



Smartly Tailored Employability Programme

MBA students can now assess their employability*

...Out of 1,400 MBA colleges producing 100,000 MBA graduates annually, **only 23 per cent of the MBA grads are employable...** On the other hand, India Inc's annual requirement is 128,000..

* Source: Business Standard, 26 August, 2008

Do all MBA grads in India go on to don corporate roles?

Disheartening, but it's NO! At least, on a large scale. Why is it so? With 1,400 colleges churning out 1,00,000 MBAs every year, existing business talent supply infrastructure sounds healthy. But, a majority of the talent output is not job ready. Case in point, a mere 23% of MBAs passing out every year are employable.

While India Inc. requires close to 1,28,000 business graduates annually, the job ready MBA talent is as low as 17%!

Tough one? But, there's a better way for B-Schools to look at it. The recruiters are willing to hire. And, there's no dearth of jobs. So, the need of the hour: *Enhance the employability of MBA graduates.*

A complete reading of this brochure will tell you the next step in this regard.

TMI First Speaks on the Employability Disconnect...

We are TMI First, India's leading third party fresher hiring agency and a part of TMI group, India's largest recruitment house with operations since 1989. *Achieving Necessary Skills*, a survey conducted by TMI First reveals that "more than 50% graduates pass out without basic knowledge required to find and hold onto a good job".

And why are employers dissatisfied? TMI First observes that the non-technical abilities play the spoilsport. The 'employability skills', to be precise. Other than a degree, graduates are not armed adequately to convince the corporate world. They seem to lack basic communication skills, an essential in a global setup. And a majority lack technical knowledge, English proficiency, critical thinking and other skills as well.

What is Employability

Simply put, "employability skills are the attributes of employees, other than technical competence, that make them an asset to the employer" These include presentation, communication, interpersonal skills, workplace manners and others.

We must admit that everybody is different and has a right to be employed. There is a career in the market for everyone. We just need to know how to find the right one suiting the candidate. And STEP makes it easy.

Smartly Tailored Employability Programme (STEP)

STEP-MBA is a specially designed programme for all students pursuing Masters degree. This is India's First Employability Certification Programme for MBAs brought to you by TMI Network, India's leading recruitment house.

Employability Coaching (EC)

- EC is delivered at Graduate campuses either by TMI faculty or TMI certified local faculty, in 40 to 60 hours, spread over 4 to 6 weeks, in a workshop mode
- At the end of the finishing school module, the graduate will be better equipped to search for a job that suits him/her. With enhanced confidence.
- EC module is the first-of-its kind in India with focus on helping MBA Graduates find the right first job and more importantly in retaining it.





STEP-MBA Training Methodology

To enhance learnability amongst students, STEP-MBA blends the following proven training methods to deliver focused learning:

- Psychometric Assessments
- Counseling
- Individual Coaching
- Experiential Learning &
- e-Learning programs

Experiential Learning

- Real life, workplace problem solving
- Work related projects
- Projects to be completed within 5 days
- Group presentation at the end of the project
- Qualified faculty supervising each project

Why Experiential Learning is Required?

- Learn practical application of newly learned skills
- Acquaint with the business environment
- Gain a better understanding on workplace conduct
- Get equipped to handle the rigors of a demanding workday
- Learn and work in a team setting
- Deliver consistent performance

Benefits for Students & the Institution

- Opportunity for joint faculty empanelment and assessments
- Provision for joint programme certification
- Special assistance to meritorious students (65% and more) along with the following:
 - i. Professional resumé writing services
 - ii. Resumé showcase to clients on a priority basis

Want your B-School to enroll with STEP-MBA?

Please reach us on 9949655665 or write to **step@tminetwork.com**.

Upon receiving a request from you, the next steps are as follows:

- Our team will conduct an initial Training Need Analysis
- A service proposal will be submitted
- Programme commences after service agreements fall in place.

Disclaimer: STEP enhances employability skills and does not guarantee jobs or placements under this service scheme.

STEP and its Modules

Module-1 (Duration: 8 hours)

Price: Rs. 500/-

Ideal for: Students of 1st year (any Bachelors degree)

Know Yourself

- Discover your strengths & weaknesses through a Psychometric test
- Discover your personality type as per corporate classifications

Know the Industry

- Learn about business verticals
- Know what job opportunities exist for freshers across verticals
- Understand the career path across various jobs
- Understand the work diaries across various jobs

Employer Research

- Identify different job search methods
- Discuss suitable job search strategies
- Recognize the right attitude for successful job search

Module-2 (Duration: 50 hours spread across six days)

Price: Rs. 2,250/-

Ideal for: Students of 1st year (MBA)

- Communication Skills
- Planning & Time Management
- Project and Process Management Skills
- Sales & Negotiation Skills
- Interpersonal Relationships and Team Work
- Business Report Writing
- Data Management Skills
- Problem Solving and Decision Making
- Customer Service Management (Internal External)
- Assessments & Certification

Note: A project fair will be conducted at the end of the module where students showcase their unique projects. The team with the best project will be awarded "The Entrepreneurship Trophy".

Module-3 (Duration: 40 hours spread across five days)

Price: Rs. 2,250/-

Ideal for: Students about to attend campus interviews

- Covering Letter and Application Form
- Resume Writing
- Business Etiquette
- First 90 Days at Work
- Group Discussions
- Interview Skills
- Reasoning
- E-Learning Modules



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