

## Press Release

### CYGNUS MANAGERIAL SKILLS CERTIFICATION PROGRAM INAUGURATED

Hyderabad , Aug 3, 2010

In order to bridge the skill gap between Industry requirements and the skill levels of fresh MBA students, Cygnus Business Consulting and Research (Cygnus) launched a Managerial Skill Certification (MSC) Programme, with the objective to make the students more employable and “industry-ready”, by imparting “hands-on” functional skills and soft skills, needed by the industry.

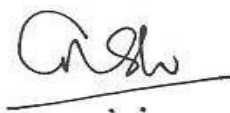
Mr O.R.S.Rao, Director of Cygnus, inaugurating the program, explained that this programme was designed on the basis of a survey conducted by Cygnus among a number of employers on their requirements and skill gaps, they noticed among fresh MBA's. Mr Pranay Kumar, Chief Manager, Cygnus explained that the program imparts hands-on skills in areas like Finance, Marketing and HR. Mr Ravi Kumar Agarwal, Co-Ordinator of the program, presenting the program outline, mentioned that every participant will be required to do four hands-on assignments under the guidance of experienced senior managers of Cygnus and present the same to the class. Besides, the students are also trained in systematic business analysis using Minto's Pyramidal principle and presentation skills (both oral and written). All students are evaluated for the assignments and the qualified students are awarded certificates.

The second module of four weeks focuses on specific functional skills, followed by Placement Facilitation, which covers Career Counselling, Interview Facing skills and Placement Assistance.

Mr Natish Kumar, Corporate Relations Manager of Cygnus highlighted that twenty seven students, pursuing or completed MBA from various reputed Universities are attending this program. Out of them, 20 students have come from out-locations like Bangalore, Bhopal, Guntur, Kanpur, Patna, Pune and Visakhapatnam and one student hails from East Africa. He added that over 4,000 MBA students got benefited by attending this program at Cygnus in the last 4 years.

Next MSC programme in Hyderabad will be held from September 1, 2010. Last date for registrations is August 27, 2010. Interested MBA students can contact Ms Madhavi at 040-23430203 to 205 (Extension 9) or Natish Kumar at 040-23430210 or 9394705831.

Cygnus Business Consulting and Research ([www.cygnusindia.com](http://www.cygnusindia.com)) is a global knowledge services organisation with its headquarters in Hyderabad and branch/regional offices in all major metros in India. Cygnus publishes a range of reports on Economies, Industries and Companies in India and overseas. Besides, Cygnus takes up business consulting projects for corporates, credit appraisals for banks and equity research projects for Investment Banks and large brokers. Currently, Cygnus has over 800 customers from India, Canada, Germany, Singapore, the UK and the US, in a range of sectors like Business Schools, Consulting Companies, Consulates, Banking, Financial Services, Insurance, Pharmaceutical, Energy, Logistics, IT and ITES/KPO. Renowned Universities and Business Schools like Hyderabad University, Gujarat University, Rajiv Gandhi University, Manipal University, IIMs, IITs, ISB, XLRI and NITIE subscribed to Cygnus products like Cygnus Knowledge Portal, Industry Insights and Industry Management Reports.



(O.R.S. Rao)

Director