



# 30

## VALUE ADDED PROGRAMS

*If you keep doing what you always did, You will keep getting what you always got*

*If you want something different, You have to do something different*



**B.Com  
(Holistic)**

**BBA**

**BCA**

## Value Added Programs (VAP)

VAP 1	Autobiography
VAP 2	Business Fest
VAP 3	Business Lexicon
VAP 4	Career Universe
VAP 5	Certificate Courses
VAP 6	Concept to Cash
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# **EVOLUTIONARY LEARNING ...**

## **the idea behind this curriculum/book**

In this book titled “30 Value Added Program” is spearheaded by the founders of TRANSCEND Group of Institutions and backed by industry experts and academicians. It is truly a testament to our commitment to holistic education. Every aspect of the curriculum is meticulously crafted to enrich a student’s resume. With numerous internship experiences and projects, students acquire a diverse skill set and real-world experience. In today’s competitive landscape, traditional undergraduate education is no longer sufficient; practical skills and experiences are paramount.

Each initiative under the 30 Value Added Programs serve a specific purpose. Whether teaching essential skills, instilling core values, or providing enriching experiences, every activity is designed to enhance one’s personality. These activities are mandatory for all degree students at TRANSCEND and are linked with internal assessments, impacting overall grades. By embracing experiential learning and prioritizing personal growth, we prepare students not just for academic success but also for fulfilling careers and meaningful lives beyond the classroom. At TRANSCEND, we believe in going above and beyond to ensure our students thrive in all aspects of life.

### **Every student walks away with**

**1**

**One International  
Certification from  
Toastmasters**

**5**

**Five Online  
Certifications**

**2**

**Two Social  
Service Experiences**

**6**

**Six Internship  
Experiences**

**3**

**Three Detailed  
Project Reports**

**7**

**Seven Certificates  
of Appreciation**

**4**

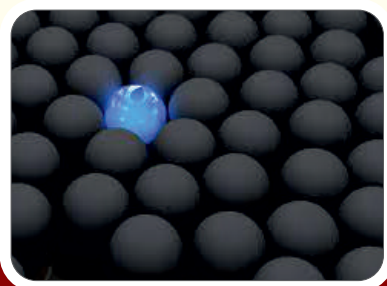
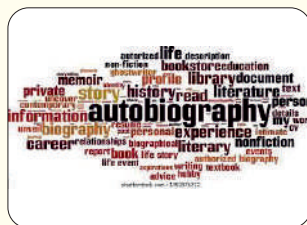
**Four Certificates of  
Project Completion**

**8**

**Multiple Real-Life  
Experiences**

## Autobiography

Students are tasked with creating an autobiography of 3 to 5 pages, delving into personal experiences, milestones, and challenges. They gather pertinent details, outline pivotal moments, and reflect on their journey. This project fosters self-awareness & critical reflection. By documenting their life stories, students gain insight into their growth, values, and aspirations. Additionally, it enables them to articulate their experiences effectively, contributing to their academic and personal development.



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## Business Fest

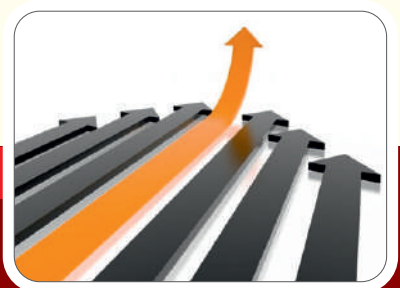


The inter college business fest, hosted by students of TRANSCEND, features events like Shark Tank, Best Manager, and JAM. Participating students immerse themselves in competitive scenarios, honing skills in innovation, leadership, and spontaneous communication. Through collaboration, strategic thinking, and networking, they gain practical insights into real-world business dynamics. This experiential learning opportunity fosters creativity, resilience, and teamwork, preparing students for the dynamic challenges of the corporate landscape.



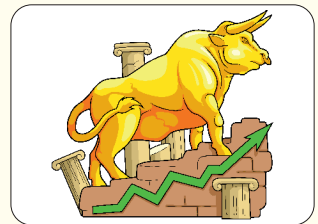
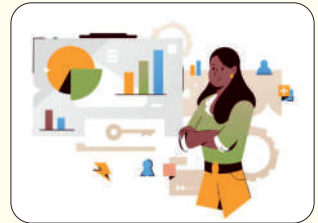
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## Business Lexicon

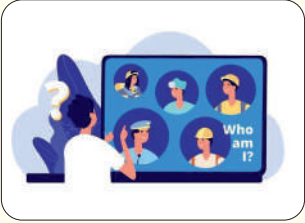
A comprehensive business lexicon comprising of 500 business phrases and jargon are provided to every student. Through lectures, discussions, and practical examples, they familiarize themselves with terms like "boot strap," "synergy," "market segmentation," etc enhancing their understanding of business concepts. This initiative aims to equip students with a robust vocabulary essential for navigating the complexities of the business world. By mastering industry-specific terminology, they develop effective communication skills and bolster their readiness for future career endeavours.



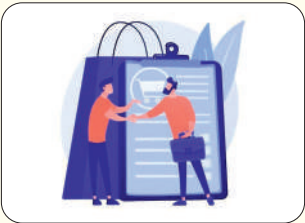
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## Career Universe

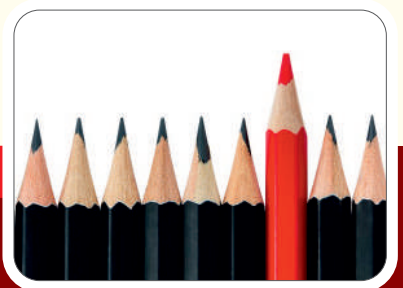


Career Universe is a unique initiative where industry experts share firsthand experiences about commerce careers. Students gain insights into roles like Influencer Marketing Manager, Customer Support Executive, and Sales Representative etc. Through real-life anecdotes, they understand job responsibilities, challenges, and daily routines. This firsthand knowledge equips students with practical understanding, guiding their career choices and enhancing their readiness for the professional world.



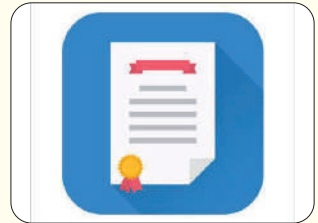
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## Certificate Courses

Students are required to complete at least one online certificate course each semester, selecting from platforms like Swayam, Udemy, Coursera, etc. Some students in the past have obtained certifications from prestigious institutions like Harvard Business School or University of Pennsylvania etc providing them an edge in interviews and higher education. This initiative encourages students to explore diverse opportunities before specializing, enriching their skill set and fostering a broader understanding of their prospective fields.



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## Concept to Cash

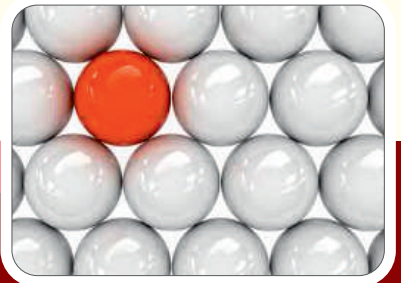


The "Concept to Cash" project challenges students to create a product within a limited budget, aiming for a 20% profit margin when selling to rank strangers. They surrender their wallet and mobile before being dropped-off at a concealed location for an unforgettable experience. This immersive experience fosters entrepreneurship, financial management, and communication skills. Students learn firsthand about product development, marketing strategies, risk assessment, and adaptability in real-world business scenarios.



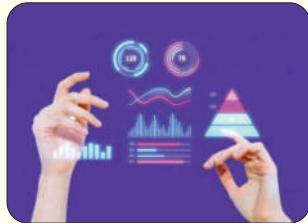
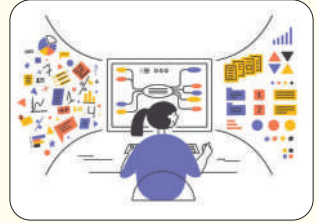
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## Digital Dexterity

The Digital Dexterity program equips students to master one computer literacy program each semester. The topics range from digital marketing, SAP FICO, tally, data analytics etc. Through hands-on training, students develop proficiency in diverse digital tools, enhancing problem-solving abilities, analytical skills, and adaptability in the tech-driven landscape. Upon passing a comprehensive test, students receive a certificate, validating their expertise and boosting their employability in the modern workspace.



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## Documentary Delight



The documentary group project tasks 4 to 5 students with creating a 10 to 15-minute film on a topic of their choice. A documentary is a non-fictional film depicting real-life events, issues, or people. Through this exercise, students learn research, interviewing, storytelling, and filmmaking skills. They gain hands-on experience in planning, filming, editing, and presenting, fostering teamwork, creativity, critical thinking, and communication abilities essential for effective storytelling and media production.



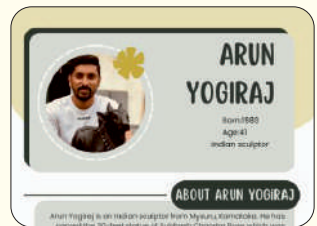
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## Faces of India

"Faces of India" engages students in a poster-making exercise celebrating diverse Indian personalities. Through this project, students explore cultural icons, historical figures, or contemporary influencers. They learn research skills, cultural appreciation, and artistic expression. Encouraged to showcase their creativity, students delve into the legacy and impact of their chosen personality, reflecting on their own connections and inspirations. This exercise fosters appreciation for Indian heritage while nurturing individual creativity and expression.



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## Founders Frolic



"Founders Frolic" immerses students in the world of entrepreneurship by living with an entrepreneur for a day. They analyse the entrepreneur's mindset, strategies, and decision-making process through interviews and observations, culminating in a comprehensive report. This project fosters insights into real-world business challenges, innovation, risk-taking, and resilience. By studying firsthand experiences, students gain valuable lessons in entrepreneurship, leadership, and strategic thinking, preparing them for future entrepreneurial endeavours.



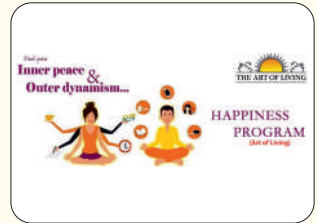
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## Happiness Program by AOL

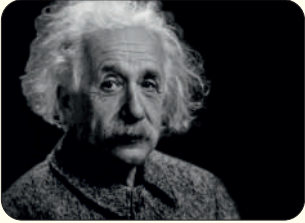
The Happiness Program by Art of Living, spanning 15 hours across 5 days at TRANSCEND Campus, offers meditation, yoga, pranayama, and life-enhancing principles. The highlight is the Sudarshan Kriya, a breathing technique, scientifically proven to boost physical and mental well-being. Participants learn techniques for stress relief, mindfulness, and holistic living, empowering them with tools to navigate life with resilience and joy. This immersive experience promotes overall wellness, fostering a happier and healthier lifestyle.



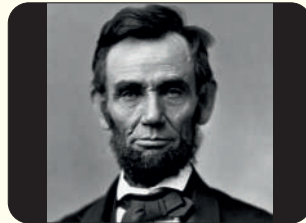
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## Iconic Impressions



"Iconic Impressions" requires students to create visually captivating digital posters honouring international figures with global impact. Using tools like Canva, they research and design an A-3 size posters showcasing the achievements and contributions of their chosen personality. This exercise fosters research skills, cultural awareness, and digital design proficiency. Moreover, students learn to communicate complex ideas visually, cultivating creativity, critical thinking, and appreciation for diverse global perspectives.



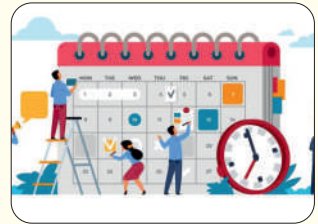
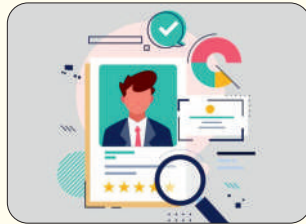
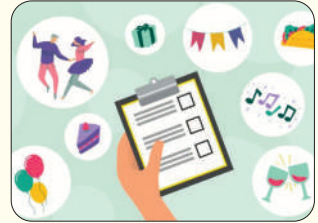
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## Independent Event Architect

The "Independent Event Architect" project tasks students with orchestrating an off-campus event involving 50+ participants, ensuring it doesn't involve TRANSCEND campus or students. Events can span parties, awareness campaigns, or educational sessions, lasting a minimum of 90 minutes. Students independently manage all aspects, from planning to execution, with the option to charge entry. This experience fosters event management, leadership, problem-solving, and communication skills, preparing students for diverse professional roles outside their comfort zone.

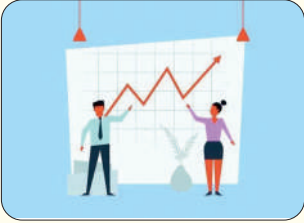


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## Innovation

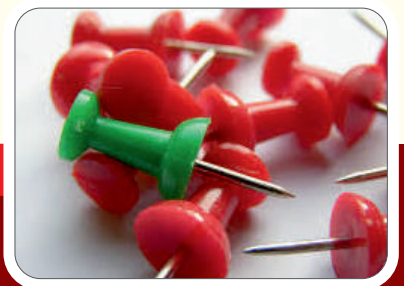


This project requires students to conduct in-depth market research, analyse findings, and present a scholarly paper on the selected topic. With a minimum of 4 pages, adhering to academic formatting guidelines, students delve into market-related subjects allowing for data collection through surveys or relevant research methods. Through this process, students learn research methodologies, data analysis, academic writing, and citation practices. Choosing topics wisely enhances critical thinking, problem-solving, and presentation skills, preparing students for rigorous academic and professional endeavours.



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## Leadership Laboratory Experience

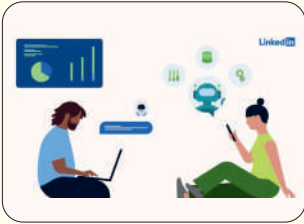
The Leadership Laboratory exercise entails students shadowing a manager for a full workday, facilitating a deeper understanding of management principles and honing observational skills. Through photos, quotes, and anecdotes, students create a presentation, supplementing it with a project report detailing the manager's background, daily activities, observed skills, and personal reflections. This hands-on experience bridges theoretical learning with practical application, preparing students for leadership roles across industries with a comprehensive understanding of managerial dynamics.



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## LinkedIn Master Class



In the LinkedIn Master Class, students delve into the power of business networking by creating and optimizing their profiles on LinkedIn. Through this workshop, they learn effective strategies for leveraging this platform to expand their professional networks and enhance career opportunities. By mastering the art of networking on LinkedIn, students gain practical skills in relationship-building, online presence management, and professional communication, equipping them for success in the modern business world.



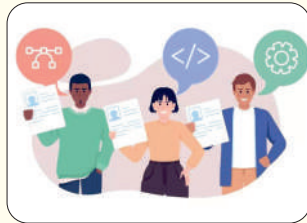
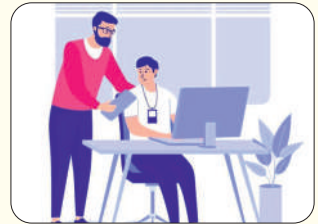
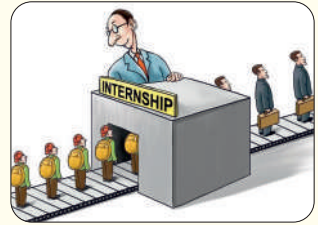
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## Mandatory Internship

At TRANSCEND, each semester includes a compulsory 120-hour internship, a distinctive feature among degree colleges. Students engage in various industries to discern career interests, fostering crucial experiential learning. Accountability is maintained through internship logbooks and intermittent VIVAs. While students are responsible for securing their internships, campus selections occur within the initial two weeks of each semester. Submission of an internship report at the end ensures comprehensive learning and professional growth.



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## Monitise Your Skill



In this group project, participants must leverage their innate abilities to convince strangers to contribute at least Rs. 300 per person, without any access to gadgets, products, or funds. They may undertake tasks such as data entry, poster design, or stocktaking. "Monetise Your Skill" fosters the development of persuasion, salesmanship, confidence, and creativity. Participants culminate their experiences and strategies in a comprehensive report for presentation.



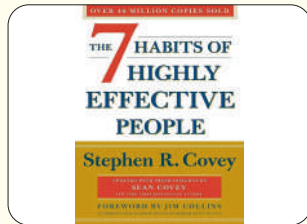
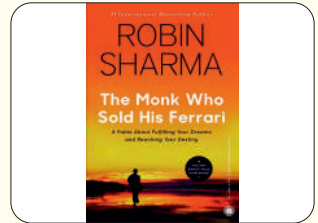
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## Novel Notions

"Novel Notions" is a book review exercise offering participants a choice from 7 books, including self-help titles like "7 Habits of Highly Effective People" and "The Monk Who Sold His Ferrari." This initiative aims to revive the habit of reading among students. After reading, participants face a VIVA to discuss their learnings and implementations, fostering critical thinking and comprehension. Through this exercise, students enhance their knowledge, insights, and personal development.



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## Placement & Training

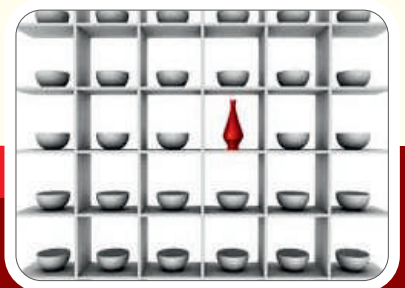


Campus placements at TRANSCEND are held in the final semester after a comprehensive placement training program for interested students where they learn interview skills and workplace etiquette. While each student gets to interview with 2 companies, securing a job offer rests on their initiative. Historically, the majority of our students secure job offers before completing their undergraduate studies, reflecting the success of our placement program in launching students into promising careers.



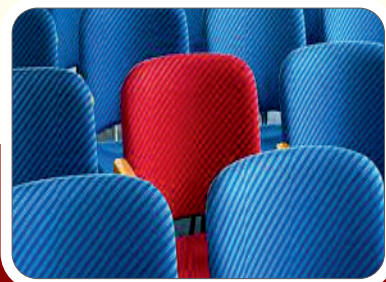
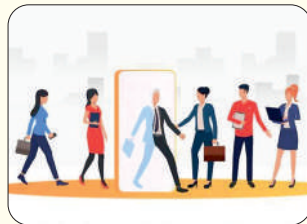
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## Reality Rap

Reality Rap, our current affairs session at TRANSCEND, enlightens degree students on legal and political awareness. Staying updated in current affairs is paramount for a career in commerce. It fosters critical thinking, decision-making, and adaptability which are essential skills in today's dynamic business world. By understanding the legal and political landscape, students can navigate complexities, anticipate market trends, and make informed business decisions, ensuring success in their careers.



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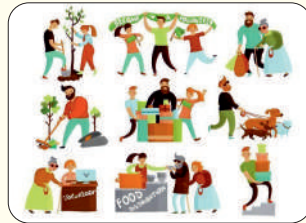
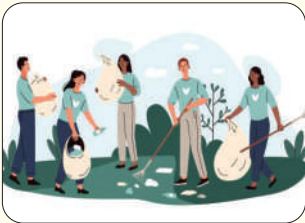
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## Ripple Effect



"Ripple Effect" is a community service project where groups of 6 to 8 members engage in social service initiatives, aiming to uplift the underprivileged or enhance the neighbourhood. This project emphasizes the importance of thinking beyond oneself for the greater good. Through presentations featuring pictures, videos, and impact assessments, participants showcase the transformative power of collective action in creating positive change and fostering a sense of responsibility towards the society at large.



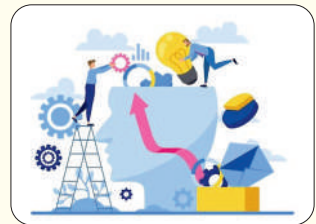
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## Soft Skill Training

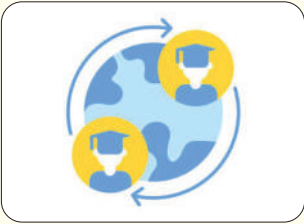
Soft skill training at TRANSCEND encompasses vital areas like team building, public speaking, time management, dressing etiquette etc. The modern era emphasises emotional intelligence over mere IQ. Focusing on attitude and skill development, these 90-minute workshops, led by corporate trainers and HR professionals, show that knowledge alone is insufficient in today's world. It equips students with essential competencies crucial for success in both professional and personal spheres.



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## Student Exchange Program

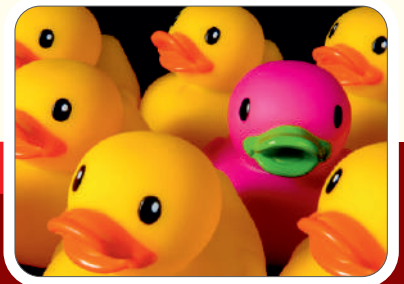


This enriching experience cultivates cultural insight, networking abilities, and independence. Participants garner insights into varied business methodologies, regional intricacies, and interpersonal interactions, equipping them for the global professional arena. Moreover, it enhances adaptability, resilience, and cross-cultural communication skills vital for corporate success. Exclusive to BBA students, this week-long exchange program within India offers invaluable experiential learning. Participants are responsible for covering travel and accommodation expenses.



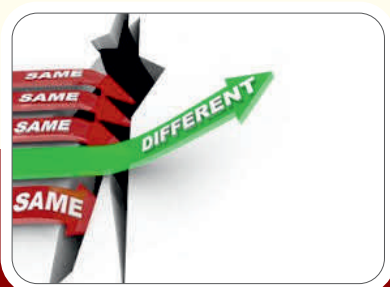
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## Subject Plus

The "Subject Plus" program diversifies learning by offering an extra subject outside the BU curriculum each semester, studied for a minimum of 15 hours. Led by subject experts, it concludes with an assessment for a graded certificate. Past topics include supply chain management, banking & financial services etc. This initiative broadens knowledge and skills, preparing students for diverse career opportunities. Different subjects are covered in different semesters, ensuring continuous academic enrichment and professional development.



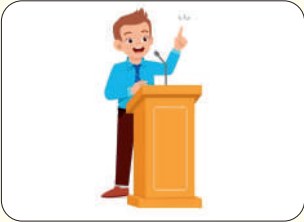
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## Toastmasters



At TRANSCEND students may choose to become members of Toastmasters, an international public speaking forum which helps cultivate effective communication, leadership, and networking skills. Members can serve as club officers in roles such as president, VP-education, Sergeant at Arms etc. Participants receive a certificate of completion and study materials from the US headquarters. This platform is vital for honing professional skills, empowering individuals to articulate ideas confidently, lead with authority, and build valuable connections.



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## Tour De La Market

The Tour De La Market project requires a group of 6 to 8 members to thoroughly research and analyse an assigned industry. Participants conduct fieldwork to gather data on market trends, consumer behaviour, and competitors. The project culminates in a detailed 6-page report containing comprehensive analysis, findings, and recommendations. This hands-on experience equips students with practical insights into industry dynamics, fostering critical thinking and strategic decision-making skills essential for future professional endeavours.



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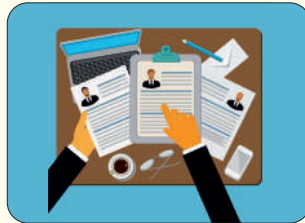
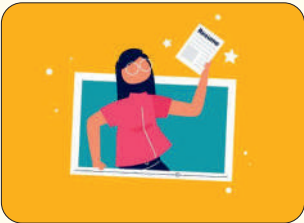
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## Visual CV



The Visual CV showcases a 90-second video of our student articulating their achievements, experiences, and interests, complementing a detailed resume which encapsulates their academic and professional accomplishments, certifications, and non-academic pursuits. The video provides a personalized touch, offering insights into the student's personality and communication skills. Together, they present a holistic view of the student's profile, enhancing their visibility and appeal to potential employers or academic institutions.



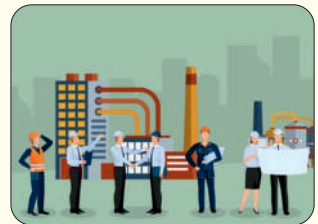
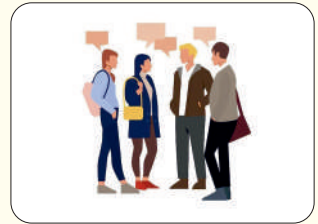
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## Voyage into Commerce

"Voyage into Commerce" requires a groups of 6 to 8 students to visit a manufacturing industry to analyse processes, technologies, and organizational structures. They conduct Interviews with industry personnel to capture their roles and perspectives which in turn enriches the project report and presentation. This firsthand exploration fosters practical understanding of industrial operations, technological advancements, and organizational dynamics, preparing students for future career endeavours in commerce and industry.



**TRANSCEND Is Different !!!**

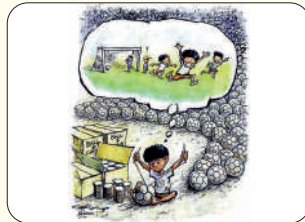
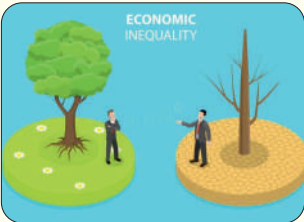
*Be one ABOVE the rest  
Not one AMONG the rest*



## Wage Warrior Experience



The Wage Warrior Experience entails students shadowing any below poverty line worker for a day. This may involve hawkers, delivery boys etc to understand their challenges and initiatives. This immersive experience fosters empathy, awareness of socioeconomic disparities, and appreciation for diverse livelihoods. By observing their thought processes and marketing strategies, students gain insights into resilience and resourcefulness. The presentations at the end must summarise one's learnings and experiences, enriching understanding of marginalized communities and inspiring social responsibility.



**TRANSCEND Is Different !!!**

*Be a MAKER of History  
Not a READER of History*



# CAMPUS IMAGES



# PRE-PRIMARY SCHOOL



The Pre-Primary Division of TRANSCEND, recognised by Government of Karnataka offers Kindergarten [LKG, UKG] and Montessori pedagogy of learning. Admissions are open throughout the year for children aged 2.5 years and above. However, children aged 3.5 years and above must opt for KG pedagogy unless previously exposed to Montessori.

- Montessori & Kindergarten [LKG, UKG]
- Special Focus on Gross & Fine Motor Skills
- Admission from 2.5yrs onwards
- Day Care Facility Available for 9yrs & Below
- Transport Facility Available

# SCHOOL



TRANSCEND School is affiliated to the CBSE board vide Affiliation No. 831086. The school integrates academic excellence with sports, music, art & entertainment. Admissions are open from 11th November every year for children aged 6 years and above.

- Limited Sections in Every Standard
- CBSE Curriculum
- Sports, Music, Art & Swimming Mandatory
- Day Care Facility Available for 9yrs & Below
- Transport Facility Available

# PU COLLEGE



Affiliated to Karnataka State Board, with College Code AS-821, TRANSCEND PU College offers Commerce & Science Education with a special focus on public speaking, personality development & computer literacy. Admissions are open from 11th November every year for students completing Std. X.

- COMMERCE Holistic Education
- Hostel Facility Available
- SCIENCE BASE Integration
- Transport Facility Available

**Combinations Available**

- ABMS** :Accountancy | Business Studies | Basic Mathematics | Statistics
- ABME** :Accountancy | Business Studies | Basic Mathematics | Economics
- ABSE** :Accountancy | Business Studies | Statistics | Economics
- ABECs** :Accountancy | Business Studies | Economics | Computer Science
- PCMB** :Physics | Chemistry | Mathematics | Biology
- PCMCS** :Physics | Chemistry | Mathematics | Computer Science

**Language:** Kannada / Hindi / Sanskrit / French

# DEGREE COLLEGE



TRANSCEND Degree Program, affiliated to Bangalore University, specialises in developing one's Attitude & Skills in addition to enhancing one's knowledge in the domain of Commerce. The primary focus is on getting ready physically & psychologically to face the fierce and competitive world.

- B.COM
- BBA
- BCA

HOSTEL FACILITY AVAILABLE



# TRANSCEND

Group of Institutions



**PRE-SCHOOL**  
(KG & Mont.)

**SCHOOL**  
(CBSE Curriculum)

**PU COLLEGE**  
(Commerce & Science)

**DEGREE COLLEGE**  
(Bangalore University)

## FACILITIES

30,000 sqft. Play Ground

Swimming Pool

4,200 sqft. Indoor Games Area

Indoor Badminton Courts

700 Seater Auditorium

Mini Theatre

Spacious Library

Meditation Room

Air-Conditioned Computer Lab

Synthetic Basketball Court

### Sports

Football | Basket Ball | Volley Ball  
Throw Ball | Kho Kho | Shotput  
Swimming | Badminton | Skating  
Cricket | Water Polo | Dodge Ball

### Indoor Games

Pool | Table Tennis | Air Hockey  
Fosse Ball | Othelo | Carrom  
Connect 4 | Scrabble | Twister  
Uno | Jenga | Chess



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[facebook.com/transcendgroupofinstitutions](https://facebook.com/transcendgroupofinstitutions)

GOOGLE MAP

