

# Certificate Program in **Applied Business Management**

**Be life ready  
professionally.**

Learn from successful  
role models.

# The Faculty



## PROF. AJAY SHAD

MBA, FMS BHU; BSc (Hons), Punjab University  
Entrepreneur turned educator

Rich professional experience in Ranbaxy, GM Torrent, Adani Group, Dean Globsyn Business School, Dir. Reliance ADAG NIS Academy Winner of the Bharat Shiksha Ratan Award 2013 at the Constitution Club of India at New Delhi. Regular speaker at SME Forums and Chambers of Commerce.



## PROF. NEERAJ BHARDWAJ

MBA, B Sc  
Corporate Trainer and Practicing Consultant

A winner of the Global HRD Award for 'Excellence in Training', brings hands on training for our would-be CEOs. Training consultant to NIS Sparta, a Reliance ADAG co. and a certified "Train the Trainer" Faculty. Imparts practical knowledge and skills for real life situations, with an objective approach to winning and staying ahead



## RITU ARORA

NIS Sparta Certified Trainer

Regular trainer for Corporates like Future Group, Reliance Retail, Shopper's Stop, Sterling Hospitals, Siddhi Cement and countless others. Specializes in Selling Skills and Interpersonal skills like Leadership and communication skills.

# Personality and attitude building to make a new and confident you.



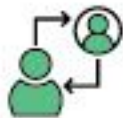
**Attitude & grooming for successful life**



**Business Presentation Individual PPT**



**Self Awareness Classroom Session**



**Interpersonal Skills Johari Window & Debrief**



**What you can think you can Achieve**



**Excel workshop 4 hrs**



**Excel Practical 4 Hrs**



**Adapting to the Workplace Group Discussion**



**Dealing with Change Activities and Debrief**



**Creating Brand YOU Trainer led QBD**



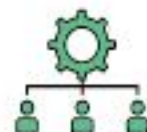
**Business Communication Activities Videos and Role Plays**



**Decision Making Role Play**



**Debate - Individual vs Group Group activity for confidence building**



**Strategic Management (Chinese Art of War) Chapter1. Group Project**



**Dining Etiquettes Formal dining experiential learning in a Restaurant**





# Sales+ Marketing



- 1. Retail Overview**  
Classroom Session and Market Visit
- 2. Business Proposals FAB Model Selling Skills**
- 3. Development of Promotional Strategy**  
Individual Project
- 4. Integrated Marketing Solutions**  
Group Project
- 5. Market Research - Live Project**  
Group Assignment
- 6. Selling Skills ODPEC model of selling**  
Trainer led role play  
Real life situation handling
- 7. Brand Management**  
Group Discussion
- 8. Business Advertisement Analysis**  
Group Project
- 9. Negotiation Skills**  
Case Study & Group Discussion
- 10. Networking Skills**  
Group Discussion



# Import Export

1. Setting up an Import export company
2. Banking for Import
3. FOREX & Treasury
4. Import Export Documentation
5. Foreign Trade Policy (2015:2020): Major highlights
6. Sources of International market data (Online & Offline)
7. 4 P's of International Marketing
8. Export:  
Import Regulations
9. DGFT (Directorate General of Foreign Trade) Procedure
10. Risk Management





# HR



- 1. Leadership change and people performance**  
Group Assignment
- 2. Power, Politics & Conflict**  
Group Discussion
- 3. Situational Leadership**  
Outdoor Training
- 4. Working With And Leading People**  
Outdoor Training
- 5. Dealing with Change**  
Activities and Debrief
- 6. Goal Setting**  
Trainer led activity training
- 7. Managing Board Room Meetings**  
Group Role Play
- 8. Handling Interviews**  
Mock Interviews
- 9. Organizational Behavior**  
Group Discussion
- 10. Organizational Development**  
Classroom Session



# Finance

1. **Goal Setting**  
Trainer led activity training
2. **Management of Financial Resources and Performance**  
Individual PPT
3. **SME Business Plan good for Bank Loans**  
Individual Proposal
4. **Current Affairs Presentation**  
Individual PPT
5. **Financial Accounts Presentations**  
Individual PPT
6. **Finance Related Practical games and exercise**
7. **Strategic Management**  
Case Study Individual
8. **Managing Board Room Meetings**  
Group Role Play
9. **Finance for International markets**
10. **Banking Finance Securities and Insurance sector overview.**





# Our Placements

**What they don't  
teach you in MBA.**

Learn Practical Skills  
that employers need.

**Join Value  
Institute, creating  
extraordinary from  
Ordinary since  
2008!**

**Assured Placement  
Eligibility  
Undergraduate /  
Graduate / PG**







# Life at VIMED



## PRADIP SHRIMALI

Today I am the HR Manager at Shital Motors Pvt. Ltd. The 6 years that I have worked in this field, I have always tried to have a respectful relation with every employee, from the peon to the manager.

I have never worked for the financial gain. My aim and satisfaction is in providing the best manpower to the company and the best employment opportunities to deserving freshers.

The journey from passing out from VIMED in 2010 to the present has been satisfactory in all aspects of my life and it. The road I took from VIMED with its values and attitude has made all the difference.









## Spread your wings, and feel the wind.



### SACHI DHRANGADHRIA

From my experience at VIMED, I understood that the institute saw the difference between teaching and training. All the faculty members who trained us, over the time transformed us into professional minds ready to find our place in the field of management.

The key factor that made the difference was the fact that all the trainers had a professional experience in their respective fields; whether it was marketing, HRM, Industrial Research or Finance. We learnt much more than our books could have ever taught us.





# Sharing the stage with the AD guru Prahlad Kakkar



## Best Placement Award





### **BHUMI JANI**

If you had asked me before 2009, I'd not have imagined that someday I'd be a Senior Business Development Manager in an IT company or the Branch Manager in an education firm like Trident Educational Service. But I am not the person I was in 2009 today.

When I joined VIMED I was a shy girl who hardly talked. Step by step, I opened up with the help of the motivation and encouragement of my mentors at VIMED.



### **BRIJAL RAVAL**

"Value Institute is not like the colleges I knew or you'd know. With Mr. Ajay Shad as its backbone, the institute provides more opportunities to gain practical knowledge and ameliorate our skills. As a student you get the best chance to explore the opportunities and choose to grow in the direction you will be delighted with.

It has turned the shy, timid Brijal into a confident and self-assured professional woman. Value Alumni prepared for what the industry needs.





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