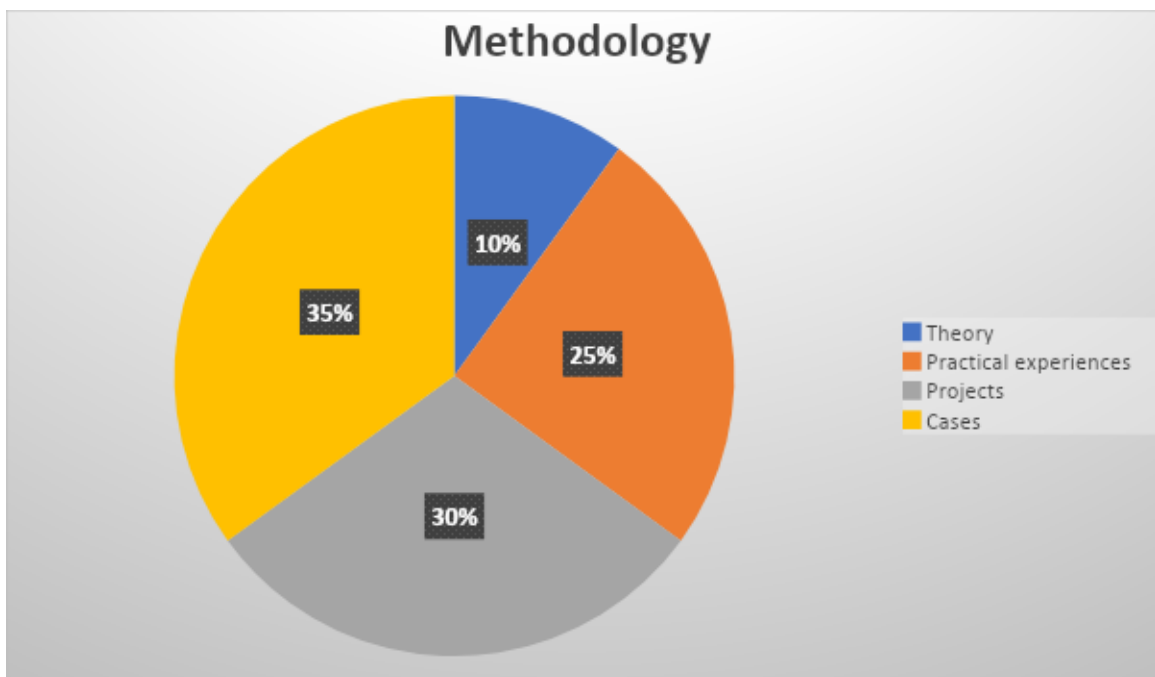


COURSE CURRICULUM FOR OFFICE OPERATIONS

THIS MODULE HAS TOTAL 85 SESSIONS. THE MODULE WILL COVER 50 HOURS OF THE INTERACTIVE SESSIONS AND REST 35 HOURS OF THE LIVE PROJECTS AND PRACTICAL SESSIONS.

OBJECTIVES OF THE MODULE

- Develop better communication channels.
- Techniques for the excellent human resource planning
- Building a platform of social media and marketing



This module is based on the case studies, live projects, sessions and the practical experiences.

MODULE-1

INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM

TOTAL SESSIONS:-04

- Functions of MIS
- Why is it so important?
- Resources of information system
- Types of information
- Need of MIS in the current era

- Classification of MIS

SOFT SKILLS :-

1. SELF AWARENESS,
2. IDENTIFYING STRENGTH AND WEAKNESS,
3. DEVELOPING CONFIDENCE,
4. SELF DISCIPLINE,
5. TELEPHONE ETIQUETTE,
6. WRITING LETTERS AND
7. E-MAILS
8. PERSONAL MISSION STATEMENT
9. DRAFTING YOUR PERSONAL MISSION STATEMENT

MODULE-2

INTRODUCTION TO SOCIAL MEDIA MANAGEMENT

TOTAL SESSIONS:-06

- What social media marketing is, with benefits.
- How to build a social media marketing strategy and a plan to carry it out.
- The seven best social media marketing platforms and how to use them
- What is social media marketing strategy
- How can you create your own social media marketing platform.
- How to set and achieve social marketing goals.

SOFT SKILLS:-

1. UNDERSTANDING PERCEPTIONS
2. GOAL SETTING
3. DEVELOPING POSITIVE ATTITUDE
4. KNOWING YOUR PERSONALITY TYPES
5. IN GROUP DISCUSSION
6. IN INTERVIEW

MODULE-3

INTRODUCTION TO EMAIL, TENDERING AND DOCUMENTS

TOTAL SESSIONS:-08

- How to write a formal email and informal email.
- Do's and don't's of e-mail.
- How to create blog posts
- What is tendering and how it is used in the digital world.
- e-tendering and its benefits
- How to prepare content for tender documents

→ **FIRST PLACEMENT DRIVE BY THE COMPANIES**

MODULE-4

INTRODUCTION TO RECRUITMENT AND HR OPERATIONS

TOTAL SESSIONS:-08

- Recruitment- a positive process
- Importance of internal and external recruitment
- Human resource planning
- Job Analysis:- Job Description and Job Specification
- Employee Retention, Employee Engagement
- Post Recruitment- induction/orientation seminar to new employees, and explaining new hires the organizational work culture, policies and procedures.
- Administration - Payroll Administration, Preparing documents such as non-disclosure agreements, contracts/appointment letters and SOP manuals. Employee database management.

HR operations on day to day basis covers the major bullets as below-

- Employee handbook
- Attendance/ punctuality

- Absence without notice
- Telephone and internet use
- Dress code
- Leave and holidays
- Recruitment Process
- Induction Management
- Employee Records
- Performance Management
- Compensation and Benefit management
- Training Management
- Exit Process

SOFT SKILLS:-

1. **MOTIVATION,**
2. **PERSONAL SWOT**
3. **EFFECTIVE COMMUNICATION,**
4. **BARRIERS OF COMMUNICATION,**
5. **STRATEGIC COMMUNICATION,**
6. **BODY LANGUAGE**

MODULE-5

INTRODUCTION TO CRM

SESSIONS:-03

- What is customer service
- Growth in customer service
- Why customer is considered to be the boss
- Brief knowledge of CRM software

SOFT SKILLS :-

1. **LISTENING,**
2. **PRESENTATION SKILLS,**
3. **NOTE MAKING,**
4. **ASKING AND ANSWERING QUESTIONS**

MODULE-6

WORDPRESS MANAGEMENT

TOTAL SESSIONS:- 02

- How to easily manage the multiple wordpress site.
- Why should you use wordpress management tools.
- What are the best wordpress management tools.

PLACEMENT DRIVE

→ FINAL PLACEMENT BY THE COMPANIES

MENTORS:-

MIS

- Argha Karmakar
- CA Ankit Goel
- Kaushik Mehrotra
- Dwarka Prasad Baheti
- Sachin Kumar Manjhi

SOCIAL MEDIA MANAGEMENT

- Apurva Harwani
- Argha Karmakar
- Bhawana Singh
- Praveer Sharma
- Prince Kumar Singh

- Prince Sinha
- Rishav Agarwal
- Sayan Dutta
- Vinod Mehra

RECRUITMENT

- Amita
- Sujit Kumar Purbey
- Gowtham Rajkumar
- Sanjay Jindal

HR OPERATIONS

- Amit Joshi
- Col Sanjiv Bhutani, PhD
- Karuna Ahuja
- Kranthi Kiran Puvvula
- Kumar Raja Masanam
- Pooja Nath
- Yogita Ahuja
- Uma Devi Kancharla
- CRM
- Adarsh Kedari
- Adil Ghani

- Agam Mathur
- Amit Khare
- Aniket Narula
- Animesh Bisaria
- Ankur Garg
- Anushree Srivastava
- Arun Gupta
- Daman Dev Sood
- Deepak Mohanty
- Imran khan
- K D Singh
- Kanahiya Manuja
- Manvir Singh Anand
- Meera Chopra
- Neeraj Athalye
- Niraj Satnalika
- Pradeep Chankarachan(IIMB & HEC Paris)
- Puja Mathur
- Ranjan Kumar
- Sameer Mathur
- Sandeep Banerjee
- Sanjeev Shukla

WORDPRESS

- SAURABH SRIVASTAVA
- PRANAY DWIVEDI