

About Ahmedabad Management Association (AMA)

A pioneer in the management movement in the country, Ahmedabad Management Association (AMA) has been charting new routes of excellence in the field of management, raising the bar every year with innovative programmes and a multi-dimensional approach to its educational, training and research initiatives. Established under the inspiring leadership of late Dr. Vikram A. Sarabhai and other professionals in 1956, AMA is an independent, non-profit, registered Charitable institution and a Society.

For its over 400 institutional and 2500 professional manager members and other entrepreneurs and businessmen, AMA has been providing a regular forum to interact and enrich knowledge and experiences in management through its various educational and professional activities.

About NEO-ED Knowledge Systems

NEO-ED Knowledge Systems, a division of TriGnosis Infotech Pvt. Ltd provides quality solutions in E-learning and knowledge management. At NEO-ED, our mission is to develop skills and implement processes that will help in improving employability and productivity. We have successful track record of providing high quality, practical solutions as part of our consulting assignments that involve developing strategies for implementing Information Technology like evaluation of information technology products, networking, internet based solutions. Our team has also undertaken several management consultancy assignments involving Strategic and Change Management.



B.H. Jajoo-AMA Centre for Entrepreneurship in IT

Soft Skill Foundation Course
Personality Development
(A Certificate Programme on
Empowering through e-Learning
An Innovative Initiative from AMA)

E-Learning

at Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Are you aspiring to be a Successful Professional?

Academic courses usually arm you with a strong foundation and technical (“hard”) skills. However, this alone is not sufficient for launching a successful professional career. In your quest for success in the corporate and professional world, you’ll need to complement your academic base by acquiring **Soft Skills** that empower you and accelerate your progress.

As part of its mission to offer high quality, innovative management development programs, AMA, in association with NEO-ED Knowledge Systems has launched *The Soft Skills Foundation Course*. This web-based e-Learning course has been designed to provide anytime, anywhere access to high-quality content developed by domain experts with decades of experience, and validated by reputed academics and industry professionals. The objective of the course is, to help individuals, through information and empowerment, to meet increasingly demanding industry expectations.

The Soft Skills Foundation Course

This powerful e-learning package consists of four modules:

1. **Power of “One”** *explores motivation and the human touch*
2. **Communication** *examines, decodes and guides one through the intricacies of personal interactions*
3. **Discipline** *reveals how to effectively leverage task and time management*
4. **Interview Preparation** *contains essential techniques for the prospective job candidate*

To properly internalize the course contents, it is recommended that the participant allocate approximately 300 minutes (2 ½ hours) per week per topic. This would include the viewing of online content, and the offline exercises and activities in the Companion Book, that accompanies the course.

This e-Learning course is an investment for long term success. It has been designed to be self-paced and self-driven, and therefore, there are no tests of content comprehension. The exercises and activities in the accompanying Companion Book are intended to prompt self-improvement through self-examination, assessment and application.

Who Should Participate

Anyone who aspires to progress and succeed, by improving their effectiveness in their professional and personal lives, can go through the course.

Duration of the programme:

The programme has to be completed within one month of receipt of course material, with activation of access to the Foundation course.

Access for each topic is limited for eight hours over a period of one month.

During eight hours of access time for each topic participant can go through the contents as many times as possible.

The total access time that will be available to the participant will be 32 hours over a period of one month.

When participant has viewed all contents for entire set of four topics, it will be treated as successful completion

Fee:

Rs. 2000/- per participant. (The Cheque may please be drawn in the name of ‘Ahmedabad Management Association’).

Registration:

On receipt of registration details and participation fees, the office will send a folder containing, companion book, programme schedule, with user Id and password for commencing on-line self learning.

Participant will give self attested undertaking declaring completion of the programme.

On submission of such undertaking, a joint certificate will be awarded from AMA and NEO-ED Knowledge system.

Re-registration as fresh participant is possible on paying participation fee.

Please send your registration along with participation fee to:

Ahmedabad Management Association,
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015,
Phone: 079-26308601-06 • Fax: 26305692
E-mail: ama@amaindia.org • Website: www.amaindia.org



Please attach
two stamp-size
photographs

Certificate Programme on Personality Development

(Empowering through e-Learning
An Innovative Initiative from AMA)

APPLICATION FORM

Please complete the form and return to:
Ahmedabad Management Association,
Torrent-AMA Management Centre, Core-AMA Management House
ATIRA Campus, Ahmedabad 380 015.
Ph: 079-32512847, 26308601, Fax: 26305692
E-mail: ama@amaindia.org; Website: www.amaindia.org

Name: _____

Age and Date of Birth: _____

Contact Address: _____

Pin Code: _____

Designation (in case of service): _____

Organisation: _____

Phone: (Office) _____ (Residence) _____

Email: _____ Mobile: _____

(Please attach extra sheets if necessary)

Qualifications: _____

Experience, if any: _____

Date: _____

Signature



Registration: Terms & Conditions

Terms of Use

- Upon activation of Login ID, I will be able to access online course content for one month (or an aggregate viewing time of 32 hours, whichever occurs first).
- The Login ID issued to me upon registration for the E-Learning course is exclusive to me and is not to be transferred to, shared with, or used by, any other person(s).
- The instructional content of the E-Learning course, including the web-based content and printed supporting documents and work material, is for my exclusive use during the operational period of the Login ID, and is not to be shared, transmitted, published, copied or duplicated in any form, by using any method whatsoever.
- Unless expressly permitted, I will not download online documents or media, or reproduce or print, either in entirety or in any part thereof.
- I will not (solely or collectively with others) republish, redistribute, post, broadcast, or transmit the e-Learning contents, documents or media, whether physical or online, to any other person by using any means whatsoever, electronic or otherwise.
- I will not (solely or collectively with others) alter, copy, or create derivative works of any of the e-Learning content in any manner or by using any method whatsoever.

I accept,

Place

Date

Signature

(p.t.o.)