



Career Development Programs



Enabling Career Clarity  
for a complex world



Certification in Career Competencies  
A one-year program for college students



Diploma in Career Competencies  
A two-year program for college students



## Career Development Programs

### 361° Edge Overview



There are several factors that enhance the reputation of a college, like the placement prospects it offers to students, the galaxy of renowned faculty and the infrastructure available. However, all these are influenced by a more powerful factor - the performance of the college's alumni in the corporate or the academic world. Only if the college alumni do well for themselves does the college's image enhance.

To make sure that your students perform well in the real world, as part of the senior management in your college, you have been focused on imparting academic skills and employability skills. It is time to take your employability training to NEXT level. It is time your students learned new age career competencies. 361° Edge is a next generation program for employability that imparts new age career competencies.

#### Core Purpose of 361° Edge

To make competent career professionals out of young graduates, who can adapt well and grow consistently in their careers.

### Why 361° Edge?

#### Reason 1 - The Gap

The corporate world is constantly experiencing a gap between the skill sets of fresh graduates and the young professionals that they eventually become. A similar gap is also felt by universities that offer post graduate programs and higher degrees. With tightening purse strings and with increasing competition, the corporate world is getting a lot more conservative in its budgets - both in terms of time and money allocation - when it comes to training their young employees. That's the reason why it becomes crucial for your students to enrich themselves with career competencies even while in college.

#### Reason 2 - Exposure

Since most graduating students do not have prior exposure to these skills, many of them struggle to come to terms with their newly started career life. This adversely impacts not only the career aspirants, but also their anxious parents, their alma mater, and the corporates that have employed them. We provide your students crucial exposure to the anticipated professional world early in their college life itself, so that they graduate with boosted confidence to compete and excel.

#### What does 361° Edge do?

- Makes students ready for the challenges of today's professional world
- Addresses skill gaps between Academia's output and Corporates' requirements, by making the graduating students competent and competitive
- Addresses the need to lay a strong foundation for higher education after graduating
- Makes students confident, adaptive, matured, responsible and in-demand members of the work society and life

#### Reason 3 - Career Agility

Careers of the current generation are not limited to vertical growth; they may be making lateral shifts too. It is almost a norm today that young professionals favour 3-4 different careers in their professional lifespan. But such shifts are not as easy to make as they might sound. It calls for special skills and attitudes, which students need to pick up right in college, failing which they inevitably find their careers not moving in the direction and at a pace that they had originally intended.

**361° Edge Snapshot**  
Taking your employability training to the next level



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### When to go for 361° Edge?

The initial years at college are the most appropriate time for students to start building these competencies. The reasons are:

#### Catch them young

During the initial years, college students are open to learning new skills and their mind is young and raring to go. The initial years are best suited for inculcating new practices and an innovative learning program like 361° Edge helps them enhance their career competency skills.

#### Less workload

In the first couple of years, the academic workload is not too taxing on their schedule, so students have ample time to practice and perfect the new skills learnt. Conversely, the final year students are stretched with more than a handful to focus on - projects, final year marks, applying for higher education or jobs, dealing with various anxieties and pressures, and so on.

### 361° Edge Features

#### Scientific principles

361° Edge has been created after rigorous study of adult learning principles, remote-learning principles and need gap analysis in the area of employability gaps.

#### Innovative methodology

361° Edge's teaching methodology addresses different kinds of learners with different levels of understanding. Learning is delivered on state-of-the-art platform called i-meta. It empowers the learner to take ownership of his/her learning. The program has a keen focus on utility, context relevance, sustained interest, ease of medium usage and motivation.

#### Rigorous assessment

361° Edge incorporates robust assessment and feedback elements. Reviews, tests, evaluations, ratings and remarks, are infused in abundance. Performance of each student is benchmarked globally, so that the interest and consistency of learning are maintained. Performance feedback from various sources is offered at strategic points.

#### Habit building

Any skill needs to be 'farmed' over time; it cannot be 'crammed' overnight. Habit-building is kind of learning process that takes time to take place. Students, when begin on a skill development in their early years at college, are thorough with it by the time they graduate. The skill becomes a 'habit'.

#### Human intervention

While social networking has become a buzzword amongst students, 361° Edge makes effective use of such environments for learning and evaluation by using human synchronous and asynchronous interventions - with peer group, observers, e-coaches, and institution head. E-coaches not only assess and give feedback to students, but also review each batch of students and interact with them live through the web platform on a regular basis.

#### Experts live

361° Edge uses their platform to bring together industry and academic experts, who then interact live with the learners to bring them closer to the business and corporate world.

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### 361° Edge Benefits

#### Benefits for your Institute

- Corporates and higher education institutes will start seeing more value in your institution due to the quality of your output of students
- Your career / placement / training division will know exactly how each of your students' skills compare within the college and across other learner groups globally
- Quality of students entering your current capacity building / placement training programs will be significantly higher, thereby impacting the output significantly
- More self-aware, goal-oriented, and confident students, who will add strength to the institute's reputation and alumni
- Highly cost effective, large coverage solutions

#### Benefits for your Students

- It is designed to offer overall development of the students to suit all careers
- It offers sufficient time during the initial years of college, to imbibe the skills as habits
- It is industry relevant and covers all high priority career-related areas
- It is self-paced, self-driven, so students can plan it according to their convenience
- It can also be spread out over a comfortable span of time and can accommodate breaks and exams
- While it offers students complete control, it also ensures that people like e-coaches, peers, observers and the institute - are involved in their development
- It enables students to make career choices suitable to their personality, aspirations and aptitudes
- It improves their chances given the highly competitive environment in which they are beginning their career
- It facilitates a smooth transition from college to the world of work or higher studies

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## Career Development Programs



### Overview

361° Edge - CCC (Certification in Career Competencies) spans over 12 months and is most effective when begun in the initial years of college. During this time span, CCC covers TWO important thinking competencies viz. Reasoning and Professional Thinking. At 361DM, we believe each type of skill has its own footprint or 'DNA' of learning.

And that's why we approach them differently. For example, for the Reasoning and Professional Thinking modules, we follow the P<sup>3</sup> learning process.

361° Edge adopts the new way of learning - blended learning. Blended learning is the resultant of technology merging with self-learning and human intervention, the combination operating on our proprietary platform i-meta. Students who undergo the 361° Edge program have the assistance of E-Coaches off-site. In addition, they are also helped by observers and can benefit from active peer collaboration.

### What you learn

Students go through two learning modules:

#### 1. Reasoning Skills

Core purpose - to bring objectivity and precision to thinking process

Coverage - Symbolic and Applied Logic

#### 2. Professional Thinking Skills

Core purpose - to make the learner a responsible and professional 'thinker'

Coverage - Specific and Integrative Thinking

### What you get

- Certification for the students after 26 learning sessions
- A rich learning environment for students, with unlimited access to variety of learning accessories & resources, and free-flowing interactions
- Each student's performance benchmarked
- Access to the institute head to view and track students performance and progress
- Live interactive sessions by industry and/or academic experts\*
- Individual overseeing of student performance by E-Coach\*
- Interactions with E-Coach\*

\*Applicable on a few variants.



**Certification in Career Competencies**  
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## Career Development Programs



### Overview

361° Edge - DCC (Diploma in Career Competencies) spans 24 months and is most effective when begun in the initial years of college. During this time span, DCC covers FOUR important career competencies viz. - Reasoning, Professional Thinking, Eco Biz Awareness, and Career Planning

& Career Excellence. At 361DM we believe each type of skill has its own footprint or 'DNA' of learning. And that's why we approach them differently. For example, for the Reasoning and Professional Thinking modules, we follow the P<sup>3</sup> learning process, while the Career Planning and Excellence uses our MetaTraining™ process (proprietary to 361DM)

361° Edge adopts the new way of learning - blended learning. Blended learning is the resultant of technology merging with self-learning and human intervention, the combination operating on our proprietary platform i-meta. Students who undergo the 361° Edge program have the assistance of E-Coaches off-site. In addition, they are also helped by observers and can benefit from active peer collaboration.

### What you learn

Students go through four learning modules:

#### 1. Reasoning Skills

Core purpose - to bring objectivity and precision to thinking process  
Coverage - Symbolic and Applied Logic

#### 2. Professional Thinking Skills

Core purpose - to make the learner a responsible and professional 'thinker'  
Coverage - Specific and Integrative Thinking

#### 3. Career Planning and Career Excellence Skills

Core purpose - to make them goal-oriented, self-assured (confident), adaptive and contributing career professionals

Coverage - Career Agility and Planning, and Career Engine utility

#### 4. Business Eco system Awareness

Core purpose - to make them well-informed and relevant members of the professional world

Coverage - Economic, Corporate Environment, Business and Industry-centric awareness

### What you get

- Certification for the students after 52 learning sessions
  - A rich learning environment for students, with unlimited access to variety of learning accessories & resources, and free-flowing interactions
  - Each student's performance benchmarked
  - Access to the institute head to view and track students performance and progress
  - Live interactive sessions by industry and/or academic experts\*
  - Individual overseeing of student performance by E-Coach\*
  - Interactions with E-Coach\*
  - \*Applicable on a few variants. Live interactive sessions by industry and/or academic experts\*
  - Individual overseeing of student performance by E-Coach\*
  - Interactions with E-Coach\*
- \*Applicable on a few variants.



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### Harnessing i-meta



Emerging technologies have enabled large scale access to education like never before. Internet, i-pods, mobile phones, television - every medium is ready to take education to anyone who wants to reach it. Access is achieved, thanks to technology. But, the core issue in remote learning cannot be solved with technology alone. Just digitizing written material or using technology to play recorded conventional classes or handing over programmed lessons in CDs, are not enduring methods of scaled education. Without effectiveness, any system

is bound to fail. Technology is just an enabler, a carrier.

### How are we achieving High Excellence?

#### We understand the science of learning

Learning is not an event but a process. It involves steps like building awareness, acquiring knowledge, and understanding, applying, refining by trials, and making creative extensions. For imparting learning on this spectrum, our learning programs are designed along scientific principles by learning experts.

There are different kinds of learning goals, different learner profiles, and different contexts. Accordingly, our programs adopt different learning dynamics, processes, rigors, treatments, and human interventions. We understand all these differences and know how to deal with them, and hence we are able to deliver excellence.

#### We understand the intricacies of remote learning

Critical factors of remote learning - learning effectiveness, learner motivation and drive, human guidance by observers and E-Coaches, interactive learning with peers, performance tracking, benchmarking and feedback, learning transference (retention and application) - need to be scientifically addressed. Else the more you scale, the more you lose out on excellence. We understand both scale and excellence in remote learning.

We achieve excellence by following our Adult Learning Guide and Remote Learning Manual for designing and delivering our learning programs.

### How are we achieving Large Scale Access?

We achieve scale through our own delivery platform called i-meta. I-Meta is our state-of-the-art, unprecedented proprietary technology that has an intuitive and flexible interface. It seamlessly delivers our innovative and inventive programs across any scale with a variety of human interventions as desired. Thousands of learners together can undergo sessions, live learning, expert interactions, group interactions, observer interaction, variety of assessments, coursework, customized knowledge resources, schedule call with experts and so on.

## Contact Us

If you require more information on any of our programs or have a specific question, request or concern, please contact us and we would be happy to respond. **Call us** at +91 91766 79710 or **Email us** at [post@361dm.com](mailto:post@361dm.com)

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