

Certificate in Corporate Business Management (CCBM)

Creating Dynamic Business Leaders

Managers with higher people skills and emotional intelligence undoubtedly grow much faster and higher than the rest. Their people leadership skills give them what we call as 'people power'. They stay in spotlight for special opportunities and continue to meet more attractive career prospects.

Being entrepreneurial is not only about running a business of your own; it's also about contributing to your employer's business. Entrepreneurship is marked by imagination, initiative, and readiness to foray into new zones. Equally important is the knowhow to back this spirit. Any company would love to hire managers who have 'entrepreneurial' attitudes, knowledge, and skills.

Get Qualified, Get Certified

This certification program would work on building People Leadership and Entrepreneurial attitudes and knowhow in you, to give you a clear lead over the rest. To earn this certification, you would go through the following modules:

People Leadership

Focus is on all-rounded development of management graduates to grow into people leaders. The sessions cover areas of emotional maturity, relationship-building, team mindedness, self-awareness, self-development, and such. You would also become aware of where you stand on key aspects of leadership through a diagnostic questionnaire, and put your learning into application through Practice Assignments.

Entrepreneurial Intelligence

Focus is on knowledge, skills, and attitudes required to make a manager enterprising. You would be able to recognize your entrepreneurial attitudes and measure them. You would take up goals to build upon some of those. You will also gain knowledge about creating and managing a business enterprise.



What you go through and get

Learning Areas

- Core Management Sessions
- Industry Expert Sessions
- Application Sessions
- Catalyzer Sessions
- Assessment Sessions
- Sessions on People Leadership Skills
- Sessions on Entrepreneurship

Learning Modes

- i-class - *Live-at-classroom sessions* with remote/onsite faculty
- DLR - *Dynamic Learning Room* Live-at-home online interactive sessions with faculty
- LR - *Learning Room* Anytime-at-home learning sessions



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