



Campus to corporate

Preparing students not just to get their first job, but to succeed once they get there.

From Placement-Ready to Workplace-Ready

Your grades get you into the room. How you communicate, carry yourself, and connect with the people in it determines what happens next.

Concordia's **Campus to Corporate** programme is a comprehensive employability and placement-readiness intervention for final-year Engineering, MBA and other undergraduate students.

Who is it for?

- Final-year Engineering students
- MBA students
- Undergraduate students
- Students preparing for campus placements
- Students preparing for internships and their first professional role

Recommended Duration

40–60 hours, customisable to institutional requirements.

MODULE 1

ART OF COMMUNICATION & ARTICULATION

Speak with clarity. Influence with confidence.

Communication Foundations

- Communication process
- Verbal and non-verbal communication
- Communication barriers
- Professional etiquette
- First impression psychology
- Introducing self confidently
- Listening skills

Articulation Mastery

- Voice modulation
- Pronunciation
- Neutral accent
- Intonation and stress
- Clarity of speech
- Reducing mother-tongue influence

Vocabulary & Fluency

- Corporate vocabulary
- Power words
- Business expressions
- Connectors and transition words
- Professional phrases

Professional Communication

- Telephone etiquette
- Email writing
- Business messaging
- Professional introductions
- Elevator pitch

Outcome: Students communicate confidently, clearly and professionally.

MODULE 2

PUBLIC SPEAKING & EXECUTIVE PRESENCE

Develop the confidence to lead.

- Overcoming stage fear
- Building self-belief
- Handling nervousness
- Positive body language
- Executive presence
- Speech structure
- Storytelling
- Audience engagement
- Presentation skills
- Handling questions
- Extempore and JAM
- Impromptu speaking
- Persuasive communication
- Emotional intelligence in speaking
- Leadership communication

Outcome: Students present ideas with confidence and authority.

MODULE 3

INTERVIEW MASTERY & PLACEMENT READINESS

Master every stage of the hiring process.

Resume & LinkedIn

- ATS-friendly resumes
- LinkedIn profile optimisation
- Personal branding
- Achievement statements
- Professional portfolio

HR Interview Preparation

- Tell me about yourself
- Strengths and weaknesses
- Career goals
- Behavioural questions

- Salary discussions

Technical Interview Communication

- Structuring technical answers
- Explaining projects
- Communicating complex ideas simply
- Problem-solving frameworks
- Confidence under pressure

Group Discussions

- Types of GDs
- Initiating discussions
- Building arguments
- Listening skills
- Conflict management

Mock Interviews

- HR mock interviews
- Technical mock interviews
- Stress interviews
- Panel interviews
- Personalised feedback

Outcome: Students become placement-ready with polished interview skills.

MODULE 4

CORPORATE READINESS & WORKPLACE EXCELLENCE

Transition smoothly from campus to corporate.

Workplace Readiness

- Corporate behaviour
- Office ethics
- Professional grooming

- Time management
- Workplace discipline

Team Collaboration

- Team building
- Collaboration
- Conflict resolution
- Giving and receiving feedback
- Cross-functional communication

Critical Thinking & Problem Solving

- Decision-making
- Root cause analysis
- Analytical thinking
- Creativity at work
- Innovation mindset

Emotional Intelligence

- Self-awareness
- Self-regulation
- Empathy
- Workplace relationships
- Stress management

Leadership Essentials

- Ownership mindset
- Accountability
- Delegation basics
- Leading without authority
- Professional integrity

Outcome: Students demonstrate professionalism, ownership, and workplace adaptability.

MODULE 5

CAREER ACCELERATION & FUTURE SKILLS

Build a career that grows beyond your first job.

Career Planning

- Goal setting
- Career mapping
- Continuous learning
- Personal development plan
- Growth mindset

Networking & Personal Branding

- Networking strategies
- LinkedIn networking
- Professional relationships
- Digital reputation
- Personal brand story

Workplace Communication

- Client communication
- Meeting etiquette
- Business discussions
- Cross-cultural communication

AI & Digital Productivity

- Using AI responsibly at work
- Prompt-writing basics
- Productivity tools
- Digital collaboration platforms
- Professional online presence

Placement Success Lab

- Company-specific preparation
- Case discussions

- Aptitude and interview integration
- Final placement simulations
- Career success action plan

Outcome: Students develop future-ready capabilities to thrive in a competitive job market.

LEARNING THROUGH PRACTICE

The programme is highly experiential, allowing students to practice workplace situations rather than simply learn concepts.

Activities Include

- Mock HR and technical interviews
- Group discussions
- Extempore speaking
- JAM sessions
- Role plays
- Elevator pitch competitions
- Resume review clinics
- LinkedIn profile audits
- Business presentations
- Case study discussions
- Corporate email writing
- Networking simulations
- Team problem-solving challenges
- Personal branding workshops
- Placement bootcamps

PROGRAMME DELIVERABLES

Participants can receive:

- Placement-ready resume
- Optimised LinkedIn profile
- Professional elevator pitch
- Interview question bank
- Public speaking portfolio
- Presentation assessment report
- Personalised communication feedback
- Mock interview evaluation

- Corporate communication handbook
- Certificate of completion

MEASURABLE STUDENT OUTCOMES

By the end of the programme, students will be able to:

- Communicate confidently in interviews and workplace discussions.
- Deliver structured and persuasive presentations.
- Handle HR, technical and panel interviews.
- Participate effectively in group discussions.
- Build a professional personal brand.
- Demonstrate executive presence and emotional intelligence.
- Apply workplace etiquette and professional behaviour.
- Work effectively in teams.
- Approach problems with greater critical thinking.
- Use AI and digital tools responsibly.
- Demonstrate ownership, accountability and leadership potential.
- Transition more confidently from **campus to corporate**.

WHY CONCORDIA?

Concordia brings together **communication, confidence, employability and workplace readiness** in one integrated learning journey.

Rather than preparing students only for the placement interview, the programme prepares them for the larger transition:

CAMPUS → PLACEMENT → WORKPLACE → CAREER

CONCORDIA

We prepare people for their first opportunity — and for every opportunity that follows.