

## CCIS Operational Plan Summary

This operational plan outlines a year-long strategy for engaging and empowering students through carefully curated events and activities. Divided into four 7-week blocks, the plan emphasizes practical knowledge, industry connections, and personal development.

# Operational Plan

**Campus Capital Investment  
Society**

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## CCIS Operational Plan

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### Block 1 (7 Weeks)

- **Weeks for Events:** Week 3 & Week 5
- **Major Events:** 2
  1. **Live Podcast with Influential Forex Guru**
    - **Objective:** Demystify forex trading by explaining its foundational concepts and practical applications (without providing financial advice).
    - **Activities:**
      - Host a live Q&A session for students to engage with the guest.
      - Collaborate with the Corporate Relations portfolio to market the event to a wider audience.
    - **Outcome:** Increased student awareness of market knowledge.
  2. **Workshop: "Academia Meets Industry – Practical Market Insights"**
    - **Objective:** Showcase how theoretical academic knowledge is applied in real-world business and market settings.
    - **Activities:**
      - Invite alumni or industry professionals to share case studies.
      - Conduct breakout sessions for interactive learning.
    - **Outcome:** Strengthened understanding of the connections between academia and market knowledge.

**Fundraising Initiative:** To be outlined.

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### Block 2 (7 Weeks)

- **Weeks for Events:** Week 2, Week 4 & Week 6
- **Major Events:** 3
  1. **Financial Literacy Bootcamp**
    - **Objective:** Teach basic budgeting, savings, and investment principles for students to apply in their daily lives.
    - **Activities:**

- Partner with a financial literacy NGO for workshops.
- Focus on practical tools like budgeting apps and tracking expenses.
- **Outcome:** Empower students with practical life skills without crossing into financial advice.

## 2. Corporate Industry Networking Event

- **Objective:** Connect students with industry professionals for career insights and mentorship.
- **Activities:**
  - Speed networking with corporate representatives.
  - Panel discussion on industry trends.
- **Outcome:** Stronger links between students and the corporate industry.

## 3. Live Stock Market Simulation Challenge

- **Objective:** Introduce students to stock trading basics through a gamified simulation.
- **Activities:**
  - Use online tools like Investopedia or TradingView for simulated trading.
  - Reward top-performing participants with certificates.
- **Outcome:** Enhanced market knowledge through hands-on learning.

**Fundraising Initiative:** To be outlined.

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## Block 3 (7 Weeks)

- **Weeks for Events:** Week 2, Week 3, Week 5 & Week 6
- **Major Events:** 4

### 1. Roundtable Discussion: Bridging Academia and Corporate Expectations

- **Objective:** Discuss gaps between academic teachings and corporate requirements.
- **Activities:**
  - Invite academics and corporate leaders to exchange perspectives.
- **Outcome:** Strengthened understanding of corporate readiness.

### 2. Interactive Seminar: "Understanding Emerging Markets"

- **Objective:** Provide insights into the role of emerging markets in global economics.
- **Activities:**
  - Expert talk followed by an interactive quiz.
- **Outcome:** Increased global market awareness.

### 3. **Personal Branding and LinkedIn Masterclass**

- **Objective:** Teach students how to create professional profiles and network effectively online.
- **Activities:**
  - Hands-on workshop for optimizing LinkedIn profiles.
- **Outcome:** Improved corporate networking skills.

### 4. **Panel Discussion: "The Future of Work"**

- **Objective:** Explore how technology and economic shifts are reshaping careers.
- **Activities:**
  - Panel discussion with HR leaders and futurists.
- **Outcome:** Broadened perspective on career planning.

**Fundraising Initiative:** To be outlined.

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## **Block 4 (7 Weeks)**

- **Weeks for Events:** Week 1, Week 3, Week 4 & Week 6
- **Major Events:** 4

### 1. **Annual engagement and appreciation Gala**

- **Objective:** Showcase the society's work and provide mini-seminar and workshop.
- **Activities:**
  - Students and portfolios display their projects, achievements and knowledge gained during the working calendar year.
- **Outcome:** Greater engagement and visibility for the society.

### 2. **CEO Talk: From Campus to Corporate**

- **Objective:** Feature a CEO sharing their journey and advice for aspiring professionals.
- **Activities:**
  - Talk followed by a fireside chat and Q&A session.
- **Outcome:** Inspiration and motivation for students.

### 3. **Case Competition: Real-World Problem Solving**

- **Objective:** Provide a platform for students to tackle real business challenges in teams.
- **Activities:**
  - Partner with companies to sponsor the event.
  - Judges from corporate and academic backgrounds.
- **Outcome:** Practical problem-solving skills.

### 4. **Finale Event: Global Economics Showcase**

- **Objective:** Highlight major learnings and achievements of the year.
- **Activities:**
  - Presentations by all portfolios.
  - Certificates and recognition for contributors.
- **Outcome:** Celebration and knowledge-sharing.

**Fundraising Initiative:** To be outlined.

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#### **Additional plans.**

- **Marketing:** Use posters, social media, and campus announcements to maximize event participation.
- **Feedback:** Collect feedback after every event to refine future initiatives.
- **Collaboration:** Partner with other societies and external organizations for broader reach and support.