



CAREER LAUNCHER

MBA – Round II

Testimonial*

- **Sushovan Nayak, IIM PGDM**

The best thing here is that each student is given personal attention and made aware of his / her weaknesses and steps are taken to correct them. The workshops, mock interview and the classes on current affairs have done a world of good to my confidence. The institute also provided me an opportunity to interact with various alumni of all the IIMs and understand the needs of the interviewers at various B Schools.

*On our PEP Program

Testimonial*

- **Sumanth P, IIM PGDM**

The faculty has the charisma to motivate and change anyone for good. The program has had a great impact in my life – it honed my interview skills and more importantly created lot of confidence in me. The faculty here have not just been my teachers, they have also been my mentors.

*On our PEP Program

Testimonial*

- **Jai Deepak, IIM PGDM**

The amazing thing about the faculty is here is that they are aware of even the finest details of each student. They are also every encouraging, motivating and together they function as one unit in identifying your strengths and weaknesses and working on them on a case by case basis and not one size fits all model.

*On our PEP Program

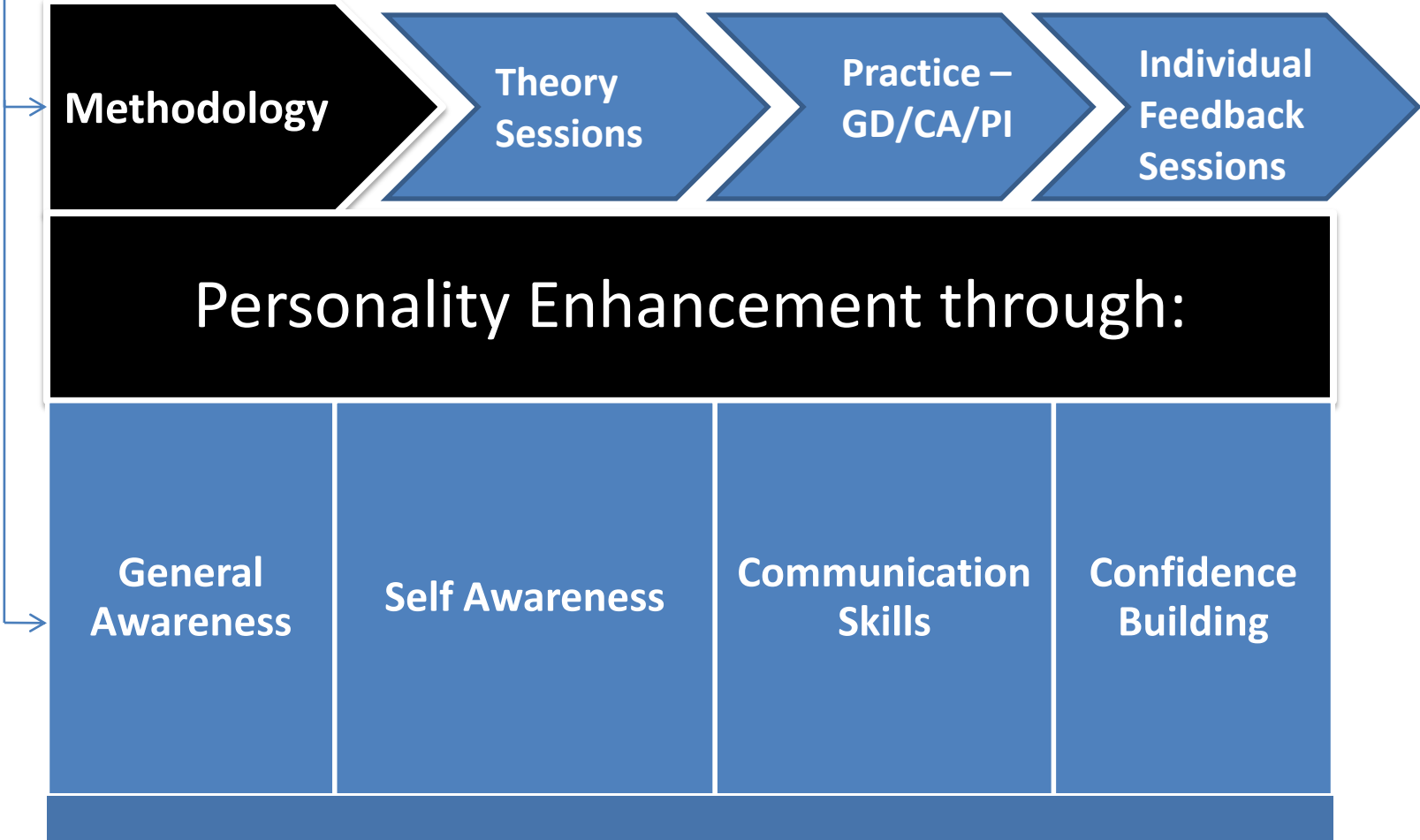
Testimonial*

- **Prathiba R, SP Jain**

Conduira taught me the major principles of success. The program was beyond comprehension. Counseling and mentorship from people who have not only excellent credentials but unquestionable industry experience; training in a highly competitive and rigorous environment was more than I could ask for. I attribute my fast paced growth to the skills I picked up during my training here – an experience that I would cherish for life.

*On our PEP Program

MBA: Round II



Mohamed Abdullah

MBA -MDI Gurgaon

Worked with PFC and CRISIL

Deepti Abdullah

MBA -MDI Gurgaon

Worked with RPG Group

EXPERT FACULTY

100% Success Rate till date
on all MBA Round II

Rama Sasank

IIT Hyderabad, MBA -IIM Calcutta

Worked with ITC

Aditya Lanka

MBA -IIM Calcutta

Worked with Bloomberg, US

Round II

- **What is Personality?**

Knowledge

B School expects the prospective students to be “Jack of all”. That is because unlike Engineering and Degree, MBA are “generalists”

- General Awareness
- Coverage is extensive and exhaustive – especially for any Top B School

Ability to “Show Off” the knowledge

These are measured in Two ways – Communication Skills and Confidence. Various tools are used by the B School to test these.

- Group Discussion
- Presentation Skills
- Extempore
- Case Analysis

Confidence is captured by BODY LANGUAGE

Program Coverage: Knowledge Front



Economy Related



Current Affairs



General Knowledge



Others

Economy Related Topics

1	Basics of Micro Economics	<p>As an MBA aspirant you are expected to know how economy affects business. Further MBA schools have shown an inclination to various economic theories like Keynesian, Neoclassical etc., during the interviews. Keynesian Theory has come to fore also on account of the economic policies being followed by Obama administration and other economies including those of India and Japan. An understanding of these theories and linkage with the developments in Indian policies – as reflected by the Monetary and Fiscal Policy becomes important.</p>
2	Macro Economy and Theories of Economics	
3	Indian Economy: Till 1991	
4	Indian Economy: From 1991 till date	
5	Indian Trade (with emphasis on post liberalization era)	
6	Currency Market: Fluctuations	
7	Global Economy in 2008-2009 (US and European emphasis)	
8	Indian Monetary System	
9	Theory of Monetary and Fiscal Policy	
10	Monetary Policy (2009-10)	
11	Indian Budget (2009-10)	
12	Railway Budget (2009-10)	
13	Sectorial Review: Agriculture and Allied*	
14	Sectorial Review: General Manufacturing*	
15	Sectorial Review: Services*	
16	Sectorial Review: Iron and Steel & Cement*	
17	Sectorial Review: IT & ITES*	
18	Sectorial Review: Telecommunication*	
19	Sectorial Review: Power Sector*	
20	Sectorial Review: Tourism*	
		<p>*Sectorial review also includes an understanding of the Government Policies</p>

Current Affairs

1	Current Affair: March 2009-June 2009	General Awareness is tested in multiple ways - understanding of the local, national and global developments and linking with the theory is an important skill set being checked by the MBA Schools.
2	Current Affair: July 2009 -Sep 2009	
3	Current Affair: Oct 2009-till date	
4	Important Personalities: Business	
5	Important Women in News and in Business	
6	Important Personalities: History and Politics	
7	General Elections and Issues	
8	AP State Level Politics	
9	Who is Who (National, International and Regional)	
10	Controversies - Background and Views	Topical issues – those related to environment, security and nuclear proliferation have become important points of debate and discussion.
11	Economic Blocks and India - ASEAN, G8/G20, NATO	
12	Foreign Affairs: Pakistan, Afghanistan, Taliban, Iraq, Iran issues	
13	Nuclear Energy	
14	Environmental issues	
15	Sports: Issues and Controversies	
16	Security Issues: Terrorism, Maoists	
17	Disaster Management	

General Knowledge

1	Andhra Pradesh: History, Culture and Economy	Are you aware of your city and state? A global leader of tomorrow is expected to first know his or her backyard!
2	Visakhapatnam: History, Culture and Economy	
3	Review of Movies in 2009	
4	All major Award winners in 2009-10	
5	Book Review	You are expected to know about Management Books – how do you otherwise show your interest in the field of Management?
6	Topics covering the Engineering Areas - Telecommunication & Quality Management	

Others Areas

1	Company Review: IT Companies	These are micro issues that you are expected to talk about. These become important more from the perspective of the Group Discussion and Case Analysis.
2	Company Review: Satyam Mahindra	
3	Company Review: Oil related - upstream and downstream	
4	Stock Market: Basics	
5	Stock Market: Understanding through Simulated Stock Game	
6	Management: General Jargons	
7	Overview of Management Related Topics - Finance, Marketing, HR	
8	Industry Watch - One company from every major sector	
9	Analysis of Advertisements	

Program Coverage: Confidence Front



Group Discussions / Case Analysis



Video Recording and Personalized Feedback



Profile Building & Personal Interview



Mentorship from leading Top 10 B School graduates **(Not for a day or two – but for the whole program)**



Take a more
confident step
towards your goal –
something you have
worked so hard for.

Register Now