



MBA TRAINING MODULE

MBA

TRAINING MODULE

INTERPERSONAL SKILLS

Effective Communication Skills

- Importance of Verbal and Non-Verbal Communication
- Elements of Communication
- Improving Listening Skills
- Questioning Skills to Clarify Doubts and Assumptions
- Effective Writing Skills - Emails & Chats
- Emotional Intelligence in Communication
- 3Cs of Professional Communication
- Telephone Communication Skills : Seven Aspects
- Managerial Communication Skills
- Conflict Management in Teams

BEHAVIOURAL SKILLS

Building Confidence and Attitude

- Building Confidence tools :** New Beginning
- SWOT Analysis
- Establishing Accountability
- Developing an attitude of Self Reflection & Self Introspection
- Self Acceptance :** Knowing about Oneself Better
- Self Esteem Development
- Building Competence
- Growth Mindset Tools and Practices
- Making yourself Visible in People
- Effective Self Management

LEADERSHIP SKILLS

Types of Leadership



Accountability and Ownership



Adaptability and Flexibility



The Art of Work Dedication



Positive Leadership Practices



Emotional Intelligence



Team Leadership



Change Management



Leadership Communication



Ethical Leadership



Crisis Leadership



Mentoring Skills



MBA TRAINING MODULE

PRODUCTIVITY TOOLS



KANBAN



ADKAR



AIDA



PORTER



PESTEL



MASLOW'S

APTITUDE

Basic Aptitude

- Number Series
- Averages
- Percentages
- Ratio & Proportion
- Mixtures & Allegations
- Profit & Loss
- Simple Interest Compound Interests
- Time , Work, Speed & Distance
- PMC | Probability

Data Interpretation and Analysis

- Ven Diagram
- Line Chart
- Pie Chart
- Bar Chart
- Histogram
- Area Chart



TECHNICAL

Excel

- Advanced Formulas and Functions
- Data Validation and Analysis
- Data Tables and What-If Analysis
- Power Query and Power Pivot
- Macros and Automation in Excel
- Advanced Charting and Graphs
- Data Validation and Analysis

- Power Query and Power Pivot
- Macros and Automation in Excel
- Advanced Charting and Graphs
- Dashboard Design and Reporting
- Excel for Financial Analysis
- Advanced Data Analysis Techniques
- Case Studies and Practical Applications
- Assessment and Certification



MBA

TRAINING MODULE

GOOGLE SUITE + LOOKER STUDIO OFFERED TO MARKETING, HR, FINANCE AND OPERATIONS

- Introduction to Google Suite & Looker
- Working with Google Sheets
- Working with Google Drive
- Introduction to Google Looker
- Building Data Explorations in Looker
- Creating and Sharing Looker Dashboards
- Conclusion & Next Steps



LEAN SIX SIGMA GREEN BELT AWARENESS OFFERED TO MARKETING, HR, FINANCE AND OPERATIONS

- Introduction to Lean Six Sigma
- Define Phase
- Measure Phase
- Analyse Phase
- Improve Phase
- Control Phase



EXCEL

- Introduction to Excel
- Entering and Managing Data
- Basic Formulas and Functions
- Data Formatting and Presentation
- Basic Data Analysis Tools
- Working with Multiple Sheets and Workbooks
- Introduction to Printing and Page Layout



MBA

TRAINING MODULE

SOFT SKILLS

Corporate Etiquette & Mannerism

- Workplace Ethics
- General Etiquettes
- Office, Meeting, Workstation, Telephonic, Food
- Customer Relationship Management
- Social Networking & Socializing
- Management of Human Resource: Apathy, Empathy and Sympathy
- Organization's code of conduct - Safety & Care
- Corporate Branding & Social Image
- Organizations Values
- Respect for all Stakeholders
- Do's and Don't of Corporate

Interview Skills & GD-PI Techniques

- Interview Preparation
- CV & Resume Writing
- Writing your Resume by Yourself - Not by Copying
- Mock Interview Rounds with Students
- Group Discussion Preparation
- Tips to Crack Interview
- Understanding the Job Description
- LinkedIn Profile Building
- Approaching Hrs
- Being Honest and Truthful to Your Knowledge and Skillset

Leadership Skills

- Types of Leadership
- Accountability and Ownership
- Adaptability and Flexibility
- The Art of Work Dedication
- Positive Leadership Practices



Business Skills

- Business Communication
- Modelling
- Canvas
- Etiquettes
- Presentation

Management Tools

- Risk Management
- Stress Management
- Conflict Management
- Email Management

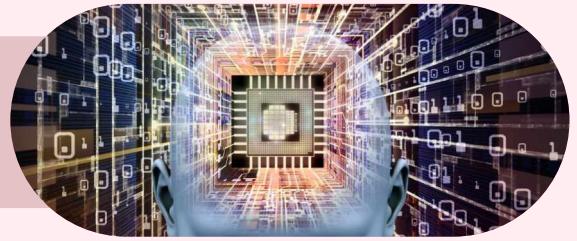
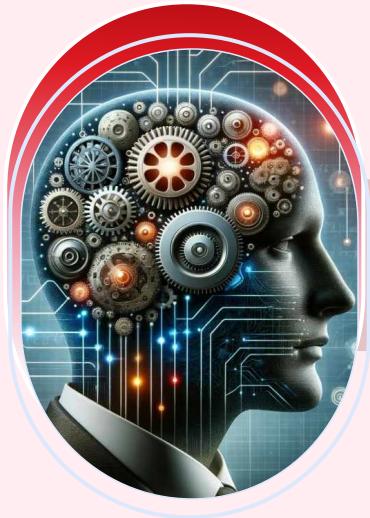


MBA TRAINING MODULE

APTITUDE

Logical Reasoning

- Blood Relations
- Directions
- Syllogisms
- Coding - Decoding
- Seating Arrangement
- Statement Analysis
- Clocks and Calendar



Critical Thinking

- Introduction to Critical Thinking
- Identifying and Challenging Assumptions
- Analyzing and Evaluating Information
- Logical Reasoning and Argumentation
- Creative Problem-Solving
- Decision-Making Under Uncertainty
- Reflective Thinking and Continuous Improvement

Problem Solving

- Introduction to Problem Solving
- Problem Identification and Definition
- Analyzing the Problem
- Generating Solutions
- Decision Making and Solution Selection
- Implementing Solutions
- Monitoring and Evaluating Solutions



MBA TRAINING MODULE

PROFESSIONAL COMPETENCY

Personal Branding and Career Development

- **Building a Personal Brand**
- **Identifying Strengths for Career Focus in a Specific Domain and Industry**
- **Career Growth and Continuous Learning**



Leadership and Teamwork

- Overview of Leadership Style
- Effective Leadership Techniques
- Conflict Resolution and Decision-Making
- The Art of work of dedication and delegation
- Positive Leadership practices
- Understanding Team Dynamics
- Stages of team development (Forming, Storming, Norming, Performing, Adjourning).
- Building and Leading High-Performance Teams
- Decision-Making as a Team

Analytics

- **Introduction to Analytics**
- **Data Collection and Cleaning**
- **Basic Data Analysis Techniques**
- **Predictive Analytics and Forecasting**
- **Application and Presentation of Data Insights**



MBA

TRAINING MODULE

MARKETING

Marketing Analytics

- Introduction to Marketing Analytics
- Data Collection and Management
- Google Analytics for Marketing
- Social Media Analytics
- Email Marketing Analytics
- Marketing Mix Modelling
- Predictive Analytics in Marketing
- Marketing Dashboards and Reporting
- Marketing Analytics Case Studies
- Ethics and Privacy in Marketing Analytics
- Assessment and Certification

Sales And Negotiation

- Sales Fundamentals
- Prospecting & Lead Generation
- Product Knowledge & Solution Selling
- Negotiation Strategies & Tactics
- Sales Team Management & Coaching
- Advanced Sales Techniques
- Sales Psychology
- Sales in Everyday life



Operations

- **Introduction to Supply Chain Management (SCM)**
- **Supply Chain Design and Network Planning**
- **Procurement and Sourcing**
- **Logistics and Distribution Management**
- **Inventory and Warehouse Management**
- **Demand Planning and Forecasting**
- **Supply Chain Risk Management**
- **Sustainable Supply Chain**
- **Global Supply Chain Management**
- **Supply Chain Analytics and Technology**



MBA

TRAINING MODULE

HUMAN RESOURCES

Payroll Management

- Introduction to Payroll
- Components of Payroll
- Payroll Process
- Managing Payroll Challenges

Compensation Management

- Understanding Compensation
- Compensation Strategy
- Regulations and Compliance
- Performance-Based Compensation

Talent Acquisition

- Talent Acquisition vs. Recruitment
- Talent Acquisition Strategy
- Selection Process
- Onboarding and Retention

HR Analytics

- Introduction to HR Analytics
- Data Collection and Management
- Key HR Metrics and KPIs
- Analytical Techniques and Tools
- Data-Driven Decision Making
- Reporting and Visualization
- Ethics and Data Privacy in HR Analytics

HR Operations

- Introduction to HR Operations
- Core HR Functions
- Employee Records Management
- HR Policies and Procedures
- Attendance and Leave Management
- Benefits Administration
- Employee Onboarding and Offboarding
- HR Technology and Tools
- Compliance and Legal Requirements

Employee Relations

- Understanding Employee Relations
- Conflict Resolution
- Grievance Handling
- Employee Engagement
- Diversity and Inclusion
- Communication Skills

Training and Development

- Introduction to Training and Development
- Training Needs Analysis
- Designing Effective Training Programs
- Delivery Methods
- Evaluating Training Effectiveness
- Career Development and Succession Planning

MBA TRAINING MODULE

HUMAN RESOURCES

Performance Management

- Introduction to Performance Management
- Performance Appraisal Systems
- Setting Goals and Objectives
- Continuous Feedback and Coaching
- Handling Performance Issues
- Reward and Recognition Programs

Compliance and Legal Issues in HR

- Understanding HR Compliance
- Key Employment Laws
- Policy Development and Implementation
- Auditing and Monitoring Compliance
- Handling Legal Issues

Employee Engagement and Retention

- Introduction to Employee Engagement
- Measuring Employee Engagement
- Strategies to Enhance Engagement
- Retention Strategies
- Building a Strong Employer Brand

HR Strategy and Planning

- Aligning HR Strategy with Business Goals
- Workforce Planning
- Change Management
- Strategic HR Metrics
- HR as a Strategic Partner



MBA

TRAINING MODULE

RISK ADVISORY

Finance

- Introduction to Risk Management
- Types of Risks
- Risk Assessment and Analysis
- Risk Mitigation Strategies
- Regulatory Compliance and Ethical Considerations
- Internal Controls and Risk Monitoring
- Risk Reporting and Communication
- Technology and Tools in Risk Management
- Crisis Management and Business Continuity Planning
- Case Studies and Practical Application



FINANCIAL ANALYTICS

- Introduction to Financial Analytics
- Financial Statements Analysis
- Budgeting and Forecasting
- Profitability and Cost Analysis
- Investment Analysis and Capital Budgeting
- Financial Risk Analysis
- Financial Modeling in Excel
- Predictive Analytics in Finance
- Reporting and Data Visualization
- Case Studies and Practical Application



MBA TRAINING MODULE

SCURM MASTER

- Introduction to Scrum
- The Scrum Master Role
- Product Management in Scrum
- Scrum Artifacts
- Scrum Events
- Advanced Scrum Techniques
- Real-world Applications
- Preparing for Certification



TABLEAU

- Introduction to Tableau
- Connecting to Data Sources
- Building Basic Visualizations
- Advanced Visualizations and Calculations
- Dashboards and Storytelling
- Data Blending and Joining
- Advanced Analytics with Tableau
- Tableau Server and Online
- Tableau Integration with Other Tools
- Real-World Applications and Case Studies
- Assessment and Certification

POWER BI AND EXCEL

- Introduction to Data Analysis with Excel and Power BI
- Data Preparation and Cleaning in Excel
- Advanced Excel Functions for Data Analysis
- Introduction to Power BI



- Connecting Excel with Power BI
- Building Dashboards in Power BI
- Sharing Reports and Collaboration
- Case Studies and Practical Application

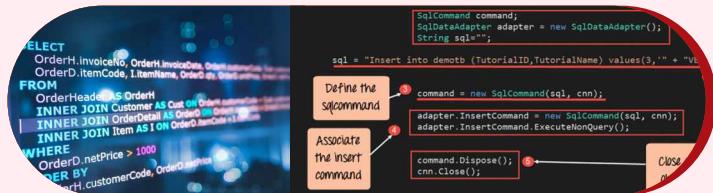
MBA TRAINING MODULE

SQL

- Introduction to Databases and SQL
- SQL Basics: SELECT Statements
- Filtering Data: WHERE and HAVING Clauses
- Sorting and Grouping Data
- Joins: Combining Data from Multiple Tables
- Subqueries and Nested Queries
- Inserting, Updating, and Deleting Data
- Advanced SQL Functions
- Indexes and Optimization
- Database Transactions and Security
- Creating and Managing Views
- Case Studies and Practical Application

AD. LOOKER STUDIO

- Introduction to Looker Studio
- Advanced Data Sources and Connections
- Advanced Data Transformations and Calculations
- Custom Visualizations and Charts
- Blending Data from Multiple Sources
- Advanced Filters, Controls and Parameters
- Advanced Report Design and Interactivity
- Automating and Scheduling Reports
- Performance Optimization and Best Practices
- Integrating with Google Marketing Platform and Other Tools
- Data Governance and Security in Looker Studio
- Case Studies and Practical Applications



MICROSOFT 360

- Introduction to MS 360
- Navigating the MS 360 Interface
- Key Applications in MS 360
- Assessment and Certification Preparation

- Collaboration and Communication Tools
- Security and Compliance in MS 360
- Advanced Features and Best Practices



LET'S BRIDGE THE GAP

Contact us for more details

 +91 8956444509

 connect@gryphonacademy.co.in

 www.gryphonacademy.co.in
