

Placement PREP Program

Sana Skillpromise Education Private Limited













The Placement PREP Program is a strategically developed and meticulously designed program to prepare candidates for the demanding interview processes utilized by employers. This program delivers comprehensive coaching across a spectrum of testing tools, including Aptitude Development, Guesstimate Analysis, Case Study Analysis, CV Building, Group Discussions, Self-Assessment, Extempore, Essay Writing and Personal Interview.

Skillpromise presents two distinct versions of its flagship offering: the **Placement PREP Program** and the **Placement PREP Program PLUS.** The Placement PREP Program provides comprehensive online mentoring tailored for job seekers. In contrast, the Placement PREP Program PLUS extends beyond online mentoring to include an additional 45 minutes of personalized one-on-one coaching. Furthermore, it offers a 45-minute Mock Interview session, complete with constructive feedback from our seasoned mentors who bring a wealth of experience from both corporate and academic spheres. Placement PREP Program is divided into following parts:

PART I: Core Components

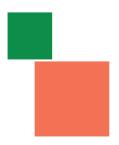
PART II: Assessment Center

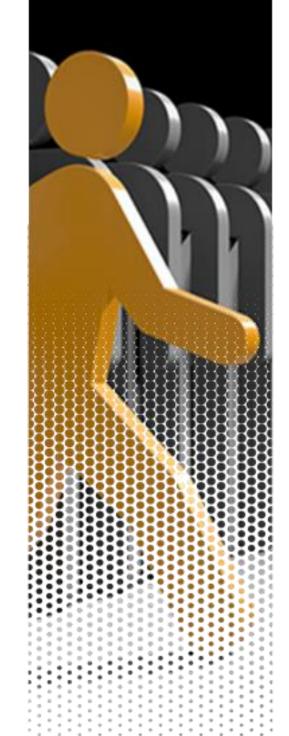
PART III: Dashboard

PART IV: Resource Center

PART V: Blog

PART VI: Newsletter









PART I Core Sections

Aptitude Development & Assessment

Guesstimate Analysis

Case Study Analysis

Group Discussion

CV Building

Self-Assessment

Personal Interview

One-on-one Meeting (Only with Placement PREP Program PLUS)

Mock Interview (Only with Placement PREP Program PLUS)





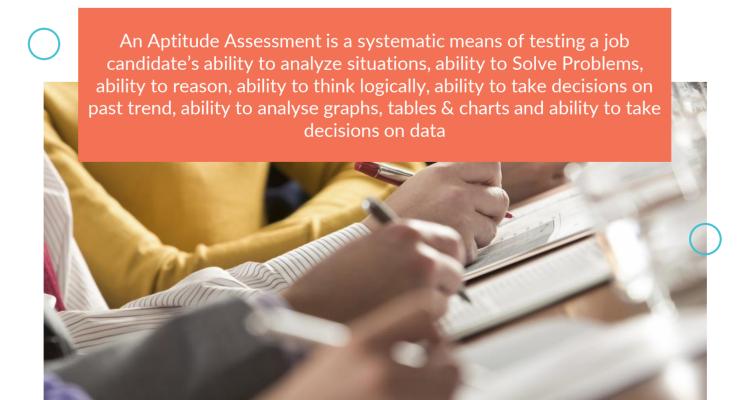
Aptitude Development and Assessment



An Aptitude Development & Assessment is a systematic means of testing a candidate's abilities to perform specific tasks and react to a range of different situations. Aptitude tests are used by employers to measure a candidate's work-related cognitive capacity. Aptitude tests are one of the most commonly used assessments in measuring candidates' suitability for a role. The most commonly used set of cognitive tests includes – Logical Reasoning, Verbal Reasoning, Non-verbal Reasoning, Verbal Ability, Data Interpretation and Numerical/Quantitative reasoning.

People often underperform in aptitude assessments because they rely on the assumption that past learning is still fresh in their memory. However, they overlook the crucial principle, aptly summarized by the adage, 'if you don't use it, you lose it,' which highlights that skills and knowledge can diminish over time if not actively used. Therefore, it's essential not to take your previous learning for granted and to thoroughly prepare in order to achieve success in campus recruitment tests

The Aptitude Development Program not only helps you prepare yourself on various components of Aptitude Development but also helps you test your efficiency through assessments section





Highlights of Aptitude Development and Assessment Section



90+ TOPICS AND 5000+ SOLVED QUESTIONS WITH DETAILED SOLUTIONS

> Quantitative (1954), Reasoning (1326), Data Interpretation (367) and Verbal Ability (677)

SYSTEMATIC & WELL-PRESENTED CONTENT IN

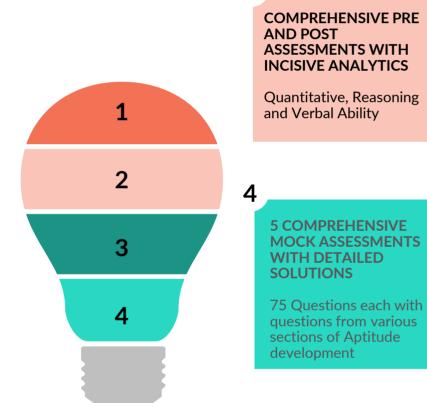
Components in each section:

Formulas

EACH TOPIC

3

- Video Tutorials
- Practice Questions with solutions (Low, Medium and High difficulty level)
- Questions asked in MBA entrance exams, GATE, GMAT, Bank PO and Campus Recruitment Test questions to give students exposure to different ways questions can be asked from a topic





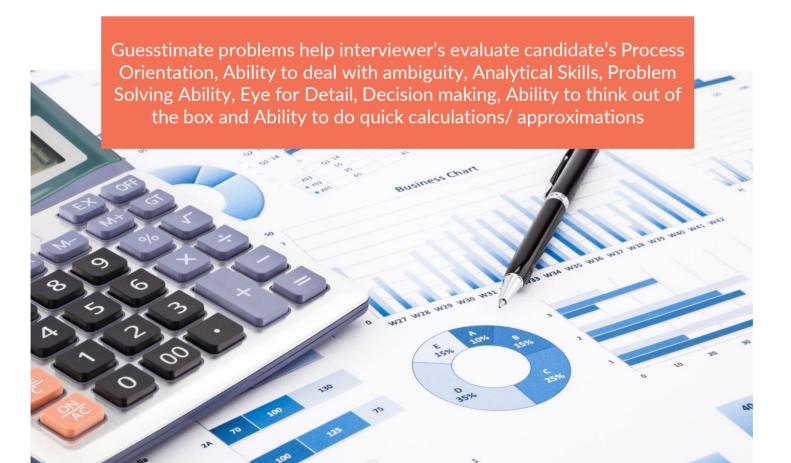
Guesstimates



A **Guesstimate** is a rough approximation or an educated guess at something. Guesstimates have become an important part of the placement process specially for consulting companies. Following are some examples of guesstimate problems which can be solved using different approaches:

- What would be the total length of cigarettes, in kilometers, consumed by Indians in one vear?
- How many laptops are sold in Delhi per day?
- How many domestic flights do Indians take in one year?
- How many burgers are sold by McDonald's Outlets in Hyderabad on a weekday?
- Estimate weekly sales of Big Bazaar
- How long a sausage can be made from all the pigs in India?

It is evident from the examples that Confronting a guesstimate problem unprepared can leave you perplexed. It is beneficial to be familiar with and practice guesstimate problems using different approaches like Top-Down, Bottom Up and Mathematical. Understanding guesstimate as an interview assessment tool can enhance your composure and time management. Being aware of what awaits you in the interview also boosts your confidence.





Highlights of Guesstimates Section



LEARN
METHODOLOGY
FOR SOLVING
GUESSTIMATE
PROBLEMS ALONG
WITH THE TIPS

Get to know the steps involved in solving a Guesstimation problem along with important tips

LEARN VARIOUS APPROACHES TO SOLVE GUESSTIMATES

> Demand/ Supply Approach, Mathematical Approach, Top-Down Approach and Bottom-Up Approach

C B A SUPPORTING DATA FOR SOLVING GUESSTIMATION PROBLEMS

> Population data, Income wise distribution of population, age wise distribution of population, rural urban split etc.

50+ SOLVED QUESTIONS WITH DETAILED METHODOLOGY

Guesstimate problems with detailed methodology in terms of Clarifying questions based assumptions, Formulas, Approach and calculation









Curriculum Vitae (CV) Building

CV is the most crucial document during the Interview Process. CV is a sales document. The more relevant the CV is to the Job Description, the more are candidate's chances of getting through the interview. CV requires customization as per the job description.

The CV building section at Skillpromise goes beyond just helping you create a compelling resume; it also provides insights into the standout elements and potential areas of improvement in your CV. Furthermore, it equips you with strategies to confidently address questions related to these aspects.

CV brings out your ability to customize your Education, Work Experience, Internships, Live Projects, Knowledge of tools & technologies, Accomplishments and Hobbies as per the Job Description



Highlights of the Cover **Letter & CV Building Section**



Learn about various sections of a CV & cover letter

Learn how to present information in 2 each section of the CV & cover letter

> Learn how to use 'action verbs' in a CV

Learn how to answer questions from various sections of the CV

Learn how to build your CV on the LMS using the CV builder

Learn how to create script of a video CV using Self-Introduction action sheet in the Personal

Interview section of the LMS

Cover Letter & CV Building





Case Study Analysis



A case is a hypothetical business situation with limited data and ambiguity where you are asked to be in the decision maker's shoes and provide resolution. You can be asked to solve a case from a particular framework or you may have to create your own framework to solve the case. Following are examples of cases from different frameworks:

Profitability Framework Case: The Metropolitan Mall has been experiencing a decline in its revenue. You have been hired to investigate the reasons behind this and propose viable solutions.

New Market Entry Framework Case:

The client, an edtech firm originating from Australia, is contemplating a venture into the Indian market. Is this expansion advisable, and if affirmative, what strategy should they adopt?

Market Sizing Framework Case: A multinational company aspiring to penetrate India's smartphone market, requires you as a candidate to conduct an intricate market sizing analysis in both rural and urban sectors

Business Operations Case: You have been brought on board as a consultant to examine and address inventory management challenges at ProBalance Retail Co. What steps will you take to resolve the stockout and overstocking dilemma?



Case study analysis is used by employers to access interviewees on their domain expertise, analytical skills, problem-solving abilities, communication skills, cognitive flexibility and structured thinking

It is clear from the example cases that Tackling a case without understanding the relevant frameworks can prolong the solution and may give the impression that you are uneasy or grappling. Preparation always positions you for success. Familiarity with various case analysis frameworks not only aids in addressing a case more effectively but also ensures efficient time management and sustains your confidence throughout the case interview



Highlights of the Case Study Analysis section



LEARN STEPS INVOLVED IN CASE STUDY ANALYSIS

Learn steps involved in Case Study Analysis like Identify the problem, Define the problem, Identify root causes, Prioritize causes, Synthesize solution, Present solution

LEARN ABOUT CASE STUDY ANALYSIS TERMINOLOGY

Example: Profitability, Fixed Costs, Variable Costs, Growth demand Percentage, Replacement demand percentage, Price Elasticity, Market size etc.

GET ACCESS TO SOLVED CASES ON VARIOUS FRAMEWORKS

Profitability Framework, New market entry framework, Mergers and Acquisition Framework, Market Sizing Cases, Business Operations Cases, Porter's 5 forces

LEARN ABOUT TOOLS USED IN CASE STUDY ANALYSIS

Root Cause Analysis, 5 Why Technique, Fishbone Analysis, Pareto's Rule, MECE Framework, Mind Mapping etc.

LEARN ABOUT DIFFERENT TYPES OF CASE FRAMEWORKS

Profitability Framework, New market entry framework, Mergers and Acquisition Framework, Pricing case framework, Market Sizing Cases, Business Operations Cases, Porter's 5 forces, McKinsey 7S framework, BCG growth share matrix, 4P's framework, 3 C's framework

GET ACCESS TO 30+ SOLVED MANAGEMENT CASES

Marketing (10), Finance (12), Human Resources (10)

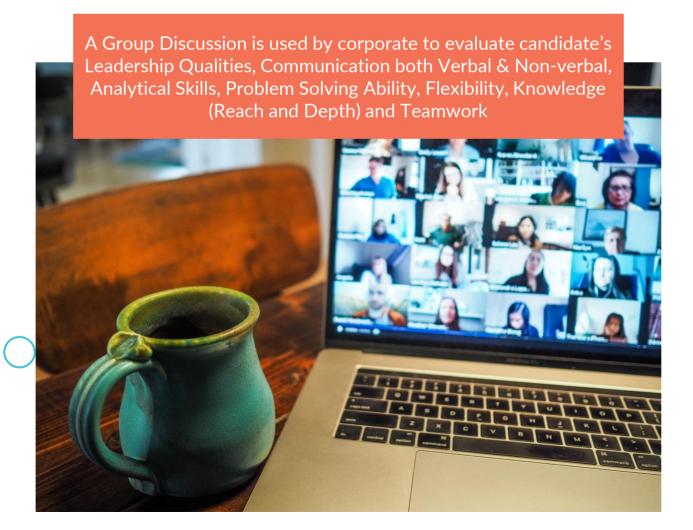


Group Discussions



Group Discussion is a selection tool during the placement process where a group of candidates is given a topic or a case study, a few minutes to think about the topic and then 20 – 30 minutes to discuss the topic or the case among themselves. Group Discussions help in short listing the candidates for the final interview, so it is necessary for the candidates to not only know the Dos and Don'ts but also thoroughly understand the procedure` and the ways of participating in a group discussions effectively.

The Group Discussion section helps you understand the GD process, qualities tested during a GD, roles played during a GD and quick tips on how to initiate/ conclude a GD, how to handle a fish market situation and how to deal with an unfamiliar topic





Highlights of the Group Discussions section



LEARN GROUP DISCUSSION BASICS

Why is a GD conducted, Skills/ Qualities tested in a GD, Roles played during a GD, Types of GD

QUICK TIPS HOW TO DEAL WITH TRICKY SITUATIONS DURING A GROUP DISCUSSION

Initiate a GD, Conclude a GD, Deal with a fish market situation, Deal with an unfamiliar topic, Learn how to agree and disagree

GET ACCESS TO DATA REQUIRED FOR A GROUP DISCUSSION

India's foreign relations, Key Industry profiles, Budget, Key Economic Indicators, Terrorism statistics, Employment statistics, Corruption Statistics, Population Statistics, Pollution Statistics, crime statistics etc.

GET ACCESS TO 225+ TOPICS WITH CONTENT FROM VARIOUS CATEGORIES OF TOPICS

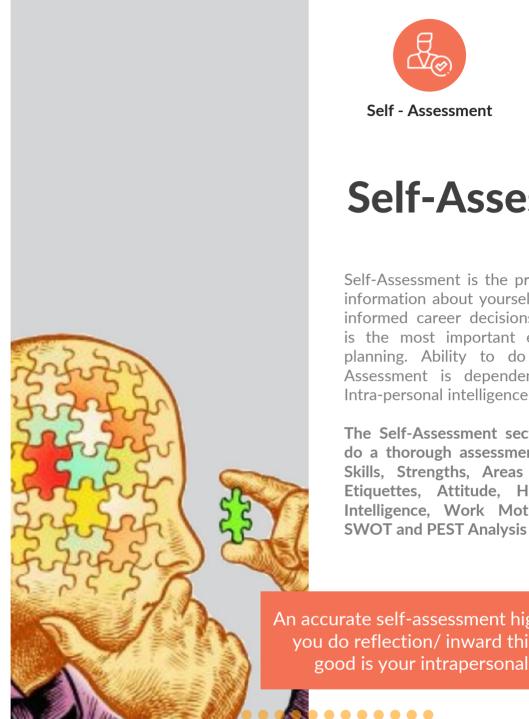
Categories: Abstract, Aphorisms, Economy/ Business, Sports, Legal, Social, Science/ Technology, Current Affairs, Education, Environment, Management, Politics, International affairs

GET ACCESS TO 30+ SOLVED MANAGEMENT CASES FOR CASE BASED GROUP DISCUSSIONS

Marketing (10), Finance (12), Human Resources (10)







Self-Assessment

Self-Assessment is the process of gathering information about yourself in order to make informed career decisions. Self-Assessment is the most important exercise in career planning. Ability to do meaningful Self-Assessment is dependent on a person's Intra-personal intelligence.

The Self-Assessment section will help you do a thorough assessment of your Values, Skills, Strengths, Areas of Improvement, Etiquettes, Attitude, Hobbies, Wellness, Intelligence, Work Motivations, Personal

An accurate self-assessment highlights how well you do reflection/inward thinking and how good is your intrapersonal intelligence



Self-assessment section is the backbone for HR and Behavioral interview. Self-Assessment Section will help you:



DO A DETAILED ANALYSIS OF YOUR VALUES, SKILLS, STRENGTHS, WORK MOTIVATIONS, AREAS OF IMPROVEMENT, ATTITUDE, ETIQUETTE, INTELLIGENCE, WELLNESS, HOBBIES AND GOALS

IDENTIFY YOUR STRENGTHS AND AREAS OF IMPROVEMENT IN VARIOUS SUB-SECTIONS LIKE VALUES, SKILLS, STRENGTHS, ATTITUDE, ETIQUETTE, INTELLIGENCE AND WELLNESS DO A DETAILED SWOT AND PEST ANALYSIS

PREPARE YOUR RESPONSES TO FAQS ASKED FROM VARIOUS SUB-SECTIONS DURING THE INTERVIEW









Personal Interview

Personal Interview (PI) is a tool used by corporate to access the suitability of a candidate for a particular role. The company is looking for a candidate who matches their requirements and the closer a fit, the more competitive a student will be. Interviewers access candidates by asking them CV based HR auestions. Behavioral auestions. questions, Domain/ Subject questions, Case based questions and Guesstimate questions. Some employers use extempore as a technique to access creativity, structured thinking and communication.

The Personal Interview section helps you prepare your introduction, your responses to HR/ behavioral questions and provides you valuable inputs on the right attire, hygiene and communication during the interview

Candidate's Performance in a Personal Interview is a reflection of candidate's preparation on parameters like CV, HR Questions, Behavioral Questions, Case based questions, Guesstimate questions and domain/technical questions



Highlights of the Personal Interview section



LEARN HOW TO COMMUNICATE DURING AN INTERVEIW

Face-to-fact Interview, Telephonic Interview, Video Interview

LEARN ABOUT INTERVIEW ESSENTIALS

Mental Preparation, Body Language, Etiquette, Attire, Personal Hygiene and Time management

LEARN THE ART OF RAPPORT BUILDING DURING AN INTERVIEW

Learn about rapport building techniques like Properness, Intent, Explore common ground and Competence

LEARN HOW TO INTRODUCE YOURSELF

Learn how to make an impactful Self-Introduction based on FAB principle

GET ACCESS TO 100+ HR AND BEHAVIORAL QUESTIONS WITH SUGGESTED ANSWERS

Learn how to use STAR technique to answer behavioral questions

GET ACCESS TO 15000 + TECHNICAL/ DOMAIN FAQs WITH ANSWERS

Engineering (6500), Management (1900), Humanities (3000), Science (2200), Healthcare (750), Commerce (300), Law (150), Hotel Management (250) and Journalism & Mass Communication (200)









One-on-one Meeting



Only with Placement PREP Program PLUS

45 MINUTES of mentoring session by an expert, with incisive experience in Corporate and Academia at leadership roles, covering the following:

CURRICULUM VITAE (CV) REVIEW AND FEEDBACK FOR IMPROVEMENT

HOW TO MENTION WORK
EXPERIENCE, INTERNSHIPS, LIVE
PROJECTS, TOOLS, CERTIFICATIONS,
POSITIONS OF RESPONSIBILITIES
HELD AND ACCOMPLISHMENTS ON
THE CV

INTRODUCTION REVIEW AND FEEDBACK FOR IMPROVEMENT

HOW TO ANSWER KEY HR QUESTIONS?

HOW TO ANSWER BEHAVIORAL QUESTIONS?

ATTIRE TIPS FOR THE INTERVIEW

HOW TO PREPARE FOR DOMAIN/ TECHNICAL QUESTIONS?

HYGIENE TIPS FOR THE INTERVIEW

VERBAL & NON-VERBAL

COMMUNICATION TIPS FOR THE
INTERVIEW

QUESTIONS THAT CAN BE ASKED BY THE INTERVIEWEE DURING THE INTERVIEW

ONE-ON-ONE WILL BE A RECORDED
SESSION. RECORDING AND A
FEEDBACK REPORT WILL BE SHARED
AT THE END OF ONE-ON-ONE





Mock Interview

Only with Placement PREP Program PLUS



Mock Interview is A 45 MINUTE EMULATION OF A JOB INTERVIEW with an expert having rich Corporate and Academia experience. The purpose of Mock Interview is to help the candidate understand what is expected out of him/ her during a real job interview and how performance can be improvised.





Highlights of the Mock Interview section



EVALUATION AND FEEDBACK ON CURRICULUM VITAE

EVALUATION AND FEEDBACK ON SELF-INTRODUCTION

DETAILED EVALUATION OF PERSONALITY

Evaluation of Communication – Verbal and Non-verbal, Confidence, Presence of mind, Thought speed, Honesty, Problem Solving abilities, Process Orientation, Creativity and Teamwork

EVALUATION OF RESPONSES WITH FEEDBACK

Evaluation of answers to HR, Behavioral and Technical questions followed by feedback

INTERVIEW ASSESSMENT SCORE SHEET

Candidate gets an Interview Assessment Score Sheet giving the candidate a feedback on his or her performance in HR, Behavioral and Technical round.

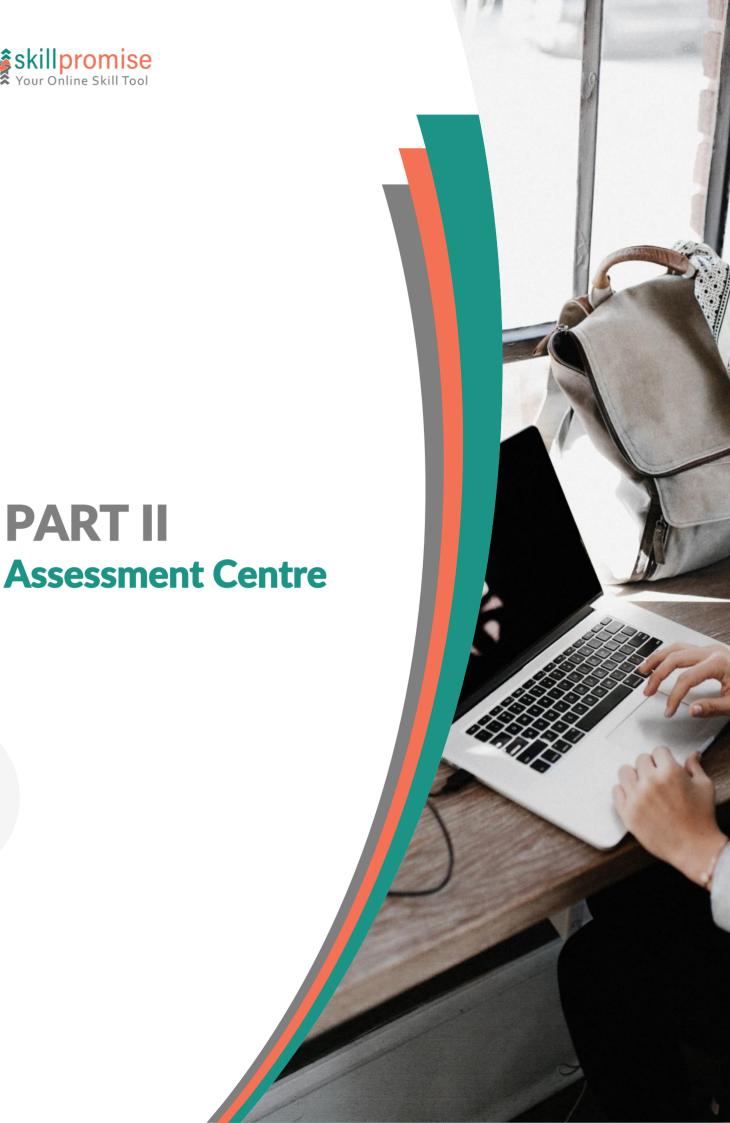
GUESSTIMATE ANALYSIS IN THE MOCK INTERVIEW

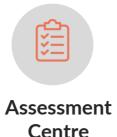
Student will be given a guesstimate problem to solve. Duration of this activity will be 10 minutes





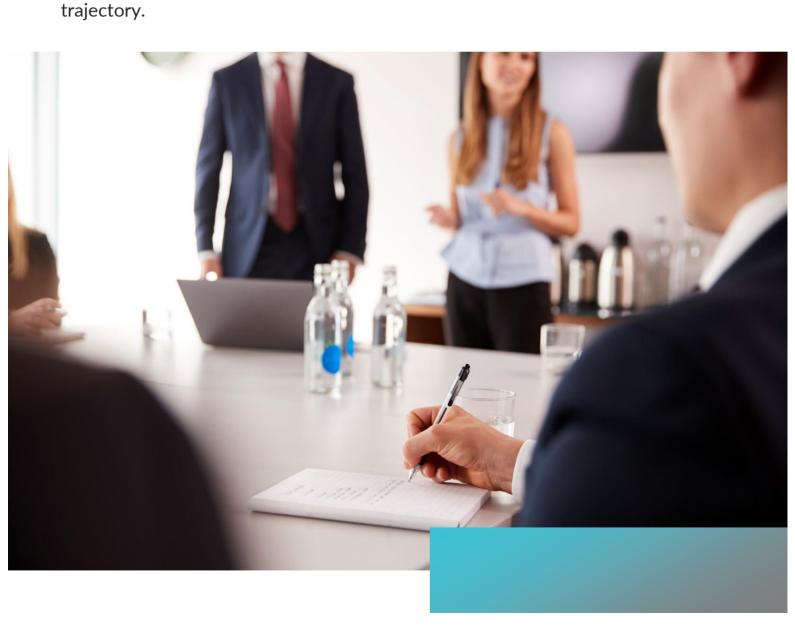






Assessment Centre

The Assessment Centre stands as an advanced and integrated system that fuses the processes of learning and assessment into a single, fluid experience. This ensures that evaluations are not peripheral but are central to the educational journey, on par with the instructional content. The assessment framework is divided into two main streams: Aptitude Assessment and Domain Assessment. Each stream is further divided, offering both Pre-Assessment and Post-Assessment stages, which provide a thorough analysis of a student's learning





PART III
Dashboard





Dashboard

Dashboard

A **Dashboard** serves as a sophisticated Information Management Tool, meticulously designed to enhance your understanding and tracking of personal progress, particularly useful for those navigating the placement process. It offers a comprehensive analytics suite that dissects the assessments you've taken, providing not just an overall score but also a detailed graphical breakdown. This visual representation extends across various topics, allowing you to pinpoint exactly where your strengths and weaknesses lie. It's not just about the scores; the dashboard illuminates areas of proficiency and those needing improvement, enabling a targeted approach to learning and development.









Resource Centre

Resource Centre

The **Resource center** is a meticulously curated platform designed to equip you with the tools, techniques, and insights to stand out in the competitive job market. The Following are the Resource Center Modules:

Student SOP and Professional Career Statement Guide



An SOP can make or break your application for higher studies. It's your chance to tell your story, your aspirations, and why you're the perfect fit. A professional Career Statement is a concise and focused declaration that outlines an individual's career direction and goals. Our module on SOP guides you in understanding the nuances of effective SOP writing. From understanding the audience to structuring your narrative and refining your language, we ensure that your SOP resonates with its readers and leaves a lasting impact.

Extempore Excellence: Strategies for Success



The ability to think on your feet and articulate thoughts spontaneously is a skill highly valued in the corporate world. Whether it's during interviews, meetings, or presentations, extempore skills can set you apart. Our module delves into techniques to calm nerves, structure thoughts on-the-go, and deliver with confidence. With practical exercises and expert tips, you'll learn to navigate unexpected questions with ease.

How to score in Essay Writing or Writing Ability Test (WAT)?



Essays are a powerful medium to express thoughts, opinions, and knowledge. Whether you're applying for jobs, higher studies, writing for publications, or drafting reports, the ability to write clear, concise, and impactful essays is invaluable. This module breaks down the essay-writing process, from understanding the topic and researching to structuring and refining your drafts. With a blend of theory and practice, you'll master the art of penning compelling essays.

Crafting a High-Impact LinkedIn Profile



In the digital age, your online presence speaks volumes. LinkedIn, being the premier professional networking platform, is often the first point of contact between you and potential employers. Our module guides you step-by-step in creating a LinkedIn profile that not only showcases your qualifications but also tells your unique professional story. From choosing the right profile picture to writing compelling summaries and endorsements, we ensure that your profile grabs attention and leaves an indelible impression.



PART V Blog





Blog

Blog

The **Blog** gives **you** access to informative articles from the following topics:

- Communication
- Customer Service
- Employability
- Finance
- Health
- Lifestyle
- Managerial Skills
- Personal Productivity
- Selling Skills
- Philosophy

These are **INTERACTIVE BLOGS** that allow you to share your opinion and give your inputs on the articles. Blogs are designed with an objective of developing your skills and personality. Also, information in the blogs can help you present yourself better in an interview





PART VI Newsletter





Newsletter

Newsletter

Learn new skills with Skillpromise email Newsletter every month and get your free downloadable **Art of Building Credibility eBook** when you subscribe to Skillpromise Newsletter. Following are the contents of the newsletter:

- √ A career skill article
- ✓ An Employability article
- ✓ An Industry Profile
- ✓ Expert opinions from Academic and Corporate world
- ✓ A Lifestyle Article
- ✓ Information about our new programs and initiatives



Signup for our free email newsletter and get our ART OF BUILDING CREDIBILITY e-Book FREE as the Subscription bonus Name Email SUBSCRIBE Privacy Policy Signup for our free email newsletter and get our ART OF BUILDING CREDIBILITY e-Book FREE as the Subscription bonus Art of Building Credibility eBook

We respect your data privacy and right to unsubscribe. Read our Privacy Policy.











Why Choose Placement PREP Program?

CONVENIENCE:

Placement PREP Program is a Self-Paced, Online Program. You can complete the coaching material and assignments at your own pace, in the comfort of your home. This program is a great enabler in current pandemic situation

INFORMED DECISION MAKING:

Placement PREP Program will equip you with a clear picture about your Personality, Work Motivations, Future aspirations, Resources at hand and Action plans. In light of all this well researched information, you will be able to make informed decisions

EASY INFORMATION ACCESS:

Placement PREP Program will equip you with a clear picture about your Personality, Work Motivations, Future aspirations, Resources at hand and Action plans. In light of all this well researched information, you will be able to make informed decisions

ENHANCED CONFIDENCE LEVELS:

Placement PREP Program is a Self-Paced, Online Program. You can complete the coaching material and assignments at your own pace, in the comfort of your home. This program is a great enabler in situations like the corona pandemic

INSTANT RETURN ON LEARNING:

Placement PREP Program will enable you to use your learning immediately. As soon as you finish a section, you know the impact of your learnings on your future communication and behavior. This will enable you to make a course correction immediately

COMPREHENSIVENESS OF CONTENT:

Placement PREP Program will enable you to use your learning immediately. As soon as you finish a section, you know the impact of your learnings on your future communication and behavior. This will enable you to make a course correction immediately

PRIVACY:

Reflective learning in a classroom environment may make you uncomfortable as you won't like to share your values, skills, strengths or areas of improvement with everybody. You do not have to worry about all these things when you are taking the program online



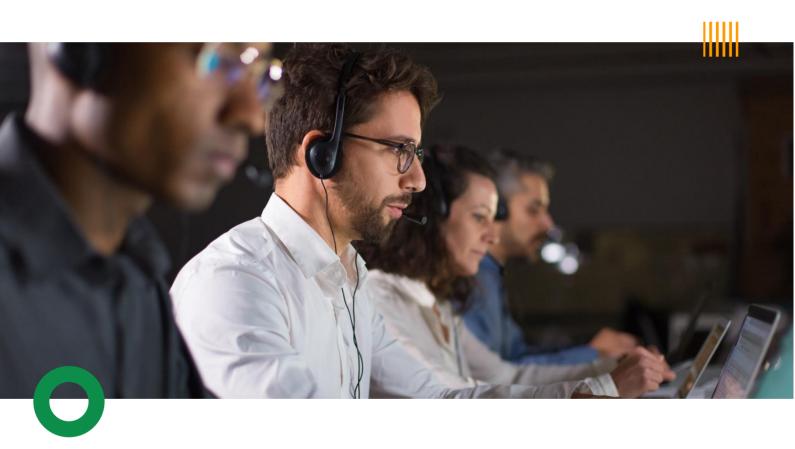
Contact Us



+91 98110 32026



vikas@skillpromise.com



© 2023 Sana Skillpromise Education Private Limited. All rights reserved.

Skillpromise is a registered trademark of Sana Skillpromise Education Private Limited Address: J – 7/123, Third Floor, Rajouri Garden, New Delhi – 110027

Company Identity Number U74999DL2017PTC322230

PAN Number AAZCS0922P