholarship shall be given in the form of refund after completing the course and applications shall be shortlisted on the basis of a student's academic performance.(scholarship is for SRCC students Only)
9. The applications for the scholarships will be invited after commencement of the course and eligible students may apply for this by uploading the soft copies of their reserved category/Income certificate and mark sheet.

10. Tentative Timelines:

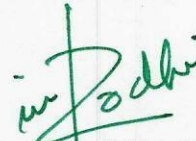
- Registration opening date: 24th January 2025
- Registration closing date: 7th February 2025
- Commencement of Course : 8th February 2025



Dr. Jaideep
Co- Convenor
Kaushal Shashaktikaran Committee



Prof. Aruna Jha
Convenor
Kaushal Shashaktikaran Committee



Prof. Simrit Kaur
Principal
SRCC



ADVANCED LEADERSHIP CERTIFICATIONS

A Collaborative Training Initiative of

-SRCC & Skilled Sapiens

About Advanced Leadership Certifications

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Live Domain Specific Session



24*7 Doubt Clearing Session



Recorded Domain Session



Detailed Industry Booklets



Personalized Mentorship



Placement Mentorship



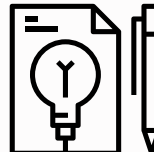
Mock GD-PI Session



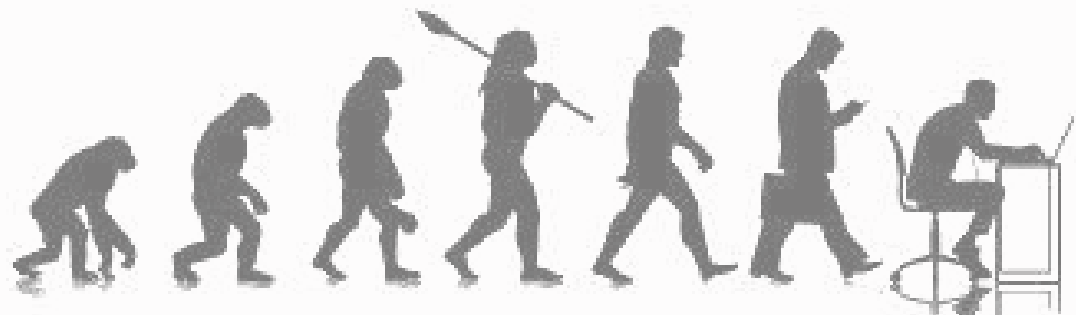
Resume Mentorship



Industry Skills & Certification



Self-Paced Live Project



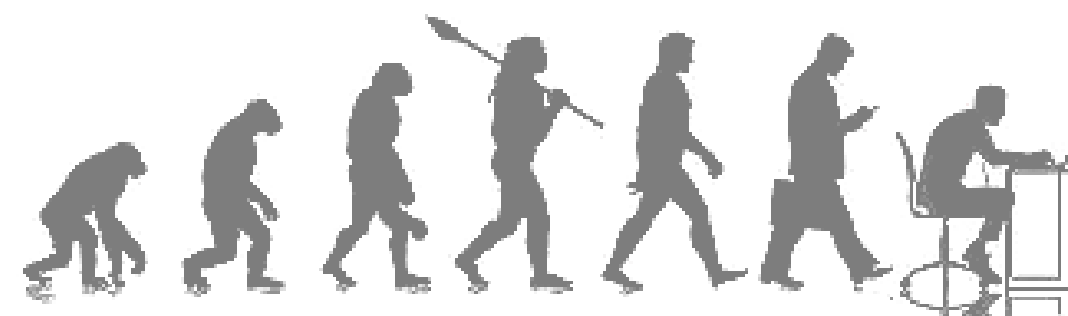
Advanced Certification Programs

01 Management Consulting
Leadership Program

02 Sales & Marketing
Leadership Program

03 Equity Research &
Financial Modeling Program

Case-studies will be based on the Companies such as



Structure of Certification Programs

Timeline (4 Weeks)

Once the Students Join any Leadership Program, they will be approaching the program in the following steps:



Excel in Your Career & Placements
(+Certification, LOR and CV Points)

Placement Readiness Training & Live Project Review Sessions

Week 3 & 4

Industry Training Sessions of Leadership Program Modules

Week 1 & 2

Apply to the Program and Complete Registration Process

Week 0

Training Phase

Project Phase

01 Registration

Fill all the details including Slot Preference and complete registration

02 Live Workshops

Participate in the Live Workshop sessions by corporate mentors

03 Applied Live Project

Work on the live project to solve real time problems & get practical exposure

04 Project Submission

Complete your project under corporate mentorship and submit for evaluation

Industry Readiness | Marketing

From Placement Preparation Perspective

Domain/Technical Coverage

Marketing frameworks & models, Sales management, Marketing management, Marketing research concepts, Brand & Product management, Market segmentation, Consumer Behavior, Strategic brand management, E-marketing, Brand elements, Brand leadership, and many other important marketing concepts in easy, short & interactive sessions.

Interview Preparation

Understanding of the company expectations on different marketing roles & responsibilities like- Brand Manager, Digital Marketing Manager, Business Development Manager, Product Manager, Market research analyst, Communication Manager, Social Media Marketer, Copywriter, etc.. You will be trained on how to ace role/ company specific interviews & GDs. You will also get extensive industry insight booklets from marketing perspective to ace the interviews.

Industry Readiness | Consulting

From Placement Preparation Perspective

Domain/Technical Coverage

3C's, 7P's, Porter's Five forces, BCG matrix, Value Chain analysis, Ansoff matrix, Company environment & PESTEL analysis, MECE framework, Pareto principle, Basics of guesstimates, Market entry strategy, Growth strategy, Pricing strategies, GTM/New product launch, etc.

Understanding of different industries, and many other important consulting concepts in easy, detailed & interactive sessions.

Interview Preparation

Understanding of; What is consulting, Roles in Consulting, How to get into consulting, Profile requirements & skills needed for consulting, Roles/Hierarchy of a consulting firm, How to ask questions in interviews; Understanding of the role specific requirements of different companies; Assistance in building consulting specific profile & resume, certification guidance & consulting live projects with curated modules & booklets.

Industry Readiness | Finance

From Placement Preparation Perspective

Domain/Technical Coverage

Finance Frameworks & models, Financial Management, Strategic Financial Management, Financial Accounting, Ratio Analysis, Equity Valuation, Financial Modelling, DCF Model, and many more financial concepts via easy interactive sessions & modules.

Interview Preparation

Understanding of the company expectations on different Finance roles & responsibilities like- Corporate Treasury (Companies like HUL, Mondelez, Nestle, GE etc.), Global Investment Research, Investment Banking Division, Market Risk Management and Analysis - **Goldman Sachs**, Centralized Research Group, Credit Analysis Unit - **J.P Morgan**, Strategic Transactions Group - **HSBC**, lead advisory, Restructuring, Private Finance Initiative, Corporate Finance and Strategy- **EY**, etc. You will be trained on how to ace role & company specific interviews & GDs. You will also get extensive industry insight booklet from finance perspective.

HR Round & Soft Skills Mentorship

From Placement Preparation Perspective

Coverage of the most important HR questions, assistance in framing personalized answers, Focus on business communication, public speaking, Time management, Corporate Etiquette, Personality development, Negotiation skills, Public relations, Crisis management, Group behavior, Business Agility, and many other must-have soft skills in the best interactive possible manner.

Assistance in framing answers for company & Job role specific questions like Why this role/company, Tell me something about yourself, How your past experience is aligned to this role/company, Why you, Weaknesses/strengths, Ethical dilemma situations, JD/Role understanding questions, Career motivation, and other most asked HR questions.

Profile & Resume Building Mentorship

From Placement Perspective

Resume Building Mentorship

1. Learn about quantification of resume points
2. Learn the usage of right key words & action verbs
3. Optimize white blank space of your resume
4. Learn how to score 80+ in ATS algorithm
5. Learn how to build domain specific/Role specific resume
6. Learn How to Build Stories out of Your Resume in Interviews

What you will get?

1. Guidelines ppt, resume template and sample CVs will be shared to help students in creating their resume
2. Access to the best domain-wise/role-wise resumes & compendiums of top IIMs & companies
3. Premium curated resources/PDFs/Compendiums of Action Verbs, Role-wise, and Industry-wise key words & detailed insights for interview prep

LinkedIn Profile Optimization

1. Learn how to optimize LinkedIn profile
2. Importance of LinkedIn profile
3. How to get live projects/job offers on LinkedIn
4. How to network with people & build connections
5. Outbound job search strategy

Certifications & Live Project Guidance

1. Learn about the value of certifications in resume
2. Guidance on important domain-wise certifications
3. How to get quality live projects & build your profile
4. Special tips for freshers to build their profiles
5. Get multiple **Live Projects** to build your relevant work-experience & profile in your chosen domain

Roadmap to Prepare

Timeline (4 Weeks)

Phases

Ist Week

2nd Week

3rd Week

4th Week

Domain-wise
Live Training
Sessions

INDUCTION SESSION

CORE PROGRAM MODULE DELIVERY (INDUSTRY READINESS)

Placement
Mentorship
Assistance

CV BUILDING MENTORSHIP

HOW TO ANSWER RESUME BASED INTERVIEW QUESTIONS?

HR, TECH ROUND & BEHAVIOUR ROUND PREPARATION

HOW TO GET BEST CAMPUS PLACEMENT OPPORTUNITY

Self-Paced
Live Project

LIVE PROJECT BRIEF

I MONTH SELF-PACED LIVE PROJECT

Perks & Benefits to Students

Key Takeaways



**Live Industry
Training Sessions**



**High 1-1
Focused Mentorship**



**Placement
Mentorship**



**Industry Skills &
Certification**



**Corporate
Live Project**

Who Should Join?

1. Students, Working Professionals
2. Who wants basic-advance domain knowledge
3. Who wants mentorship for case study analysis
4. Who wants to add certifications for profile building
5. Who wants to get quality diverse live projects

**Verified Professional
Program Completion Certificate from SRCC**

What Else is Included in this Programs?

1. Domain preparation/technical round preparation
2. HR Round preparation - Placement Prep
3. Resume & profile building mentorship
4. Mentorship for Summer Internship Preparation
5. Access to Multiple winning Case Presentations

**Corporate Live Project Certificate with
Personal Mentorship**

Placement Mentorship

Reach out to us!

CONTACT INFORMATION



EMAIL ADDRESS

Programcoordinator@skilledsapient.com



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Training Partner





Detailed Module – Advanced Certification Program

- Sales and Marketing Leadership Program
- Management Consulting Leadership Program
- Finance Leadership Program



SKILLED SAPIENS

A Corporate Mentors Driven Initiative
(Training Partner)

About Advanced Leadership Certifications

Advanced Leadership Certifications are immersive, live experiential programs collaboratively conducted by **SRCC and Skilled Sapiens**. Designed to equip students for excelling in corporate careers and placements, these programs combine comprehensive training with personalized mentorship. Participants gain hands-on experience through live training sessions, applied corporate projects, and industry immersion in key domains such as Consulting, Marketing, and Finance. The certifications deliver a transformative learning journey by integrating case studies with real-world corporate exposure, preparing students to thrive in competitive professional environments.

Detailed Module & Flow of the Programs:

1. Certified Management Consultant – Management Consulting Leadership Program

S.No.	Flow of Cohort	Detailed Curriculum & Learning Outcome
1	Orientation	<ol style="list-style-type: none"> 1. Introduction- Mentors & Skilled Sapiens 2. Introduction- Program module, Delivery process, Training calendar, etc. 3. Setting expectations from students & understanding of the cohort dynamics
2	Consulting: Detailed Overview	<ol style="list-style-type: none"> 1. What is consulting? 2. How to build consulting profile & attitude? 3. Different types of consulting profiles & roles 4. Expectations of the companies for each role 5. How to prepare & fulfil companies' expectations 6. Career trajectory in consulting domain/roles 7. Do's & Don't top become successful consultant
3	Important Consulting Frameworks- Part 01	<p>3 C's, 4 P's, Porter Five Forces Analysis, PESTEL & Company analysis, Value chain Analysis, BCG Matrix, Ansoff Matrix, MECE Principle, Pareto Principle, Pyramid Principle, SCQA Principle, etc. (From Industry point of view)</p>
4	Important Consulting Frameworks- Part 02	<ol style="list-style-type: none"> 1. Guesstimates & Figure estimation 2. Market Entry Strategy Framework 3. Growth Strategy Framework 4. Pricing Framework 5. New Product Launch Frameworks 6. GTM Strategy Framework 7. Merger & Acquisition Framework 8. Unconventional Cases Framework

5	Use Cases: Real life examples of consulting frameworks	Real examples of Market trends, Companies, Start-ups, Marketing campaigns, etc. where above mentioned consulting frameworks have been used/could be used
6	Live Business Case Simulation	<ol style="list-style-type: none"> 1. Learn how to read a case study 2. Learn how to extract data from a case study 3. Learn how to understand business process of a company 4. Learn how to make effective presentation/Deck 5. Learn how to apply consulting frameworks 6. Learn how to solve a case study effectively
7	Placement Preparation	<ol style="list-style-type: none"> 1. Resume Building & Profile building mentorship 2. Acing Group Discussions (GD) 3. Acing Personal Interviews (PI) 4. Company & Role specific interview preparation assistance
8	Self-Paced Live Project(1-Month)	<ol style="list-style-type: none"> 1. Experience Consulting life for practical exposure 2. Projects will be based on problems like- Revenue Generation, Cost cutting, Growth & Expansion, GTMs, New Product launch, Profitability, Revenue, etc. 3. Each student can take the project on volunteering basis 4. Separate certificate of consulting Live Project will issue

2. Certified Sales & Marketing Manager – S&M Leadership Program

S.No.	Flow of Cohort	Detailed Curriculum & Learning Outcome
1	Orientation	<ol style="list-style-type: none"> 1. Introduction- Mentors & Skilled Sapiens 2. Introduction- Program module, Delivery process, Training calendar, etc. 3. Setting expectations from students & understanding of the cohort dynamics
2	Sales & Marketing: Detailed Overview	<ol style="list-style-type: none"> 1. What is Sales & Marketing? 2. How to build Marketing profile & attitude? 3. Different types of Marketing profiles & roles 4. Expectations of the companies for each role 5. How to prepare & fulfil companies' expectations 6. Career trajectory in Marketing domain/roles 7. Do's & Don't to become successful Marketer
3	Basics of Marketing	<ol style="list-style-type: none"> 1. Different frameworks of marketing & their application 2. How to measure market demand? 3. How to build a brand & position it in the market? 4. How to develop a Product & bring customer? 5. STP, 4Ps, 3 Cs, AIDA model, Sales Funnel, Porter 5 forces, etc. 6. SEO, SEM, Content Marketing, Digital Marketing, etc.
4	Market Research	<ol style="list-style-type: none"> 1. Market Research Introduction 2. Different approaches of Market Research 3. Step wise Step Execution of Market Research 4. Data collection techniques & tool for effective research 5. Qualitative & Quantitative approaches & analysis 6. Questionnaire designing & data analysis
5	Sales Management - B2B & B2C	<ol style="list-style-type: none"> 1. Sales Management – Introduction 2. Sales Management Strategies 3. Sales Operation 4. Managing the Sales Cycle 5. What is a Sales Funnel and its Implications for Marketers? 6. Responsibilities of a Sales Manager 7. Qualities of a Sales Professional 8. Customer Relationship Management

6	Consumer Behavior Analysis	<ol style="list-style-type: none"> 1. Consumer Behavior – An Overview 2. Consumer Decision Making Process 3. Different Factors affecting the Behavior 4. Role of Consumer Behavior in Marketing 5. Different example of consumers & how companies change their buying process via marketing strategies & campaigns
7	Product & Brand Management	<ol style="list-style-type: none"> 1. What is Product strategy? 2. Why it's critical to have a product strategy? 3. How to create Product Strategies for a company? 4. How product strategy may vary for different organizations? 5. How to define the TAM for the product? 6. How to define and understand the Market? 7. How to choose the most appropriate routes to market? 8. How to perform Competitor Analysis?
8	Placement Preparation	<ol style="list-style-type: none"> 1. Resume Building & Profile building mentorship 2. Acing Group Discussions (GD) 3. Acing Personal Interviews (PI) 4. Company & Role specific interview preparation assistance
9	Self-Paced Live Project (1-Month)	<ol style="list-style-type: none"> 1. Experience Marketing life for practical exposure 2. Apply all Marketing frameworks for real companies 3. Projects will be based on problems like- Digital Marketing, Email Marketing tools, Campaign designing, Brand Building, Brand Positioning, Product Management, etc. 4. Each student can take the project on volunteering basis 5. Separate certificate of Marketing Live Project will be issued

3. Certified Equity Research & Fin Modeling Analyst - Finance Leadership Program

S. No.	Flow of Sessions	Detailed Module
1	MS Excel	Excel Overview: Best Practices & concepts
2	Introduction to Equity Research	<ol style="list-style-type: none"> 1. Introduction to various valuation techniques Introduction to Financial Modeling and Use Cases across core finance profiles 2. Understanding of 3- Statement DCF modeling 3. Structure Of a Financial Model in detail 4. Overview of Industry analysis & different revenue drivers across various industries - How to perform industry analysis 5. How to read a financial report of any company: Decoding of annual report of any company
3	Forecasting of financial statements	<ol style="list-style-type: none"> 1. Understanding of income statement & balance sheet -Current & Non-current assets & liabilities, etc. 2. Forecasting of income statement & Balance Sheet - Revenue drivers (for different industries), Expense drivers, CAPEX Schedule, working capital schedule, and Debt Schedule
4	Concept of DCF valuation & Discount Rates	<ol style="list-style-type: none"> 1. Concept of equity and CAPM 2. CAPM explained in detail with computation of beta using regression 3. Concept of Risk-free rate and equity risk premium, and from where to get the data 4. Computation of Cost of capital and WACC 5. Understanding of FCFF and FCFE 6. Concept of Enterprise value 7. Concept of Terminal Value and terminal growth rate 8. Calculation of intrinsic value 9. Sensitivity Analysis using data analysis tool
5	Relative Valuation and analysis of company using financial ratios	<ol style="list-style-type: none"> 1. Concept of comparable comps 2. Understanding various valuation multiple and their relevance with respect to different industries 3. Understanding of different ratios and their analysis 4. Performing DuPont Analysis 5. How to build Equity research report using MS-Word
6	Self Paced-Live Project	Individual submission of assigned financial model & equity research report for project review by mentor - Feedback & Review Phase
7	Placement Preparation	<ol style="list-style-type: none"> 1. Resume Building & Profile building mentorship 2. Acing Group Discussions (GD) 3. Acing Personal Interviews (PI) 4. Company & Role specific interview preparation assistance

Description of the Programs:

- Total Duration of the program is **4 Weeks (2-weeks core program module delivery, 2-weeks placement training)**
- Live training sessions with corporate mentors & on-demand doubt sessions
- **Weekend sessions** with preferred time slots & access to the recorded sessions
- 1-month **Live Project** in the core domain of Marketing, Consulting & Finance
- Allocation of a **personal program coordinator** for the personalized learning experience
- **Other Mentorship support included** - Profile Building, HR Round Prep, Technical Round Prep, Guesstimates, Case study rounds.

What you'll be getting at the end of the programs:

- **Certificate of Work Experience** for one-month corporate Live Project
- As an **ISO-certified** organization, we will issue a program completion professional certificate (Corporate Accepted)
- **Verified CV points** to the students regarding the work completed during the project
- **Letter of Recommendation** based on performance from corporate mentor

Program Timeline: 4 – Weeks

Phases	1st Week	2nd Week	3rd Week	4th Week
Domain-wise Live Training Sessions	INDUCTION SESSION CORE PROGRAM MODULE DELIVERY (INDUSTRY READINESS)			
Placement Mentorship Assistance			CV BUILDING MENTORSHIP HOW TO ANSWER RESUME BASED INTERVIEW QUESTIONS? HR, TECH ROUND & BEHAVIOUR ROUND PREPARATION HOW TO GET BEST CAMPUS PLACEMENT OPPORTUNITY	
Self-Paced Live Project	LIVE PROJECT BRIEF			
	I MONTH SELF-PACED LIVE PROJECT			

Please Note:

- Scheduling can be super flexible to accommodate any kind of request
- All sessions will be conducted on **Zoom Platform**, which will be **arranged by Skilled Sapiens**
- All the **recordings** of the live sessions will be provided to the students