



**Loyola
College**



Department of B.Com Honours

Presents

Campus to Corporate
Mantra Workshop

speaker



Mr. Syed Ismail Zabiulla
Assistant Manager - Corporate
Relations & Placements, ISDC

18th February 2025

11.30 AM

Venue

LIAC Conference Hall

LOYOLA COLLEGE(AUTONOMOUS),CHENNAI-34
DEPARTMENT OF B.COM(HONOURS)

Report on the Workshop "From Campus to Corporate"

On 18th February , Syed Ismail Zabiulla's seminar "From Campus to Corporate" was a very informative and comprehensive guide for students venturing out of academia to the corporate world. The workshop was held between 11.130 to 1.15 pm in the LIAC conference hall. The session underscored the most critical aspects of career readiness, that to get a dream job is not necessarily all about technical knowledge. The speaker also laid emphasis on acquiring good communication skills, adaptability, and preparing a well-structured resume to create greater employability chances.

One of the main areas the seminar centered on was the need to create a professional and formatted resume. Zabiulla gave a presentation of "Novo Resume", an app designed to help individuals create good resumes. He provided detailed instructions on the content that should be included in a resume: proper and up-to-date contact information, academic background, a balanced mix of technical and non-technical skills, certifications, training, and practical experience like internships and projects. To make effective resumes, the presenter instructed students to incorporate action verbs and quantifiable achievements in an effort to present their contributions effectively. He stressed that brevity, clarity, and the inclusion of Key Result Areas (KRAs) are essential in a bid to write an interesting resume that will be able to catch the recruiter's eye.



Syed Ismail Zabiulla mentioned being a "purpose squirrel", that is, ensuring that every detail that is input into the resume has a specific purpose. The reason for this concept is that unnecessary or redundant information may dilute the impact of a resume. Every one of the paragraphs is to be of value and demonstrate the candidate's suitability for the position. The speaker went on to explain the two broad categories of skills that employers seek in a candidate.

Soft skills such as public speaking, negotiation, adaptability, problem-solving, team work, and leadership are no less important than technical skills because they too significantly contribute to the success of the job at workplace. Technical skills are sector-based skills that mark a candidate as competent to carry out activities proficiently. Technical expertise in specific areas of work increases career opportunities and job progression.

To provide actual insights, the seminar included an interactive session whereby students analyzed a job description. The exercise familiarized participants with how the recruiters evaluate the candidates' application based on the job-related skills and competencies. It also highlighted the importance of tailoring resumes based on job postings so that significant skills and experiences match what employers seek. Another valuable resource introduced during the session was Forage, a website that offers job simulations from leading global companies. This resource enables students to gain hands-on experience by undertaking real tasks, thereby enhancing their employability. Engaging in job simulations helps students understand industry demands, convert theoretical knowledge into practical applications, and gain a competitive edge in the job market.



The session was concluded with a power motivational message from Syed Ismail Zabiulla: "If not now, then when? If not you, then who?" It was an appeal to action, asking students to take positive steps towards their career development. The emphasis was on taking immediate action and building a strong resume, learning required skills, and gaining appropriate experience in order to shift into the corporate world successfully.

In conclusion, the seminar effectively bridged the gap between academia and corporate expectations. It provided students with a clear understanding of what employers seek and the necessary steps to position themselves for success. By emphasizing skill development, resume crafting, and practical experience, the session empowered attendees with the confidence and knowledge to take charge of their professional journeys. Students who apply these learnings will have a strong foundation for career success in the ever-evolving job market.