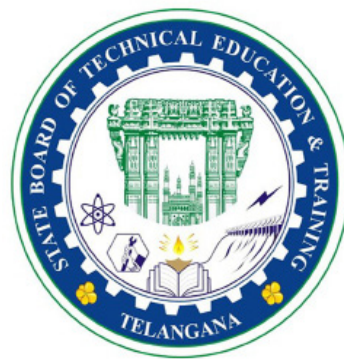




ISB SKILLS HUB

SKILLING SOLUTIONS
FOR YOUTH





WHAT WE ARE:

SkillsHub, in tie-up with state governments, aims to build professional capacity and self-empowerment among the youth by offering targeted skill enhancement programmes.

Research-backed skilling interventions by world class faculty play an important role in helping the learners get real exposure to the world of employment. We at ISB bring to this programme the rich expertise of our world class faculty as well as recognized certification and credentialing that will open valuable economic opportunities for you.

BENEFITS:

- **Research-backed curriculum** developed and delivered by world-class ISB faculty, tailored to the target audience
- Filling the **Skill-Deficit gap** by imbining the participants with the skills required for employability
- Culminating into a **Joint Certification by ISB & SBTET** and credentialing leading to broader employment and economic opportunities

OUR TARGET AUDIENCE:

These programmes are open for a wide range of audience ranging from students to job seekers to early-stage entrepreneurs.

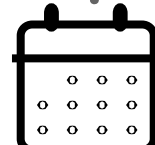
OFFERINGS:

40 hours per
Programme



Programme

Learning
Schedule
Planner



Planner

160 hours
Self-Paced
Learnings



Learnings

Reference
Materials



Materials

Learner
Feedback Form



**Feedback
Form**

Practice and
Graded
Assessments



Assessments

Course
Completion
Badges



Badges

e-Certificate



e-Certificate

SKILLING PROGRAMMES & VALUE-ADDS

- 1) Business Literacy Programme
- 2) Behavioral Skills Programme
- 3) Digital Literacy Programme
- 4) Entrepreneurial Literacy Programme

1) Business Literacy Programme:

This programme comprises three sets of courses – analytical foundations, functional knowledge, and professional management capabilities. Learners can use the skills acquired in this program to find or transition to new career opportunities, start, or improve small business, or even apply to colleges to continue their education. It will help advance career trajectory by improving the knowledge of businesses, how they function and how they are managed.

2) Behavioral Skills Programme:

This programme aims to build capabilities in two domains – personal effectiveness and workplace effectiveness. Learners would be empowered with a range of behaviors, strategies, skills, and attitudes that will improve individual effectiveness and development as well as connect to successful performance in education and workplace settings.

The skills acquired in the personal effectiveness domain are designed to help succeed through improved productivity, persistent effort, enhanced decision making, and improved self-confidence.

3) Digital Literacy Programme:

This programme aims to build capabilities in three domains - Disruptive Technologies, IT Strategy & Management, and Business Intelligence. It aims to empower its learners with the knowledge and skills on the most talked-about trends in technology today. It explains how to communicate, locate, identify, retrieve, process, and use digital information optimally. The programme also emphasizes some Design Thinking concepts, the basics of Data Science, the critical role of Artificial Intelligence and Text Analytics, the use of Digital Marketing and SEO in the world of the Internet, and much more. Knowledge of these Digital Literacy concepts will help you to analyze digital platforms and internet aspects from different viewpoints and helps narrow down to better decision making in the field of Digital Literacy.

4) Entrepreneurial Literacy Programme:

Starting a new entrepreneurial venture can be both challenging and exciting at the same time. A typical start-up entrepreneur plan comprises its business strategies for identifying opportunities, marketing, operations, finance, etc. Besides these, this programme also enlightens the learners about the entrepreneurial capabilities needed to sustain a business. It explains the importance of redefining business strategies, refining business models, and relentlessly working towards raising capital for a business to sustain itself in a highly competitive market.

BUSINESS LITERACY - PROGRAMME JOURNEY

WEEK
1

Critical Thinking

WEEK
2

Statistics

WEEK
3

**Working
Effectively in
Teams**

WEEK
4

**Accounting
Fundamentals**

WEEK
5

Microeconomics

WEEK
6

**Competitive
Strategy**

WEEK
7

**Negotiation
Analysis**

WEEK
8

**Financial Analysis for
Decision Making**

WEEK
9

Macroeconomics

WEEK
10

**Marketing
Management**

WEEK
11

**Strategies for
Digital Economy**

WEEK
12

**Operations
Management**

WEEK
13

**Project
Management
Essentials**

BEHAVIORAL SKILLS - PROGRAMME JOURNEY

WEEK
1

Building Self-Awareness

WEEK
2

Inculcating Growth Mindset

WEEK
3

Effective Verbal & Non-Verbal Communications

WEEK
4

Presentation & Public Speaking

WEEK
5

Art of Networking

WEEK
6

Building your Personal Brand

WEEK
7

Working Effectively in Teams

WEEK
8

Art of Storytelling

WEEK
9

Critical Thinking

WEEK
10

Negotiation Analysis

WEEK
11

Introduction to Productivity Programs

WEEK
12

Change Management

WEEK
13

Introduction to Technology

WEEK
14

Being a Responsible Netizen

WEEK
15

Acing your Job Interview

DIGITAL LITERACY - PROGRAMME JOURNEY

WEEK
1

Artificial
Intelligence

WEEK
2

Blockchain

WEEK
3

Design Thinking
& Digital
Products

WEEK
4

Data Science
Fundamentals

WEEK
5

Text Analysis
& Social
Computing

WEEK
6

Digital Marketing &
SEO

WEEK
7

Data
Visualization and
Communications

WEEK
8

Business Value
of Technology

WEEK
9

IT Project
Management

WEEK
10

Financial Analysis
for Decision Making

WEEK
11

Digital Business
Models

WEEK
12

Accounting
Fundamentals

ENTREPRENEURIAL LITERACY - PROGRAMME JOURNEY

WEEK
1

Entrepreneurial
Orientation

WEEK
2

Understanding
Start-Up
Development
Pipeline

WEEK
3

Identifying
Market Needs,
Problems and
Opportunities

WEEK
4

Business
Models

WEEK
5

Marketing
Management

WEEK
6

Operations
Management

WEEK
7

Design
Thinking &
Business
Model Canvas

WEEK
8

Attracting
& Retaining
Talent

WEEK
9

Building Teams

WEEK
10

Basics of
Finance

WEEK
11

Raising Capital

WEEK
12

Protecting your
Intellectual
Property

FACULTY



Amirullah Khan

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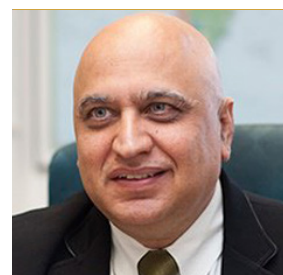
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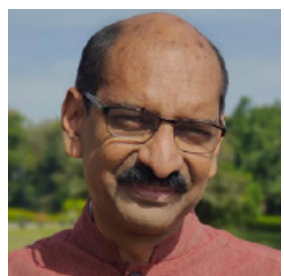
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Sripad Devalkar

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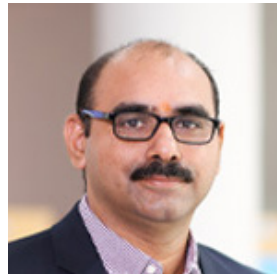
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(Practice), ISB



Sudhir Voleti

Associate Professor of Marketing, ISB



Vishal Karungulam

Adjunct Faculty, ISB`

Faculty names are listed as per alphabetical order of their first name

ENROLMENT PROCESS:

Please refer to <https://www.sbtet.isb.edu> for further details on these programmes and for enrolling into them.

Our Sample Badge:



Our Sample Certificates:



ABOUT INDIAN SCHOOL OF BUSINESS:



The Indian School of Business (ISB) is a research-oriented independent management institution that grooms future leaders for India and the world. The school has grown at a rapid pace over the 20 years since its inception and already has several notable accomplishments to its credit. It is the youngest school ever to consistently rank among the top Global MBA programmes, the first institution in South Asia to receive the prestigious AACSB accreditation, one of the largest providers of Executive Education in Asia, and the most research productive Indian management institution. ISB is also in the league of just about a hundred select business schools worldwide that have both AACSB and EQUIS accreditations. A vibrant pool of research-oriented resident faculty, strong academic associations with leading global B-schools and the backing of an influential Board, have helped the ISB fast emerge as a premier global Business school in the emerging markets. For details visit www.isb.edu.

#1

In India by the Financial Times
Global MBA 2022 Rankings

#32

The Financial Times Global MBA
Rankings 2022

#4

In Asia by the Financial Times
Global MBA 2022 Rankings

#7

Globally by the Forbes Best
Business Schools Ranking (2019)

#4

In the Asia Pacific region by the
Bloomberg Businessweek Best
B-schools Rankings (2019)

#11

Globally by 'Poets & Quants' Top
International MBA Programmes
2021-2022

CONTACT DETAILS

For queries of any nature, please write to us at skillshub@isb.edu



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Corporate Identity Number: U80100TG1997NPL036631
ISB CEE reserves the right to make changes in the programme without prior notice.
Please check with marketing services for the final schedule.

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