

## View from the Top

“ The fundamental role of education is to provide a holistic learning experience. The need of the hour is to develop students with enlightened minds, strong industry orientation and intense human values so that they are capable of creating organizations, and lead them towards making the world a better place to live in. We need a paradigm shift in how we look at knowledge and skills which can be used to transform the huge talent base into our competitive advantage. ”

### Rakesh Bharti Mittal

Vice Chairman & Managing Director  
**Bharti Enterprises** and  
Chairman  
**Centum Learning Limited**

“ We are living in extremely challenging times and globally not many companies have been able to recover fully from the aftermath of recession. Indian economy however continues to take the world by surprise by promising hope and recovery that is unprecedented. Retail, Telecom, Banking, Insurance are few of the highly growing sectors that will create thousands of job opportunities. It is to tap these opportunities, we at Centum Learning, are offering these industry oriented courses to make more and more people employable. ”

### Sanjeev Duggal

CEO & Executive Director  
**Centum Learning Limited** and  
Co-Chairman  
**FICCI Skill Development Forum**

## Distinguished luminaries from the **Bharti Group** grace interactive events at Centum Learning Centres



### Manoj Kohli

CEO (International) & Joint MD  
**Bharti Airtel Limited**

At the launch of the **Centum Vista 2009**,  
a Corporate Knowledge Series



### Inder Walia

Group Director - Human Resources  
**Bharti Enterprises**

At the launch of the **Academic Year 2009-2010**



### K. Shankar

Director - Human Resources  
**Bharti Airtel Limited**

At the launch of the **Academic Year 2008-2009**

## Learn from experts, work with leaders!

### Centum Learning Centres' alumni placed at:

- Bharti Airtel
- Bharti Axa Life Insurance
- Centum Learning Limited
- Shoppers Stop
- Religare Technova
- Reliance Communication
- Virgin Mobile
- IIJT Computer Education Ltd
- Club Mahindra
- Country Club
- Shelters
- Time Zone
- Angel Financial Advisors
- Vkalp Outsourcing Services
- Ava Merchandising
- India Infoline Limited
- Aiwa Placements
- Blue Consulting
- Future Generali

and many more...

### Centum Learning Centres' students interned at:

- Bharti Axa General Insurance
- Aditya Birla Group
- Shoppers Stop
- Centum Learning Limited
- Titan
- Eureka Forbes
- Spencer's
- Amul
- Tata Indicom
- Tata Sky
- Vishal Mega Mart
- Bharat Sanchar Nigam
- Pantaloon
- Next Retail India Ltd
- Hypercity
- More
- Satvik Trading Company
- Sarayu's Retail Mart
- TCL

and many more...



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## Corporate Speak

“ At the onset let me thank you and your team members in putting their hard work. We look forward to your support in sourcing more suitable profiles. ”

Manager - Human Resources  
**Bharti Airtel Limited**

“ The responsiveness and the rigor of follow-ups about candidate profiles are extremely good. The candidates are really good and up to the mark. ”

Manager - Human Resources  
**Club Mahindra**

“ Thanks for your kind support for sharing suitable candidates' profile on regularly basis. Looking forward to the same co-ordination in future too. I would like to thank your placement team for referring me students with great potential. ”

Manager - Talent Acquisition  
**Reliance Communication**

“ I am pleased to inform that we have decided to take few Centum Learning Centres' Students on board. These candidates would be playing a key role in developing the business and managing the operations of their respective centers. I would like to thank you for referring such quality candidates to us. I am confident they will deliver in the long run. I appreciate your cooperation and support and particularly your consistent follow up on this activity. ”

Regional Manager - Human Resources  
**Timezone Entertainment**

“ Students from Centum Learning Centres have great potential. They were very receptive to all the training programmes. The students are excellent in performing front line functions with our customers. I would like to give special thanks to the coordinator and students for their valuable inputs in our company. ”

Manager - Human Resources  
**Big Fix**

“ I would like to convey my sincere appreciation to Centum Learning for their excellent support in recruitment of our business development positions. The understanding of our needs was clear and they responded in timely & prompt manner. ”

We look forward to a long & mutually beneficial association with Centum Learning. ”

Director  
**Cormorant India**



A Bharti Associate Company

# One Year Diploma Programme

Telecommunications | Sales Management | Banking & Finance | Insurance



Earn Corporate Ready skills for a great career

Academic Collaborations:



[www.centumlearning.com](http://www.centumlearning.com)

## About Centum Learning Centres

Indian economy is breathing positively and indicators suggest that economy will witness 8-9% growth in next few years. While the world continues to battle the down-turn, Indian economy is vibrant and growing thus promising tremendous employment opportunities across multiple sectors. The service sector including banking & finance, insurance, retail, telecom, etc. has emerged as the largest and fastest-growing sector in the economy, making higher contributions to the output and employment in the country.

Towards this end, Centum Learning Limited\*, a Bharti Associate Company, has set up Centum Learning Centres to provide higher order employability skills and bridge the existing talent gap.

The most important aspect that makes the programmes from Centum Learning Centres unique is the distinctive design and content of the programmes' curriculum. The programmes are structured and taught in a way that aim at creating 'employable' youth who would be ready to respond to the dynamic requirements of the corporate world.

With its robust learning methodology, cutting edge courseware and best in class faculty, Centum Learning Centres aim at making a significant contribution in bridging the existing gap between the academia and requirements of the service sector. The industry oriented programmes also strive to ensure that the increasing share of service sector in the GDP of the country is accompanied by proportionate increase in the sector's share of national employment.

\* Centum Learning Limited is not a University under UGC and does not award diploma. Diploma is awarded directly from Annamalai University under distance learning mode.



## Why is Centum Learning Centre your right choice

- An Initiative of Centum Learning Limited, a **Bharti Associate Company**, to make students corporate ready
- **A recognised University Diploma** and Service sector-oriented **Professional Skills** to enhance employability
- Large student base in **Bharti Group Companies** endorses the quality & recognition of programmes
- Ease of studying programmes across India through a network of **130 Learning Centers in 90 cities**
- **100% Internship** opportunities at leading corporates for eligible students
- Industry oriented curriculum for providing maximum exposure of the corporate world
- An affordable tuition fees ranging from Rs. 20000 - Rs. 50000 per annum
- Improved confidence & self esteem with inbuilt *Personality Development for Career Launch* module

## Voice of Students

“ I liked the course Diploma in Telecommunications because it is being provided by Bharti Group, the leader in telecommunications. Through this course, I learned about telecom industry - how it works and gained knowledge of networking. Bharti is the kind of organization where the growth is unlimited. If my career starts from here, my future will be bright. ”



**Ajaya Kumar Pradhan**  
Centum Learning Center  
Behrampur

“ The course is basically designed for a fresher like me. I wanted to make my career in Telecom Sector and I believe this course will provide me with a much needed launching pad, that will take my career to greater heights. ”



**Sujata Patnaik**  
Centum Learning Center  
Bokaro

The growth of the service sector is playing a vital role in enhancing employment and economic progress of the country. To ensure skill development of the modern youth and enhance employability in the service sector, **Centum Learning Limited - a Bharti Associate Company, in collaboration with Annamalai University, conducts one-year Diploma programme.**

## Programme Curriculum

Duration: One Year

### Diploma in Telecommunication

1. Introduction to Telecommunication
2. Telecom Industry
3. Telecommunication Operations

### Diploma in Banking & Finance

1. Banking Practices and Analysis
2. Corporate Financing Strategy
3. Financial Markets

### Diploma in Sales Management

1. Sales and Sales Management
2. Sales Force Management
3. Channels of Distribution Management

### Diploma in Insurance

1. Fundamentals of Insurance
2. Principles of Insurance Law
3. Management of Insurance Operations

#### Eligibility Criteria

- Pass Pre-University / 10 + 2 or equivalent qualification from a recognised board

#### Admission Process

- Written test / UGAT score
- Personal interview
- Provisional admission based upon
  - Performance in written test and personal interview
  - Submission of necessary documents as per University requirements
  - Submission of appropriate fee for the programme

### Additional PERSONALITY DEVELOPMENT module at Zero Cost

In addition to one-year Diploma programme from Annamalai University, a module on soft skills, much needed for success in the service sector, will be conducted for developing a holistic personality. The module includes learning about Grooming, Etiquette, Leadership, Effective communication, Resume writing, Interview handling etc. Successful candidates will be certified on this module by Centum Learning Limited.

## Academic Council

Academic excellence cannot be achieved without intellectual diversity! The diversity of thoughts, opinions and ideas... Many luminaries from diverse fields joined hands to strengthen Centum Learning's academic prowess. The Academic Council comprising top-notch educationists and professionals, who would play a critical role in providing academic leadership.

**Sanjeev Duggal**  
CEO and Executive Director  
Centum Learning Limited

**Subhash Ghai**  
Noted Filmmaker & Chairman  
Mukta Arts

**Dr. Amir Ullah Khan**  
Dean & Director Research  
Bangalore Management  
Academy

**Dilip Cherian**  
Consulting Partner  
Perfect Relations

**Prof. Amit Basu**  
Carr P. Collins Chair in MIS  
Cox School of Business  
Southern Methodist University

**Sumantra Sen**  
Vice President  
Global Wealth Management  
Bank of America  
Fellow Researcher on  
Corporate Governance

**Prof. Surendra Prasad**  
Director  
IIT Delhi

**S. Srinivasan**  
CEO  
Kotak Realty Funds

**Prof. S. K. Khanna**  
Former Vice Chairman  
University Grants Commission  
and Chairman, AICTE  
Currently: Management  
Advisor, Jaypee Institute of  
Information Technology

**K. Shankar**  
Director - HR  
Bharti Airtel Limited

**Prof. K. K. Aggarwal**  
Retd. Vice Chancellor  
Guru Gobind Singh  
Indraprastha University

**Sandeep Dhar**  
CEO  
TESCO HSC

**Dr. B. S. Sahay**  
Director  
Management Development  
Institute

**Sanjeev Bikhchandani**  
CEO  
Naukri.com

**Dr. Savita Datta**  
Director  
Campus of Open Learning  
University of Delhi

**Ratan Jalan**  
CEO  
Erstwhile Apollo Health & Lifestyle  
Currently: Founder & Principal  
Consultant at Medium  
Healthcare Consulting Pvt. Ltd.

## Providing a winning edge to corporates

Centum Learning Centre is an initiative of Centum Learning, which has unparalleled experience in transforming business outcomes for many of the Fortune 500 companies:

**Bharti Airtel:** Launched corporate universities like Airtel Sales University, Enterprise University.

**Airtel Digital TV:** Encountered top-two box scores for Overall Customer Satisfaction at 100%

**Delhi International Airport:** Ranked 4th best airport in the World and also top ranked as the 'Best Improved Airport' in the Asia Pacific Region

**Bharti Retail:** Promoting inclusive growth by successfully sourcing and training people from diverse backgrounds.

**Bharti Walmart:** Established and managing the Bharti Walmart Training Centre to enhance employability.

**Maruti Suzuki:** Impacted over 12,000 employees across roles in areas related to Sales and Customer Service standards.