YOUNG SKILLED INDIA

MANAGEMENT CERTIFICATE COURSE (UNDER NEAT, AICTE SCHEME)

21st century highly employable skills | 6 Months

youngskilledindia.com

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ABOUT US

YoungSkilledIndia (YSIID Solutions Pvt. Ltd) is a **Govt. of India recognized Start-up** (Ministry of Commerce & Industry Reg. No.: **DIPP -1656**) & **Registered Skill Provider, by National Career Services** (Ministry of Labor & Employment - NCS ID: S12G76-1345509780378) & **graduated incubation from NCL- IIT BHU MCIIE, Varanasi.**

Having **MoU with AICTE (Ministry of Education) under Neat Scheme** for providing online live & Interactive classes for **"Management Certificate Course"** for Working Professionals & higher education students of all across India University & Colleges.

It's a National level Platform to **Improve the Productivity of Students & Employees**, also responsible for improving the **"NAAC" Accreditation score** of the Universities & Colleges through **Employability Skills, Professional Job Skills & capacity Building, Entrepreneurship & Startup initiatives** among the Students through **Networking & Skills Training**. To date, we have trained more than **12,000+ Employees & Students.**

Important Beneficiary: IIM Nagpur, IIM Bodh Gaya, IIT Delhi, for Internship, Cashpor Microfinance, JJ Plast Alloy Pvt. Ltd., Confidence Petroleum LTD, Oracle, Panasonic, Mahatma Gandhi Kashi Vidhyapith University (MoU), Arya Mahila PG College (MoU), Faculty of Physical Education, **BHU, Faculty of Commerce, BHU, Department of Economics, BHU**, CBC program for the School Students from Rotary Club, Mirzapur (MoU), also working closely with **University Employment Information & Guidance Bureau, BHU,** Trained Employees & students.

Segments Operating in Organizations - Corporate, MSMEs etc. **Professionals**-Professionals & Management Development Certificate Programs, **College Students** - University, Colleges etc., **KIDS & Parents Div** - Future Professional Skills for Kids & Parents, **Emotional Care Division** to care for the emotions of an Individual, Special Child & elders.

21+
CERTIFICATE COURSES
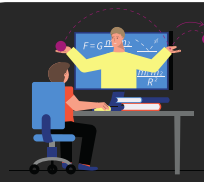
24+
TOP EXPERTS

12,000+
TRAINED CANDIDATES

PROGRAM HIGHLIGHTS

CERTIFICATION VALIDITY & VERIFICATION

- Product evaluated by AICTE under NEAT AICTE (Ministry of Education) Scheme.
- Valid for Life Time.
- The certificate will be available for the verification through AICTE digital Locker system only.
- Valid for India & Abroad as well.

PEDAGOGY

- Assignments
- Case Study
- Group Discussions
- Presentations
- Live Projects
- Live & Interactive Classes

AFFORDABLE COST

- A full-time MBA in any university would cost an average of 10-12 lakhs.
- Compared to that, Management Certificate Course will cost you less than 2% of that.

PRACTICAL LEARNING EXPERIENCE

- Become future-ready by mastering concepts through industry-relevant case studies, and projects.
- Get the knowledge and experience of Renowned Professors / Industry Experts.

CLASSES

- **Online Live & Interactive** with **max 30 students per batch,** through **Zoom / Google Meet**
- **Timings: 6:00 PM – 8:00 PM (Saturday – Sunday).**

ELECTIVES

- HR
- MARKETING
- FINANCIAL MANAGEMENT
- OPERATIONS & SCM
- DATA SCIENCE & ANALYTICS
- DIGITAL MARKETING
- YOGA LIFE COACHING
- EMOTIONAL CARE COACHING
And more

MODULE 1
CORE, Mandatory for All
(2 Months - 32 Hours)

PRINCIPLES OF MANAGEMENT

MARKETING BASICS

FINANCE BASICS

HR BASICS

BUSINESS STATISTICS

OPERATIONS MANAGEMENT BASICS

MANAGEMENT INFORMATION SYSTEMS

PROFESSIONAL & LIFE SKILLS

CV ,INTERVIEW & APPRAISAL

MODULE II
CHOOSE ONE SPECIALIZATION
(4 Months - 64 Hours)

MARKETING MANAGEMENT

HR MANAGEMENT

FINANCIAL MANAGEMENT

OPERATIONS & SCM

DIGITAL MARKETING MANAGEMENT

PROJECT MANAGEMENT (for Engineers)

EDUCATIONAL MANAGEMENT &

ADMINISTRATION (B.Ed./M.Ed.)

YOGA LIFE COACHING MANAGEMENT (HRM)

DATA SCIENCE & ANALYTICS

EMOTIONAL CARE COACHING (PSYCHOLOGY)

TOURISM & HOSPITALITY MANAGEMENT

ADVANCE GENERAL MANAGEMENT (for Managers)

FACULTY AND INDUSTRY
EXPERTS

Mr. Niraj Srivastava
Faculty-Professional & Life Skills

- Founder & CEO of YSI
- Have over fifteen years of rich experience in Fortune 500 companies like TATA, Nestle & SABMiller.
- An IIM Kolkata Alumni

Dr. Rekha Prasad
Faculty - OM & SCM

- She is an ex-professor for Operations and Supply Chain Management at BHU.
- She is an alumnus of IIT (Kharagpur) and BHU.
- Program Director at YSI for Management Certificate Course.

Mr. Sukumar Rangachari
Faculty - OM & SCM

- Business Mentor at IIMB, Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL).
- An alumnus of IIT, Kgp (E&EC) and IIMB.

Ms. Archna Khurana Sharma
Faculty - HR Management

- An alumnus of IIM Ahmedabad (HRM)
- Business Consultant to MSMEs
- Coaching
- Inspirational Speaker

Mr. Hardik Dixit
Faculty - HR Management

- HRBP at Panasonic Life Solutions
- Plant HR Manager at Indo Baijin Chemicals
- Manager - HR at Anchor Electrical Pvt.Ltd.

Yogini Kavitha Om Kumar
Faculty - Yoga Life Coaching

- Mtech, MA Yoga in Human Excellence
- PhD scholar (yoga)
- International Yoga Trainer RYT 500hours, YCB level 3 certified Yoga Teacher and Evaluator

Prof. (Dr.) Dilip Nandkeolyar
Faculty - Marketing

- Co- Chancellor at Commonwealth University| Director (Industry Research) and HoD (Marketing) at Universal Business School
- An alumnus of the Asian Institute of Management

Mr. Sourav Choudhury
Faculty - Marketing

- Associate Professor Of Marketing at N. L. Dalmia Institute of Management Studies and Research
- An alumnus of IIM Ahmedabad (AGMP)

Mr. Sanjay Sahai
Faculty - Finance

- Sanjay Sahai is a seasoned banker, who spent 29 years in one of the leading public sector banks in India.
- He also works as a consultant for banks and organizes training programmes for them.

Mr. Pinaki Dasgupta
Faculty - Digital Marketing

- 7+ years of experience in digital marketing as a mentor
- Social Media Expert
- PPC Expert
- Google Certified Professional

Dr. Usha Verma Srivastava
Faculty-Emotional Care Coaching

- She is a clinical psychologist with more than 17 years of experience, a RCI registered practitioner.
- She has received Amit Bhattachrya Bursary from EMDR Institute UK & Ireland, For EMDR level-1 training at EMDR Institute, London in 2005.

TESTIMONIALS

Ajit Kumar Yadav
(Management Certificate Course - SCM)
Engineer Planning - Panasonic

The course structure is innovative and provides practical knowledge with real-life examples. It boosts the communication and leadership skills of the students as well. The faculty are experienced with deep knowledge.

Sarvamangala A
(Management Certificate Course - HR)
Manager (Learning & Development) - Amrita Vishwa Vidhyapeetham

The course was very effective both in content and delivery. All the sessions were highly interactive. The practical life experience of the faculties helps us to understand things more easily,

Shruti Mishra
(Management Certificate Course - Finance)
B.Com - Banaras Hindu University

The course has the best combination of theory and practice. Basically, it focuses more on giving practical knowledge of the respective fields, which is a necessity for students to understand the corporate culture.

Aditi Jaiswal
(Management Certificate Course - Marketing)
Marketing and Sales Associate

On an honest note, this has been the best decision for my career as it helped me as an individual to imbibe theoretical knowledge with practical implications.

Meinum M Paron
(Management Course - Digital Marketing)
B.Com - Banaras Hindu University

It was a very nice experience as it gave me a platform to learn something new and interesting. The courses are very well structured and the faculty makes even the most difficult subject matter simpler and easy to understand

Vikas B Patel
(Management Certificate Course - SCM)
Senior Executive Stores - Panasonic

This is really a wonderful course for working professionals and students as well because they get to learn from experienced faculty and other working professionals.

MARKETING MANAGEMENT

INTRODUCTION

Marketing Knowledge Is Critical in Today's Growing Digital World
You learn How to Influence People's Decisions, and the ultimate approach to persuading people to follow your advice is to speak the truth.
Every business communication relies on direct marketing. This Marketing Course will help you to improve your communication skills. Marketing is an important step in growing your organisation and increasing revenue. Marketing efficiency can take a lifetime to attain, however, to consistently reduce expenses and increase profits.

OBJECTIVES

- To introduce the students to the principles of marketing through an analysis of real-world marketing issues
- To familiarize the students with a sound framework for identifying, analyzing, and solving marketing problems

UNIT 1
FUNDAMENTALS OF MARKETING MANAGEMENT

- An overview of Marketing
- The Marketing Environment
- Analyzing Consumer Markets and Business Markets
- Segmentation, Targeting and Positioning
- Marketing Research
- Product and Branding Concept
- Pricing Products
- Communicating Customer Value
- Marketing Channels and Supply Chain Management

UNIT 2
SALES & DISTRIBUTION MANAGEMENT

- Introduction to Sales Management
- Theories of selling
- Sales Process
- Personal Selling
- Negotiation Process

UNIT 3
INTEGRATED MARKETING COMMUNICATION

- Overview of Marketing Communications
- Understanding How Consumers Process Information
- Customer Decision-Making
- Setting IMC objectives
- IMC Budgets
- Creative Strategy
- Media planning and Strategy

UNIT 4
GO TO MARKET STRATEGY

- Defining Market
- Understanding the Business Environment
- Target Marketing
- Product Life Cycle
- SWOT Analysis
- CRM

UNIT 5
STRATEGIC BRAND MANAGEMENT

- Brands and Brand Management
- Customer-Based Brand Equity
- Brand Positioning and Values
- Creation of New Brand
- Designing Marketing Programs to Build Brand Equity
- Measurement and Management System
- New Products and Brand Extensions

UNIT 6
STRATEGIC MARKETING MANAGEMENT

- Introduction to Strategic Marketing Management
- Corporate Strategy vs Marketing Strategy
- Competitor Analysis
- Industry Analysis
- Product /Price/Channel decision
- Marketing Strategy

UNIT 7
RETAIL MANAGEMENT

- Introduction to Retailing
- Retail Formats and Theories
- Strategic Planning in Retailing
- Multi-Channel Retailing
- Retail site location strategies
- Retail Store Operation and Visual Merchandising
- Information System and Supply Chain Management

UNIT 8
FINANCIAL ASPECTS OF MARKETING

- Sales Revenue as an Integral Element of Cost Revenue
- Marketing Investment
- Pricing Policy Decision

UNIT 9
MARKETING METRICS, AUDIT & ANALYTICS BASIC

- Share metrics
- Margins and Profits
- Customer Profitability
- Online Metrics
- Marketing and Finance and Audit

HUMAN RESOURCE MANAGEMENT

INTRODUCTION

Human Resource Management is the heartbeat of any organization. This program prepares students for a career in industry and services. The programme facilitates learning modern concepts, techniques and best practices in the management of human resources and provides exposure to practical scenarios of Human resource management in organizations.

OBJECTIVES

- To create an awareness about the functioning, role and functions of the human resource department in the organization.
- To train the students in the application of Human resource management and development

CHAPTER 1
MANPOWER PLANNING AND IMPLEMENTATION

- Manpower planning (micro and macro level)
- Tools, methods and techniques
- Recruitment channels
- The life cycle of the recruitment process
- OKRs, Smart Goals.

CHAPTER 2
HUMAN RESOURCE ANALYTICS

- HR metrics
- Measuring specific impact
- HR as a strategic partner
- Decision Making with analytics

CHAPTER 3
PERFORMANCE MANAGEMENT SYSTEM

- Objectives of PMS
- Challenges of PMS
- Methods, tools and techniques of PMS
- Implications of performance appraisals
- Appraisal forms and formats

CHAPTER 4
LEARNING AND DEVELOPMENT INTERVENTION

- Human Resource Development
- Needs assessment
- Program design – incorporating learning principles
- Training effectiveness
- Moving from learning to performance

CHAPTER 5
MANAGING INDUSTRIAL RELATIONS

- Understanding Major laws
- Management of relationships (labour, Management and Trade Unions)
- Industrial relations in changing and emerging scenarios
- Various approaches

CHAPTER 6
MANAGING DIVERSITY AND INCLUSION

- Understanding the paradox of Diversity and Inclusion
- A deeper understanding of deeper biases in diversity management
- Dynamics of D&I
- Enhancing skills for effective diversity management

CHAPTER 7
STRATEGIC HRM

- New policy formulation and implementation
- Leadership building
- Corporate Ethics, values and SHRM
- Competencies of HR professionals in SHRM
- Evaluating the effectiveness of SHRM

CHAPTER 8
PAYROLL MANAGEMENT AND TAXATION

- Understanding taxation of salaries
- Exemptions in income tax and their rationale
- Fringe Benefits Tax and its implications on employer and employee
- Taxation of stock options
- Designing a tax-friendly compensation package.

Note: YSI, at its sole discretion, reserves the right to alter information, including but not limited to, modifying program availability, program structure, program curriculum at any time.

FINANCIAL MANAGEMENT

INTRODUCTION

Financial management, according to B.O.Wheeler, "includes those business activities associated with the acquisition and conservation of capital money in satisfying the financial demands and overall objectives of a corporate firm." Proper financial management will enable businesses to give better products to customers at lower rates, pay higher wages to employees, and still provide a larger return to investors.

OBJECTIVES

- To provide knowledge of the financial requirements of an organization and how organizations fulfil those requirements.
- To train the students in the application of financial management of organizations.

UNIT 1
STRATEGY AND BUSINESS MODEL

- Concept of Strategy - Corporate Strategy;
- Diversification and Value Creation
- Business Level Strategies;
- Business Models

UNIT 2
CORPORATE OBJECTIVE

- Wealth Maximization Principle and its Limitations
- Stakeholder Theory
- Corporate Social Responsibility
- Triple Bottom Line.

UNIT 3
STRATEGIC FINANCING DECISIONS

- Capital Structure
- Dividend Policy and Firm Value
- Rationale and Objections to Share Buybacks
- Share Buybacks and Valuation.

UNIT 4
OVERVIEW ON FINANCIAL PLANNING AND WEALTH MANAGEMENT

- Introduction to wealth management
- Concept of asset classes
- Risk and return trade-off and risk profiles
- Introduction to financial planning
- Life cycle analysis

UNIT 5
ROLE OF INSURANCE

- Why buy insurance?
- Role of insurance as a risk mitigant
- Introduction to various types of risks
- Concept of insurable risks from an investor's perspective
- Life and Non-Life Insurance
- Concept of Human Life Value

UNIT 6
MUTUAL FUNDS AS AN ASSET CLASS

- What are Mutual Funds?
- Structure of a Mutual Funds in India
- Types of Mutual Funds available for investment

UNIT 7
EQUITIES AS AN ASSET CLASS

- Equities, Equity investing and Equity Trading
- Value Investing
- Identifying sectors and stocks for investing
- Timing of investment: is it possible?
- Portfolio Management Services

UNIT 8
ALTERNATE ASSET CLASSES

- Gold as an asset class and how to invest in Gold in India
- Real Estate as an asset class
- Challenges in investing in Real Estate
- Real Estate Investment Trusts

UNIT 9
FINANCIAL STATEMENTS AND RATIOS

- Introduction to financial statements
- Balance Sheet, Profit and Loss Account and Cash Flow Statement
- Ratio Analysis: Liquidity, Solvency and Activity Ratios
- Industry-wide variation in ratios – Benchmarking

UNIT 10
OPERATING CYCLE AND WORKING CAPITAL

- Manufacturing Concerns and Trading Concerns
- Negative Working Capital
- Importance of Working Capital Management
- Sources of Short term funds

UNIT 11
VALUATION

- Valuation of Bonds and Shares: Bond Values and Yields
- Linkages between Share Price, EPS and PE Ratio
- Valuation of an Enterprise

OPERATIONS AND SCM

INTRODUCTION

Operations management is concerned with the administration of business practices to maximize efficiency within an organization. This course facilitates learning the concepts of operations techniques and best practices in the management of a business. It provides exposure to real-life scenarios of Operation Management in the organizations.

OBJECTIVES

- To develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives.
- To design, analyze, and improve the process, operate the system and make products/services sustainable.

UNIT 1
INTRODUCTION TO OPERATION MANAGEMENT

- Production and Operations Management
- Systems Approach
- Differentiating between Goods and Services
- Production Management Vs Operations Management
- Input-Output Profit (Business) Model
- Stages of Development
- Career Opportunities for Operations Management Organizational Positions

UNIT 2
PRODUCTIVITY

- Concept and definitions
- Factors contributing to productivity improvement
- Techniques for productivity improvement

UNIT 3
PROCESS CONFIGURATION STRATEGIES

- What is a Process?
- Classifying the Process
- Types of Process Flows
- Best (Process) Practices
- Work Process Configuration Types
- Intermittent Flow Shop
- Flexible Process Systems
- Shifting Work Configuration Types
- Process Analysis and Process Redesign

UNIT 4
PLANT

- Factors Governing the Location of a Plant
- Different Types of Plant Layout
- Principles of Materials Handling
- Materials Handling Equipments and their uses

UNIT 5
MATERIALS MANAGEMENT

- Definition
- Materials Management Information System
- The Purchasing Function
- Receiving, Inspection and Storage
- Requiring Bids before purchase
- MM of critical Parts
- ABC classification – The System Context
- Certification of Suppliers

UNIT 6
OPERATIONS PLANNING AND CONTROL

- Aggregate Production Planning
- Master Production Scheduling (MPS)

- Materials Requirement Planning (MRP)
- Capacity Requirements Planning (CRP)
- Distribution Resource Planning (DRP)
- Weaknesses of MRP
- Manufacturing Resource Planning (MRP II)
- Emerging Power of ERP
- Loading, Sequencing, Routing, Scheduling, Dispatching, Expediting & Line balancing
- Cycle-Time Management (CTM)
- Time-Based Management (TBM)
- Just-in-Time Delivery (JIT) & JIT II
- Push Vs Pull – Process Discipline

UNIT 7
INVENTORY MANAGEMENT

- Inventory Management- Definition
- Types of Inventory Situations
- Costs of Inventory
- Order Point Policies (OPP)
- Economic Order Quantity (EOQ) Models – Batch Delivery
- Economic Lot Size (ELS) Models
- Perpectual Inventory Systems
- Periodic Inventory Systems
- Quantity Discount Model
- Inventory Classification Systems

UNIT 8
ARROW DIAGRAMMING AND NETWORK ANALYSIS

- PERT Model
- Determination of Critical Path
- Distribution of Project Completion time
- CPM Model
- Time/Cost Relation
- Crashing of a Project

UNIT 9
STATISTICAL QUALITY CONTROL

- Objectives of SQC
- Process Control Charts for Variables and Attributes
- Operating Characteristic (OC) Curves
- Total Quality Management (TQM)

UNIT 10
ENVIRONMENT, ETHICS, TECHNOLOGY & CONTINGENCY PLANNING

- Adapting to External Forces
- Greening the Environment: Maintenance
- Greening the Environment: Design for Disassembly (DFD)
- Ethics and P/OM
- Preparing P/OM for the future
- Environmental Quality: ISO 14000 / 14001
- sion of a Fully Integrated Global Company

UNIT 11
STRATEGIC PLANNING & SCM

Supply chain and strategy planning are interlinked with the overall managerial duties one has to undertake in a professional setting. One needs to look at different planning levels and have a logical understanding of the enterprise's supply chain process. With this knowledge, one makes decisions at multiple levels as strategic planning impacts many core areas and long-term plans of a business. Thus, this unit includes topics such as follows:

- Facility location and distribution
- Facility Layout planning
- Configuring supply chain for better effeciency

UNIT 12
SOURCE, MAKE AND MOVE METHODS

After the planning stage ends, the execution process starts. This include sourcing, making, and delivering products & services. These activities span and repeat all along the supply chain of a business. So, this curriculum aims to equip students in organizing and managing them, right from "the supplier's supplier" to the "customer's customer." This topic seeks to achieve the twin objectives of improving operational planning and project implementation.

- Sourcing and procurement (purchasing materials, maintaining product catalogues, databases, and supplier directories)
- Resource allocation, scheduling, and quality management
- Enterprise warehouse management
- Order management (entry, processing, tracking)

UNIT 13
DEMAND PLANNING AND FORECASTING

This unit is concerned with predicting and preparing for the changes in market trends and customer preferences. The end goal is to strike a fine balance between inventory levels and meeting customer needs. A high surplus or excess stock can prove detrimental to business performance as old items take up floor space, preventing businesses from offering products that appeal to consumers.

- Conceptual frameworks for demand planning
- Simplified forecasting models for implementation
- Industry-based data mining techniques
- Analysis of time series and causal factors
- KPIs (Key Performance Indicators) & Risk-based forecasts

UNIT 14
ADVANCED SOURCING STRATEGIES

This learning module emphasizes strategic activities where the stakeholder interest and risk potential are high. In other words, advanced sourcing approaches take care of the complexities of the supply market with a special focus on critical business goals. They represent what buyers and suppliers must do to work together for reducing costs and creating incremental savings.

- Supplier economics
- Sourcing best practices
- Make versus buy decisions
- Competitive selection
- Supplier relationship management

UNIT 15
LOGISTICS AND DISTRIBUTION OPTIMIZATION

The scope of logistics and distribution optimization extends to the flow of the entire business supply chain. It comprises decision-making activities about how raw materials and goods would be transported to the factories and delivered to the end customers. From determining how many items should be loaded in a truck to assigning loads to drivers, to minimizing empty mileage, several tasks come under the purview of logistics managers. They may also be required to suggest reliable strategies for packaging and oversee daily operations.

- Distribution channels and intermediaries
- Intensive, selective, and exclusive distribution
- Retail, wholesale, direct marketing, and e-tailing
- Customer relationship management
- Cooperation in channels and logistics (material integration, technology, etc.)

UNIT 16
SUPPLY CHAIN FINANCE

Knowledge of finance is crucial for managers across the board. And finance is much more than accounting and number-crunching. This coursework aims to give students a bird's eye view of the money management processes. As a manager or project lead, one should be able to understand what is happening by taking an overall cursory glance over the financial reports, forecasts, and economic trends. The following are topics specific to supply chain finance.

- Reverse factoring
- Trade credit
- Management of accounts receivable/payable
- Foreign currency risk management
- Blockchain technology implementation

UNIT 17
IT ENABLED SUPPLY CHAIN MANAGEMENT

Information affects every part of the supply chain. Information serves as the connections between various stages of the supply chain, allowing them to coordinate, maximize the supply chain profitability. Information is also important to the day today operation of each stage in supply chain. To become more responsive and efficient, companies need to consider information as an important driver.

- Relationship between effective information management & Logistics
- Relationship between Information systems management & overall supply chain

DIGITAL MARKETING MANAGEMENT

INTRODUCTION

Digital marketing management is a course designed to help the students gain an updated & comprehensive understanding of the rapidly evolvong world of digital marketing and social media. It consists of topics that will help the future managers to lead digital transformation in their organizations.

OBJECTIVES

- To understand the strategic and tactical nature of digital and social media marketing.
- To understand the role of digital marketing in a company's media portfolio and its impact on the marketing function.
- To identify and understand the key channels and options available for digital marketing campaigns on the internet.

UNIT 1
INTRODUCTION TO DIGITAL MARKETING

- Search engine optimization (SEO) definition
- Ranking of websites by Major search engines
- Top search engine ranking factors
- Ways to interpret search engine results
- Overview of the processes and concepts behind Search engine optimization (SEO)
- SEO Campaign
- Principles and importance of the Google Page Rank System
- Important developments in major search engines
- White Hat & Black Hat Search engine optimizations (SEOs)

UNIT 2
WEB DESIGN FOR ON-PAGE SEO

- Creating a search engine friendly website
- Understanding website usability and accessibility
- Identifying areas for improvement (includes SEO review of existing sites)
- Improving content quality
- Improving conversion with good page layout
- Emphasizing your unique selling points (USPs)
- Website code standards compliance
- Importance of website load times to search engine ranking (new)
- Finding broken links
- Avoiding domain canonicalization and duplicate domains

UNIT 3
ON-PAGE OPTIMIZATION

- Keyword Research with Google Keyword Planner
- Ways to select Domain Name
- Page Naming (URL Structuring)
- Folder Naming & Image Naming
- Image Title & ALT Tags Creation
- Meta Tags
- Redirection Tags
- Headings Tags (H1 to H6)
- Content Writing
- SEO Friendly Content Writing (Inserting keywords in content)
- Anchor Text & Link Title
- Robots.text File use
- HTML Sitemap & XML Sitemap creation
- ROR text Sitemap creation
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

UNIT 4
CONTENT SEO TECHNIQUES

- Keyword research and selection tools
- Competitor Keyword research tactics
- Adding niche industry terms to your SEO strategy
- Understanding search volumes ('Broad' vs 'Exact' keyword match)
- Checking keyword competition
- Long tail keywords & their Uses
- Relative Importance of Meta tags, titles, headings (H1 - H6 tags) & body text
- Improving SEO by using background images with text overlay
- Correct use of image ALT tags
- SEO copywriting techniques
- Effective use of internal text links
- Ways to manage page redirects & avoid 404 errors
- Duplicate content - problems it causes & how to spot it

UNIT 5
GOOGLE WEBMASTER TOOLS & WEB ANALYTICS

- Understanding Google Webmaster Guidelines
- Overview of Google Webmaster Tools and functionality
- Google sitemaps creation
- Website Geographic targeting
- Using Google Analytics
- Carrying out a simple website 'health check' using Google Analytics
- Ways to fine-tune SEO & PPC campaigns using Google Analytics
- Understanding Website traffic sources

UNIT 6
GOOGLE SEO TIPS

- Overcoming Google Indexing problems
- Ways to utilize Google Places and Local Search

- Benefit of online citations to Google Local listings
- Utilizing Google Advanced Search Operators to find potential link partners
- Removing unwanted content from the Google index

UNIT 7
OFF-PAGE OPTIMIZATION TECHNIQUES

- Backlinks
- Importance of Backlinks
- Ways to Get Backlinks
- Difference Between Do-Follow & No-Follow Backlinks
- Google Page Rank
- Ways to Increase Page Rank
- Search Engine Submissions
- Directory Submissions
- Article Writing & submissions
- Press Release writing & submissions
- Blog Posting & comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking

UNIT 8
WEB MARKETING TIPS

- Identifying Good versus Bad web directories
- Ways to manage web directory submissions
- Amount required to pay for web directory listings
- Writing articles & making article submissions
- PR sites for press releases
- Social Bookmarking
- Link Bait
- Ethical use of do-follow forums

- Blogs & Blogging
- Encouraging Social Media references & becoming part of the Social Networking revolution

UNIT 9
ADVANCED SEO TECHNIQUES

- Using Schemas
- Structured Markup Data & Rich Cards
- Google Tag Manager
- Open Graph Tags for Facebook and Twitter
- Conversions
- Review Schemas, Breadcrumbs SEO, Events
- Wikipedia Submission
- Knowledge Graphs
- Accelerated Mobile Pages (AMP)

PPC GOOGLE ADWORDS

UNIT 1: UNDERSTANDING THE VALUE OF ONLINE ADVERTISING

1.1 Benefits of online advertising and AdWords
1.2 Google's advertising networks
- Search Network
- Display Network
- Shopping Ads
- YouTube Ads
- Mobile Apps Campaign

1.3 Display ad formats
- Text ads
- Image ads
- Rich media ads
- Video ads

- Mobile phone ads

1.4 Ad Quality

- Understanding Quality Score and Ad Rank

1.5 What you pay

- Choosing a bidding strategy cost-per-click (CPC),
- Cost-per-thousand impressions (CPM)
- Cost- per-acquisition (CPA)

UNIT 2: SETTING UP AN ADWORDS CAMPAIGN

2.1 Choosing a campaign type

- Search Network only
- Display Network only
- Search Network with Display Select
- "Standard" or "All features" sub-types.
- Remarketing
- Ads in mobile apps
- Gmail Ads & Gmail Sponser Ad

2.2 Structuring the campaign

- Account Creation
- Campaign Creation
- Ad group Creation

2.3 Ways to target the audience

- Keyword targeting
- Display Network targeting
- Contextual targeting
- Targeting using affinity audiences, in-market audiences, remarketing and/or demographics
- Managed placement targeting
- Location and language targeting
- Device targeting

2.4 Setting bids and budgets

2.5 Creating ad groups

2.6 Using Keywords

- Using Keyword Planner or Display Planner

- Optimizing the keywords

2,7 Types of ad formats

Texts, Ad extensions, Image, WAP mobile, App promotion ads, Instream video, Product Listing Ads, Call-only ads.

2.8 Types of ad extensions

Manual extensions

Automated extensions

2.9 Tools to plan a campaign

UNIT 3: MEASURING AND OPTIMIZING PERFORMANCE

3.1 Ways to measure the results
- Understanding AdWords reports & statistics
- Customizing the data
- Dimensions tab
- Search terms report
- Top movers report
- Paid & organic report
- Auction insights

3.2 Ways to measure performance
- Evaluate metrics relevant to the goals
- Optimizing the campaign

3.3 Basic ways to improve ROI
- Keyword Optimization
- Text Ads Optimization
- Budget & Big Optimization
- Increasing Brand awareness on the Display Network

UNIT 4: SEARCH FUNDAMENTALS REVIEW

- Organizing campaigns & ads in your account
- Using keyword matching options
- Using broad match modifier Account, campaign & ad group performance

- Understanding Ad position & Ad Rank
- Actual cost-per-click (CPC)
- Ad Formats
- Text ad
- What makes up a text ad
- Tips for creating successful text

ADVANCED SOCIAL MEDIA

- Introduction to Social Media
- Creating a Social Media Strategy
- Understanding Paid, Earned & Owned Social Media
- Social Sharing
- Blogging for Business
- Finding & Communicating with Influencers
- Video & YouTube Marketing
- YouTube Advertising
- Social Networking & Facebook
- Facebook Advertising
- Microblogging & Twitter
- Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Pinterest Marketing
- Marketing through LinkedIn
- Instagram Marketing

GOOGLE & SEARCH CONSOLE
GOOGLE WEBMASTER GUIDELINES

1. Google Webmaster Guidelines Part 2

2. SEO
- White Hat Vs Black Hat SEO Techniques
- On Page & Off Page SEO: Holistic View
- On Page SEO Foundation
- Adding a website to Google Search Console

3. Google Search Appearance
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages

4. Google Search Traffic
- Search Analytics
- Links to your website
- Internal Links & Manual Actions
- International Targeting
- Mobile Usability

5. Google Index
- Index Status and Blocked Resources
- Remove URLs

6. Google Crawl
- Crawl Errors and Crawl Stats
- Fetch as Google
- Robots.txt Tester
- Sitemaps & URL Parameters
- Google Security Issues

7. Ways to recover Hacked website
8. Google Search console & Other Resources
9. SEO learning: Wrapping Up

GOOGLE ANALYTICS

1. Introducing Google Analytics

- Why digital analytics?
- How Google Analytics works
- Google Analytics setup
- How to set up views with filters

2. The Google Analytics layout
- Navigating Google Analytics
- Understanding overview reports
- Understanding full reports
- How to share reports
- How to set up dashboards & shortcuts

3. Basic Reporting
- Audience reports
- Acquisition reports
- Behavior reports

4. Basic Campaign & Conversion Tracking
- How to measure Custom Campaigns
- Tracking campaigns with URL Builder
- Using Goals to measure Business objectives
- Ways to measure Google Ads campaigns

EDUCATIONAL MANAGEMENT & ADMINISTRATION

INTRODUCTION

Educational Management & Administration has been developed to meet the ever increasing demand for trained manpower in administrative and management position in various educational systems and organizations. It has been designed to provide a comprehensive view of the theoretical as well as practical aspects of educational management and administration in the existing and emerging educational scenario.

OBJECTIVES

- To provide a comprehensive view of the theoretical as well as practical aspects of educational management and administration in the existing and emerging educational scenario.
- To provide a trained manpower in the administrative and management cadre of an educational institutional who will be able to improve its effectiveness and efficiency.

- Meaning/Concept of Management
- Educational Management
- Basic Functions of Management
- Basic Roles of Management
  - Interpersonal
  - Informational
  - Decisional
- Evolution of Concept of Management in Education
- Educational Administration
- Functions of Educational Administration
  - Education
  - Direction
  - Supervision
  - Advice/Stimulate

- Explore
- Lead/Assist
- Institution Management
  - Management of Curriculum
  - Management of Financial Resources
  - Management of Human & Administrative Resources
  - Management of Infrastructure
- Organizational Behavior
  - Leadership in Educational Management
  - Decision Making in Educational Management
  - Communication in Educational Management
  - Interrelationship in Educational Management
- Principles & Practices of supervision & monitoring of education system in India
- Academic Support Structures
  - NUEPA: National University of Educational Planning & Administration
  - NCERT: National Council of Educational Research & Training
  - SCERT: State Council of Educational Research & Training
  - SIEMAT: The State Institute of Educational Management & Training
  - DIET : District Institute of Education & Training
- Role of Non-Government Organization (NGOs) & community based organizations (CBOs) in School Governance
- Emerging issues and problems of Educational Administration
- Need & Importance of Research in Educational Administration

DATA SCIENCE & ANALYTICS

INTRODUCTION

Data drives the world. Every organisation, big or small can crumble or strengthen with the power of data. This course is designed to equip students with skills and knowledge to influence decision making, strategy, and operations with fact-based insights and address real-world business problems in real-time. The course includes fundamental topics like Mathematics and Statistics which are pillars of Data Science as well as topics like Artificial Intelligence, Machine Learning and Natural language processing.

OBJECTIVES

- To influence decision-making, strategy and business skills that will give them the ability to transform data into a powerful and predictive strategic asset that can address real-world business problems.
- To train students in using analytical tools with the aim of being skilled data scientists.

- Introduction to Data Science
- Mathematical & Statistical Skills
- Machine Learning
- Coding
- Algorithms used in Machine Learning
- Statistical Foundations for Data Science
- Data Structures & Algorithms
- Scientific Computing
- Optimization Techniques
- Data Visualization
- Matrix Computations

- Scholastic Models
- Experimentation, Evaluation and Project Deployment Tools
- Predictive Analytics and Segmentation using Clustering
- Applied Mathematics and Informatics
- Exploratory Data Analysis
- Business Acumen & Artificial Intelligence

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING (AIML)

FOUNDATION FOR AIML

PYTHON FOR AI & ML

- Python Basics
- Python Functions and Packages
- Working with Data Structures
- Arrays, Vectors & Data Frames
- Jupyter Notebook – Installation & function
- Libraries: Pandas, NumPy, Matplotlib & Seaborn

APPLIED STATISTICS

- Descriptive Statistics
- Probability & Conditional Probability
- Hypothesis Testing
- Inferential Statistics
- Probability Distributions

ARTIFICIAL INTELLIGENCE (AI)

INTRODUCTION TO NEURAL NETWORKS AND DEEP LEARNING

- Introduction to Perceptron & Neural Networks
- Activation & Loss functions
- Gradient Descent
- Batch Normalization
- TensorFlow & Keras for Neural Networks
- Hyper Parameter Tuning

COMPUTER VISION

- Introduction to Convolutional Neural Networks
- Convolution, Pooling, Padding & its mechanisms
- Forward Propagation & Backpropagation for CNNs
- CNN architectures like AlexNet, VGGNet, InceptionNet & ResNet
- Transfer Learning

NATURAL LANGUAGE PROCESSING (BASICS)

- Introduction to NLP
- Stop Words
- Tokenization
- Stemming and Lemmatization
- Bag of Words Model
- Word Vectorizer
- TF-IDF
- POS Tagging
- Named Entity Recognition

SEQUENTIAL MODELS AND NLP

- Introduction to Sequential data
- RNNs & its mechanisms
- Vanishing & Exploding gradients in RNNs

- Long short-term memory (LSTMs)
- Gated recurrent unit (GRUs)
- LSTMs Applications
- Time Series Analysis
- LSTMs with Attention mechanism
- Neural Machine Translation
- Advanced Language Models: Transformers, BERT & XLNet

ADVANCED COMPUTER VISION

- Object Detection
- YOLO
- R-CNN
- SSD
- Semantic Segmentation
- U-Net
- Face Recognition using Siamese Networks
- Instance Segmentation

GENERATIVE ADVERSARIAL NETWORKS (GANS)

- Introduction to GANs
- Generative Networks
- Adversarial Networks
- How GANs work?
- DCGANs - Deep Convolution GANs
- Applications of GANs

INTRODUCTION TO REINFORCEMENT LEARNING (RL)

- RL Framework
- Component of RL Framework
- Examples of RL Systems
- Types of RL Systems
- Q-learning

MACHINE LEARNING (ML)

SUPERVISED LEARNING

- Linear Regression
- Multiple Variable Linear Regression
- Logistic Regression
- Naive Bayes Classifiers
- k-NN Classification
- Support Vector Machines.

UNSUPERVISED LEARNING

- K-means Clustering
- Hierarchical Clustering
- Dimension Reduction-PCA

ENSEMBLE TECHNIQUES

- Decision Trees
- Bagging
- Random Forests
- Boosting

RECOMMENDATION SYSTEMS

- Introduction to Recommendation Systems
- Popularity based model
- Content-based Recommendation System
- Collaborative Filtering (User similarity & Item similarity)
- Hybrid Models.

EMOTIONAL CARE COACHING & MANAGEMENT (PSYCHOLOGY)

INTRODUCTION

Emotional Care Coaching is the heart beat of any organization. This program prepares students for a career in industry and services. The programme facilitates learning modern concepts, techniques and best practices in the Emotional Care Coaching and provides exposure to practical scenarios of Emotional Care aspects in Personal Life, Professional Life & Organizations.

OBJECTIVES

- To create an awareness about working, role and functions of Emotional Care Needs.
- To train the students in application of Emotional Care Coaching.

EMOTIONAL CARE

- About Emotional Care Need & Application
- Self Care Need Process & Procedure
- Emotional Care in Personal Sphere
- Emotional care of Partner, Spouse, Fiancée & Friends
- Pre & Post Marriage emotional care
- Emotional care for Elderly or relatives at Home (Retired or Working or Very Old)
- Handling Trust Issues in Relationships
- Handling conflicting situation in Family (With Parents, With Spouse, With Children)
- Developing Positive Habits (Meditation, Relaxation, Mindfulness Techniques)
- Housewives Emotional Fluctuation
- Worries about future
- Emptiness
- Worries about children
- Worries about illness in family

- About Professional Etiquette
- Emotional & Social Behavior
- Dealing with the Superiors
- Dealing with the Subordinates
- Conflict situations
- Professional relationships
- Building Confidence
- Changing Negative Habits
- Dealing with Demotivation
- Dealing with Blockage in Professional Life
- Emotional care for Children, Teenagers & Adults
- Dealing with Anger & Aggression
- Dealing with Stress & Anxiety
- Dealing with Communication Issues

COACHING TECHNIQUES

- Life Coaching Philosophy: 5 Theories that Drive the Practice
- Let's set some goals for self and others
- Personality Assessment
- Emotional Balance Coaching exercises

TOURISM & HOSPITALITY MANAGEMENT

INTRODUCTION

Tourism & Hospitality management is a vast industry with many different career paths. This course prepares the students to enter nearly any segment of the industry, such as lodging, hotels, restaurants, casino, cruise line operations, resorts and spas, event management, or airline catering. It has been designed to provide the knowledge and skills needed to successfully manage a restaurant, hotel, or an independently-owned hospitality or tourism business.

OBJECTIVES

- To help students learn about various methods in order to integrate hospitality in business and technology.
- To enable students to create opportunities for themselves to engage in hospitality and tourism management in innovative ways.

- Listening and Speaking Skills in English
- Principles and Practices of Tourism
- Tourism Products
- Environmental Studies

- Writing and Presentation Skills in English
- History and Culture of India
- Cyber Security and IT for Tourism
- Tour Guiding and Escorting

- Soft skills and Personality Development
- Hospitality Management
- Event Management
- Resort management

- Customer Relationship Management
- Tourism marketing
- Front Office Operations
- House Keeping operations
- Environmental Management for Hotels

- Eco Tourism
- Ethical, Legal, and Regulatory Framework for Tourism
- Travel Agency and Tour Operation Management
- Innovative practices in Tourism & Hospitality

Note: YSI, at its sole discretion, reserves the right to alter information, including but not limited to, modifying program availability, program structure, program curriculum at any time.

ADVANCED GENERAL MANAGEMENT

INTRODUCTION

The intersection of technology and innovation in the current business environment has created unique opportunities and challenges for managers. Entrepreneurial thinking is required to drive innovation in all functional areas of management. This program is designed to help the students improve their managerial and strategic skills across all aspects of management.

OBJECTIVES

- To enable the students to develop a mindset for innovation and application of modern management principles to real world business problems.
- To help students enhance their decision-making, analytical, leadership, risk assessment and management capabilities.

MODULE 1
MANAGEMENT PRINCIPLES

MODULE 2
HR MANAGEMENT

- Performance Management System
- Learning and Development Intervention
- Managing Industrial Relations
- Managing Diversity and Inclusion
- Strategic HRM
- Understanding Taxation & Salaries

MODULE 3
FINANCIAL MANAGEMENT

- Strategy and Business Model
- Corporate Objective
- Strategic Financing Decisions
- Overview on Financial Planning and Wealth Management
- Financial Statements and Ratios
- Operating Cycle and Working Capital
- Financial Statements of Banking Companies

MODULE 4
MARKETING MANAGEMENT

- Fundamentals of Marketing Management
- Sales & Distribution Management
- Integrated Marketing Communication
- Go to Market Strategy
- Strategic Brand Management
- Marketing Metrics, Audit & Analytics Basics

MODULE 5
YOGA LIFE COACHING

- Origin of Yoga
- Different paths of Yoga
- Ashtanga Yoga: Yama ,Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana and Samadhi
- Pancha Koshas (Annamya , Pranamaya, Manomaya, jnanamaya , Anandamaya koshas)
- Chakras , its colors and function

MODULE 6
EMOTIONAL CARE COACHING

- Emotional Care in Personal Sphere - Emotional care of Partner, Spouse, Fiancée & Friends, Relationship other than this, Pre & Post Marriage emotional care

- Emotional care for Elderly or relatives at Home (Retired or Working or Very Old)
- Emotional Care in Professional Sphere : About Professional Etiquette, Emotional & Social Behavior, Dealing with the Superiors, Dealing with the Subordinates
- Conflict situations, Professional relationships - Practical session

MODULE 7
DIGITAL MARKETING MANAGEMENT

- Understanding the value of online advertising
- Setting up an Ad Words campaign
- Measuring and optimizing performance
- Introducing Google Analytics

MODULE 8
OPERATIONS MANAGEMENT & SCM

- Strategic Planning & SCM
- Source, Make and Move Methods
- Demand Planning and Forecasting
- Logistics and Distribution Optimization
- Finance & Human Resources
- IT Enabled Supply Chain Management

MODULE 9
PROFESSIONAL & LIFE SKILLS

- Know yourself
- Professional Communication Skills
- Body Language, Pitch , Tone, Accent etc.
- Presentation Skills
- Analytical Skills
- Decision Making & Problem Solving
- CV, Interview & Appraisal Management

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PROFESSIONAL & LIFE SKILLS

INTRODUCTION

Skills form part of essential learning systems, no matter where you are and what you want to do in the future. Professional skills as the name suggests, are the foundation of any successful career, whereas Life Skills are skills that we learn throughout life - whether at home, at school, at college, at the university, at work, or at play.

OBJECTIVES

- To help students build confidence in their decisions taken on the basis of adequate information and thought, and discover sources of strength within and outside.
- To train the students in matters of communication, management, leadership, professional and personal choices.

MODULE 1: INTRODUCTION & PROFILING

- Self Awareness
- Strength & Weaknesses
- Profiling Documentation

MODULE 2: COMMUNICATION SKILLS

- Verbal & Listening Skills
- Body Language
- Writing Skills

MODULE 3: GROUP DISCUSSION & PRESENTATION SKILLS

- Brainstorming
- Trust & Collaboration
- Power Point Skills/Presentation Techinque

MODULE 4: COMPUTATION & REPORTING SKILLS

- Microsoft Excel Skills
- Data Analysis Skills

MODULE 5: E-MAILING SKILLS

- Types of e-mails
- Gmail/Company mails

MODULE 6: PERSONALITY DEVELOPMENT/ CONFIDENCE BUILDING

- Personality Training
- Role Playing

MODULE 7: PROBLEM SOLVING & STRESS HANDLING SKILLS

- Mind Mapping Technique
- Transactional Analysis
- Emotional Intelligence

MODULE 8: BUSINESS INITIATIVE/NEW IDEAS

- Structured Proposal Making
- Entrepreneurial Mindset Development

MODULE 9: TEAM MANAGEMENT

- Collaboratinging as a Team & Handling Conflicts

MODULE 10: JOB ROLE/INTERVIEW SKILLS

- CV Preparation
- Pre & Post Preparation of the Interview

MODULE 11: DIGITAL PROFILING & NETWORKING

- Use of Networking Platforms to make connections

PROGRAM DETAILS

PROGRAM START DATE
New Batch Starts from 15th of Every Month

PROGRAM DURATION
6 Months

TIMINGS
6:00 PM – 8:00 PM (Saturday – Sunday)

PROGRAM FEE
INR 18,000 only
EMI for Rs 3125/Per month available

CERTIFICATE

Master Certificate in Business Management

(AICTE Evaluated Management Certificate Course)

COURSE REGISTRATION DETAILS
Course Registration Link:
https://neat.aicte-india.org/course-details/NEAT2020622_PROD_2

1 ➡ **2**

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