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CAMPUS 2 CORPORATE

CONNECT PROGRAM

Navigating the Bridge, From Campus Dreams to Corporate Realities

WHY JOIN C2C?



From Campus to Career: Bridging Opportunities, Bridging Success

Embark on a transformative journey from campus to corporate excellence with the PMA (Positive Mental Attitude) Campus to Corporate Connect program. In today' s fast- paced job market, where technology, globalization, and remote work redefine the norms, navigating the transition can be daunting.
We go beyond conventional education, focusing on practical skills and fostering a positive mindset essential for success. Whether it's mastering soft skills or honing career readiness, our program ensures students are well- prepared to make a seamless transition from campus life to the corporate realm.

At PMA, we understand the importance of bridging the gap between academia and industry. With our dedicated support and guidance, we offer timely assistance tailored to the evolving needs of the job market. Join us and embark on a journey of growth and transformation as we pave the way for your success in today's ever-changing professional landscape.

HOW IT'S HELPFUL ?

Our Campus to Corporate Program is built on an Experiential learning model (ECLM) aimed at guiding students towards a successful career in the corporate sector. We've structured the program into four integral dimensions for holistic professional development.

Mindset Training:
We focus on cultivating the right mindset through various attitudinal and mental training exercises, such as mindset mapping and cognitive- behavioral therapy (CBT). This prepares students mentally to embark on their career journey with confidence and resilience.

Skillset Identification and Development:
Recognizing the importance of industry- relevant skills, we help students identify and enhance the skill sets that are in high demand globally. This ensures they are equipped with the competencies needed to excel in their chosen field.

Image Building:
First impressions matter. Our program emphasizes the importance of appearance, body language, dressing etiquette, CV designing, and interview presentation skills. This helps students make a positive impression during formal interviews and interactions, enhancing their professional image.

Goal Setting:
Success in the corporate world requires clear goals and a strategic approach. We provide students with the tools and techniques to set achievable goals, empowering them to map out their career path and strive for excellence in their chosen domain.



By focusing on these four dimensions, our program aims to empower students with the holistic development necessary to thrive in the competitive corporate landscape and achieve their career aspirations.



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THE PMA CAMPUS TO CORPORATE CONNECT PROGRAM EMPOWERS STUDENTS BY:

- **Guiding them through the transition from campus to corporate life.**
- **Developing essential skills like communication and adaptability**
- **Preparing them for diverse career paths and job market demands**
- **Providing networking opportunities with industry professionals**
- **Building confidence and a positive mindset for success.**
- **Equipping them to thrive in remote work environments**



By integrating these elements into our program, we ensure students emerge as competent professionals ready to tackle the challenges and opportunities of the corporate sector with confidence and proficiency.

From classroom to boardroom: Connecting students with their future.



Course Outline :

The course will cover the following areas that are essential in understanding the importance of Effective Communication Skills and increasing the participants' ability to practice this skill effectively.

Canva

Module 1– Introduction to Effective Communication



- The Characteristics of an Effective Communicator
- Importance of Communication in the 21st Century
- Communication Self-Assessment
- Basics of Communication
- Elements of Effective Communication



Module 2 – Core Components of Effective Communicationction



- An Introduction |Components of Communication
- Verbal Communication
- Importance of the Tone
- Non – Verbal Communication
- Application and Practice
- Assessment and Personal Constructive Feedback

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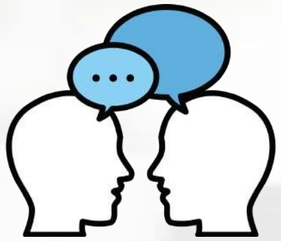
Module 3 – Effective Verbal Communication



- ❑What You Say Matters
- ❑Effect and Impact of Power Words
- ❑Positive Communication
- ❑Words for Success
- ❑Words to Avoid
- ❑Practice Activities & Constructive Feedback
- ❑Summary & Review

Module 4 –Vocal Impact



- ❑Introduction | The Effective Communication
- ❑Pronunciation and Syllable Stress
- ❑Construct Effective Sentences
- ❑Word Stress for Vocal Impact
- ❑Role-plays and Constructive Feedback



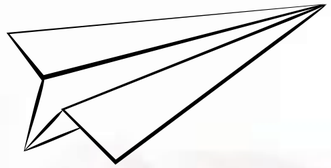
Module 5 – Non-Verbal Communication

- ❑Introduction | Body Language
- ❑Elements of Non-Verbal Communication
- ❑Do's and Don'ts
- ❑Interpretation of Various Body Signals
- ❑Recommended Postures for Workplace Communication
- ❑Summary and Practice

Module 6 – Role of Listening in Communication



- ○ Introduction | Listening
- ❑The Impact of Listening on Communication
- ❑Barriers to Listening
- ❑Listening with Empathy
- ❑How to Display Effective Listening
- ❑Practice Activities & Constructive Feedback



Module 7 – Probing and Acknowledgment

- ❑Introduction | Questioning Skills
- ❑Use of Effective Probing In Communication
- ❑What is Acknowledgement?
- ❑Benefits of a Sincere Acknowledgements
- ❑The Conversation Cycle
- ❑Rapport Building
- ❑Summary & Assignment





Module 8 – Assertive Communication

- □ Types of Communication
- □ Introduction to Assertiveness
- □ The Art of Assertive Communication
- □ Applying Communication Components Effectively
- □ Cross-cultural Communication

Module 9: Telephone Skills

- □ Basics of Telephone communication
- □ How to handle calls- telephone manners
- □ Leaving a message
- □ Greeting and Leave Taking over phone(etiquette)





Module 10 Corporate Communication

- □ Introduction to Corporate Communication
- □ Internal Communication
- □ External Communication
- □ Corporate Branding
- □ Communication Ethics

Currently we are organizing this Program on both On line & Off line Mode as per the convenience of the Institution. For Special Town hall C2C events in India we are open for bookings # +91 7319459601 / info@pmaedu.com

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"From textbooks to job offers: Our Campus to Corporate program paves the way

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> Where education meets opportunity: Our campus to corporate connection.

Module 11: Communication through Electronic Channels

- Introduction
- Technology based Communication Tools
- Video Conferencing
- Web Conferencing
- Selection of the Effective Tool
- E-mails, whatsapp etc.



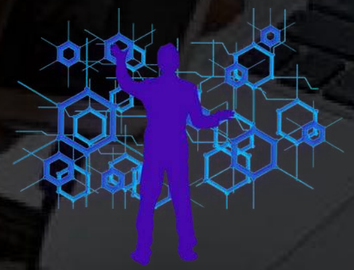
Module 12: Inter Office communication

- Business Letters
- Emails
- Netiquette



Module 13: Intra Office Communication

- Memos
- Notices
- Circulars
- Minutes
- Report Writing



Module 14: Social Networking

- Advantages
- Opportunities
- Making Contacts



The Campus to Corporate Connect program plays a crucial role in helping students secure a career break by providing them with the necessary tools, skills, and opportunities to transition from academia to the corporate world seamlessly.

🛠 Skill Enhancement:

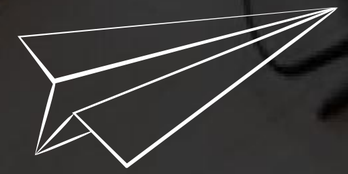
🌟 Career Preparedness:

🤝 Networking Opportunities:

💪 Confidence Building:

💼 Employability Enhancement:

🚀 Career Advancement:



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CAMPUS 2 CORPORATE CONNECT WORKSHOP IN FLOW













OUR EXPERT INDUSTRY TRANERS



ANASTOSIOS PAPAKONSTANTINOU

BUSINESS DEVELOPMENT EXECUTIVE TECHNOLOGY ADVISOR



ANUBHUTI GOSWAMI

MUSIC THERAPIST
MUSIC HEALER



BRENT NATOLI

DIRECTOR TALENT PMA
EVATE TALENT SOLUTIONS,
FOUNDR | CEO



BRIGITA BRACKO

HYPNOTHERAPIST & CBT
DIRECTOR L & D , PMA



DR RAJESH DEBROY

BUSINESS HEAD -DIRECTOR
ADVISORY BOARD-HELPING
"WORLD WIN EVERYDAY"



MICHAEL DE FREITAS

HR & LEGAL EXPERT - ROBERT WALERS
SOUTH AFRICA, JOHANNESBURG



PROF. PREMANKUR DAS

CEO | FOUNDER, PMA
INTERNATIONAL SPEAKER
MOTIVATOR | EDUCATIONIST



SANJIT BASU

VP - TRAINING
INTERNATIONAL SPEAKER
CO FOUNDER -PMA



SIGBERT DHAS

CEO
KNOWLEDGE EXPANSION



VERONIKA JENOCKOVA

PEOPLE CATALYST |FOUNDER @INNU
FORBES CONTRIBUTOR



VIVEK JOSHI

TRAINER | MOTIVATOR
FOUNDER - VIVVAN BUSINESS
&LIFE SOLUTIONS LLP



MYLJOY POLESTICO

ENERGY COACH (PCCICF)
NBC-HWC

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YOUR GATEWAY TO LIMITLESS OPPORTUNITIES



INTERNSHIPS & PLACEMENT ASSISTANCE ARE COMPLIMENTARY

SPECIAL ATTRACTIONS:

- EI TO AI WORKSHOP.
- AUDIO -VIDEO CV.
- FREE PARTICIPATION AS SPEAKER IN INTERNATIONAL EVENTS FOR ALL MEMBERS.

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Let’s Connect you Soon for writing your Success Story together.

+971 - 567 955 477 (Dubai)

+91 - 9831628284 (India)

email: info@pmaedu.com

showzaaevents@gmail.com

THANK YOU!!