

	Total Hours	23.5	
VERTICAL	TOPIC	Topic Hours	2hrs Module
COMPANIES & INDUSTRY	UNDERSTANDING COMPANIES	1	1. Understand how typical companies function and how they make decisions from product to strategy
COMPANIES & INDUSTRY	COMPANY CULTURE	1	1. Understand what culture means for companies and what academia can benefit from understanding to be able to interact with companies
COMPANIES & INDUSTRY	PROFESSIONALISM	1	1. Understand importance of professionalism for students so that can be inculcated early on while they are in college
COMPANIES & INDUSTRY	UNDERSTANDING COMPANY FINANCIALS(and AOP BUDGETING)	1	1. Understand how budgets , cost and financials decisions are made in companies and how initiatives are funded
APPLICATION OF KNOWLEDGE	PRODUCT SOLUTIONING	1.5	1. Understand how companies go from a idea to product or service . Get a understanding so that colleges can do proposals to get projects from industry
APPLICATION OF KNOWLEDGE	PRODUCT MANAGEMENT	1.5	1. Understand how companies spec and decide a product features and function and how they go from a customer need to a solution. This can help academia design their projects and case studies they do with students
APPLICATION OF KNOWLEDGE	METRICS AND MEASUREMENTS	1	1.Understand the importance of objectivity in the industry and how its used to make decisions. This understanding is crucial to interact with the industry on projects and ideas
APPLICATION OF KNOWLEDGE	RELEASING A PRODUCT TO THE MARKET	1.5	1. Understand all the functions within a organisation and how each one plays a part in releasing a product or service to the market and also support it well
APPLICATION OF KNOWLEDGE	CUSTOMER SUCCESS MANAGEMENT	1	1. Understand what all companies do and how to get the best CSAT scores and grow their business. This understanding is crucial for ideas and projects and how they can solve a problem or show a benefit to a customer
APPLICATION OF KNOWLEDGE	ARTIFICIAL INTELLIGENCE (AI) - THE EVOLUTION	2	1.AI is coming fast but many companies still are figuring out how to use it and for what. Get a understanding of some use cases on how its being looked at and used across various domains and companies and to solve what kind of problems
PROFESSIONAL SKILLS	CONTINUOUS LEARNING AND IMPROVEMENT	0.5	1. Understand techniques and methods used in the industry to show continuous improvement and impact in the work they do time over time
PROFESSIONAL SKILLS	OWNERSHIP	0.5	1. Understand how industry looks at ownership and how it is measured and thus valued. These techniques can be very useful for personal growth and impact
PROFESSIONAL SKILLS	TIME MANAGEMENT AND MULTITASKING	1	1. Understand best practices and techniques to manage your time for best possible multi tasking and impact
PROFESSIONAL SKILLS	CURIOSITY AND INQUISITIVENESS	1.5	1. Understand how curiosity and inquisitiveness can be developed and how its a very valued attribute in the industry for ideation and impact
PROFESSIONAL SKILLS	ARTICULATION AND COMMUNICATION	1.5	1.Understand how to most effectively articulate any thought, idea etc and effectively engage anyone with any communication medium ( verbal or written )
PROFESSIONAL SKILLS	PROBLEM BREAKDOWN AND RESOLUTION USING MIND MAPS	1.5	1. Understand best practices and techniques to effectively break down and solution any problem or idea

PROFESSIONAL SKILLS	EFFECTIVE PROJECT AND PROGRAM MANAGEMENT	1	1. Learn very simple but highly effective best practices to plan and execute any project and taking it to success while avoiding any kind of surprises as proactively as possible
PROFESSIONAL SKILLS	DEVELOPING CRITICAL THINKING USING MENTAL MODELS	1.5	1. Understand simple but effective critical thinking mental models and how they can be used in day to day life for problem solving
PROFESSIONAL SKILLS	CAREER MANAGEMENT - COLLEGES	2	1. Understand from the industry perspective what they look for in hires from their resumes, interviews to career management