



Books2Biz - Research Program

This unique program aims to aggrandize the research skills of a student of a university/college and provide them with virtual work experience, while still being at Campus. Students are given the opportunity to work online on projects by eminent corporates and organizations associated with us in domains such as Marketing, Finance and Insurance, International Business, Information Technology, Human Resource and Sports, to name a few. To improve the quality of research work, each student researcher is guided by a mentor and will be eligible to be awarded a certificate acknowledging their contribution and effort.

We have our own online platform (learning management system) to enable mentors and participants' interaction, discussion/feedback on research paper. By way of this platform we eliminate time bound nature of classroom based lectures and broaden the horizon of participants by giving them mentors from across the globe.

Benefits of the Program:

- A platform to further develop their skills and enhance talent. Students can hone their research and analytical skills under the guidance of an experienced mentor.
- Besides gainful utilization of spare time students can work towards enhancement of their CV.
- Students can use this program as a stepping stone to better their internship and career opportunities in the future.
- Students are eligible for certification upon successful completion of their project and top researchers may also qualify for scholarships from YSI.
- Educational institutions can combine innovation and practical out-of-classroom learning - two important aspects of modern learning.
- The program is flexible and can be easily adapted into any stream of education.
- Students can also use this program as a platform to build on their existing skills while they are yet studying to get the added work experience which will help them in the competitive job market and to enhance their employability.

Target Audience: Undergraduate and Postgraduate students

Duration: 8 - 12 weeks

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