

# YOUNG SKILLED INDIA

**BE EMPLOYABLE  
FOREVER**



**AICTE-Evaluated  
Management  
Certificate Course**

## **Contact Us :**

80093-21506

[www.youngskilledindia.com](http://www.youngskilledindia.com)

[info@youngskilledindia.com](mailto:info@youngskilledindia.com)

## **Biggest Trust Factor:**

Apply through AICTE,  
Ministry of Education website only

# COURSE OFFERINGS



**Monthwise Classification**  
**Total: 6 Months (120 hours)**



## Management Basics 2 months (32 hours)

- Principles of Management
- Marketing Basics
- Finance Basics
- HR Basic
- Business Statistics
- Operation Management Basics
- Management Information Systems
- Professional and Life Skills
- CV, Interview, and Appraisal Preparation

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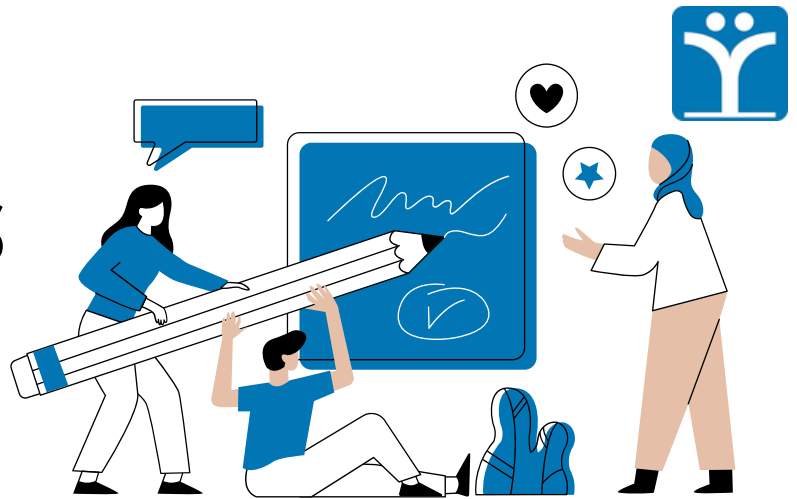
**Classes: Online Live & Interactive**  
**By Industry Experts**  
**Days: Sat - Sun ( 6 PM - 8 PM)**

## Specialization: 4 months (including 64 hours learning and 24 hours live project)

- Advanced General Management\*
- Digital Marketing Management
- Marketing Management
- Human Resources Management
- Financial Management
- Operations & SCM
- Project Management\*
- Emotional Care Coaching
- Yoga Life Coaching Management
- AI & ML
- Sustainability Management
- Negotiation & Conflict Management

\*Young Skilled India reserves the exclusive right to modify the syllabus as needed to best serve the students, without prior notice.

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Learn about the multitude of benefits our programs offer, from flexible learning schedules to industry-recognized certification.

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# Who are we?

## Introduction

**CIN: U74120UP2016PTC07897**

**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 MCIIIE- IIT BHU, Varanasi**

YoungSkilledIndia has established itself as a premier platform dedicated to enhancing the productivity of students and employees nationwide. Our mission is to bridge the skills gap and improve employability through targeted training programs. We offer a comprehensive range of workshops, webinars, conferences, classroom, and online training, as well as internships. To date, we have successfully trained over 12,000 individuals, equipping them with the necessary skills to thrive in their careers.

## Unique Selling Proposition (USP)

**Under MoU with AICTE, Ministry of Education** (PPP model) provides affordable AICTE-evaluated Management certificate courses as an add-on & alternative to two years of MBA skills in 6 months, live & Interactive sessions by Industry experts.

### **National Level Platform for Skill Enhancement**

YoungSkilledIndia is dedicated to boosting the productivity of students and employees, enhancing the NAAC Accreditation scores for universities and colleges as per UGC guidelines.

### **Proven Track Record**

Our esteemed clients and partners include Cashpor Microfinance, JJ Plast Alloy Pvt. Ltd., Confidence Petroleum LTD, Fluid Engineer Group, Mahatma Gandhi Kashi Vidyapith University (MoU), Arya Mahila PG College (MoU), etc.







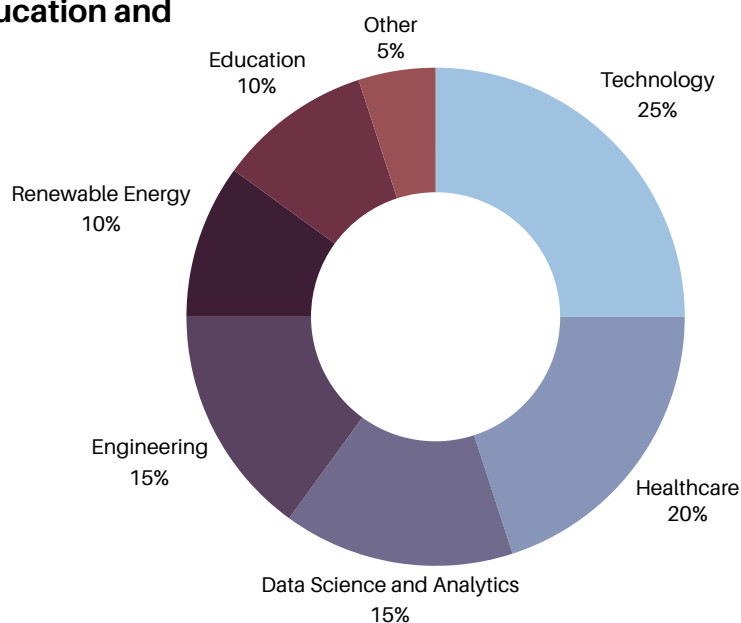
# Current Industry Gaps

## Factors Contributing to Industry Gaps:

This include factors such as **rapid technological advancements, demographic changes, globalization, regulatory constraints, or inadequate investment in education and training.**

## Geographical Disparities:

Certain areas or countries experience more acute shortages in specific sectors due to **local economic conditions, educational infrastructure, or workforce demographics.**



## Impact on Businesses and Economies:

This encompass effects like **reduced competitiveness, innovation constraints, higher operating costs, slower economic growth, and disparities in income and opportunity.**

## Emerging Trends and Future Projections:

This include **advancements in technology, shifts in consumer behavior, regulatory changes, or global events like pandemics or geopolitical shifts.**

Who are we?



# Industry Relevance

Ever wonder how your favorite cat memes got so popular? Or who thought of using "big data" to predict your pizza cravings? Turns out, behind every business is a bunch of serious skills.



## Information Technology

The Bureau of Labor Statistics projects a **31% growth in IT jobs** from 2019 to 2029, much faster than the average for all occupations.



## Finance

A report by Deloitte highlights the **increasing adoption of financial technologies**, with the **global fintech market expected to reach \$324 billion by 2026**.



## Marketing

Digital marketing, SEO, and social media strategy courses. The digital marketing industry is set to **grow by \$640 billion from 2020 to 2027**, according to Grand View Research.



## Education

The e-learning market is predicted to grow at a compound annual growth rate **(CAGR) of 21% from 2021 to 2027**, as reported by Global Market Insights.



## Manufacturing

Courses in lean manufacturing, Six Sigma, and supply chain management. The global **manufacturing industry reached \$16 trillion by 2022**, driving demand for skilled professionals.



## Hospitality

Training in hospitality management, event planning, and customer service. The hospitality industry is projected to grow at a **CAGR of 6% from 2021 to 2028**, according to Grand View Research, fueled by travel and tourism.



# Future Demand

## Information Technology:

By 2025, the global demand for IT professionals is expected to **reach over 10 million**, driven by advancements in technology and digital transformation across industries.

## Healthcare:

The Bureau of Labor Statistics projects a **15% growth in healthcare occupations from 2022 to 2032**, adding about 2.4 million new jobs, primarily due to an aging population and increased emphasis on health services.

## Data Science and Analytics:

The need for data professionals is anticipated to **increase by 28% by 2026**, as organizations continue to rely heavily on data-driven decision-making.

## Engineering:

Engineering jobs, particularly in emerging technologies like robotics, nanotechnology, and sustainable infrastructure, are expected to see a significant rise, with an **estimated 20% increase in demand by 2028**.

## Renewable Energy:

The transition to sustainable energy sources is projected to create millions of jobs in solar, wind, and other renewable energy sectors. Estimates suggest the need for over **11 million new renewable energy workers by 2030**.

## Education and Training:

As lifelong learning becomes crucial for career advancement, there will be a rising demand for educators and trainers, especially in online and technology-enhanced learning environments.





# PROGRAM HIGHLIGHTS



## Recognized Certification

Our courses come with certification from the **All India Council for Technical Education (AICTE)** - **evaluated**, validating your skills and enhancing your professional credibility.



## Innovative Pedagogy

**Assignments, group discussions, case studies, presentations, live projects & interactive classes** designed to foster critical thinking and a deep understanding of the subject matter.



## Cost-effective learning

Our commitment to affordability ensures that you receive high-quality education without financial strain, with **EMI options** available.



## Hands-on Experience

Gain practical skills through **live projects and case studies**. Our focus on real-world application ensures you are job-ready upon course completion.



## Flexible Class Schedules

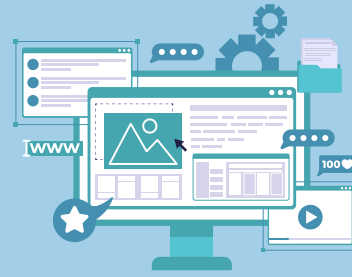
Online Live & Interactive with **max 30 students per batch**, through **Zoom / Google Meet**.  
**Timings: 6:00 PM – 8:00 PM (Saturday – Sunday).**



## Customizable Electives

Tailor your learning experience with a **variety of elective courses**. Whether aiming to specialize in a niche area or broaden your expertise, our electives provide the flexibility to meet your career aspirations.

# Enrollment



## REGISTER WITH AICTE

Ensure you are registered with the All India Council for Technical Education (AICTE).

1

## CLICK THE COURSE LINK

Navigate to our website and click on the course link you wish to enroll in. Or Scan here.



## PAY THE FEES

Complete the payment process using our secure payment gateway.

3



## GET STARTED

4

Once the payment is confirmed, you can start your course.



### Program Details

- **Start Date:** New batches commence on the **15th of every month.**
- **Duration:** The program spans **6 months.**
- **Timings:** Classes are held from **6:00 PM to 8:00 PM** every **Saturday and Sunday.**





**Top-Quality Learning,  
Easy on Your Wallet!**



**ONLY  
AT  
₹18000**

**Total cost  
for our  
comprehensive  
course is  
INR 18,000**



**Flexible  
EMI payment  
option  
available at  
INR 3125 per  
month**





# Exam Assessment

Assessment conducted by:

- Internal Faculty
- External Examiner

## Overall Performance in Online Live Exam Session 20%

- Assignment + Project + Attendance
- Interaction with the internal and external examiners
- Responsiveness and adaptability during the session

## Communication Skills 20%

- Clarity and articulation of ideas
- Engagement and interaction with the audience
- Effective use of visual aids and resources

## Self Confidence 20%

- Poise and composure during the presentation
- Ability to handle questions and challenges confidently

## Presentation on Given Topic 40%

### Content Quality (20%)

- Depth and accuracy of subject knowledge
- Relevance to the given topic
- Clear structure and logical flow

### Practical Application (20%)

- Demonstration of practical usage of subject knowledge
- Real-world examples or case studies





# Exam Assessment

**Grading:** Final marks from the assessment will be converted into grades based on the following scale:

| Percentage Score | Grade |
|------------------|-------|
| 90-100%          | A+    |
| 80-89%           | A     |
| 70-79%           | B+    |
| 60-69%           | B     |
| Below 60%        | C     |

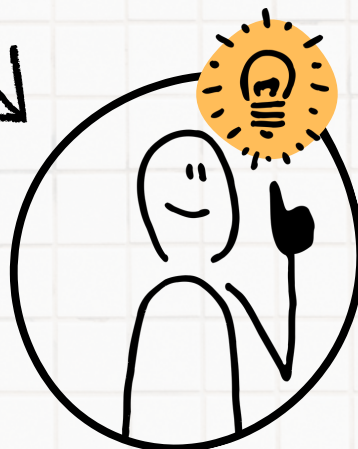
**Note:**

- The assessment will be conducted online, and all participants are expected to maintain a professional demeanor throughout the session.
- The final grades will be awarded based on the combined evaluation of both internal faculty and the external examiner.





# Propel your CAREER



01

### Freshers

Freshers will gain the foundational knowledge and practical skills necessary to kickstart their careers in management roles.

A fresher with a certification in human resource management



can secure an entry-level HR position

02

### Professionals

For existing professionals, the course offers advanced learning that can lead to promotions and greater responsibilities.

A marketing executive



Could advance to a managerial position



# Who Will Benefit?



*Whether you're a student dodging early morning lectures, a working professional perfecting the art of Zoom calls in pajama pants, a corporate warrior mastering the "mute" button, an MSME superhero juggling a thousand tasks, or a career changer ready to pivot like a pro, our online training programs are your trusty sidekick.*

*Dive in, level up, and let's make learning as fun as binge-watching your favorite series!*



## 1 Students

A report by the National Association of Colleges and Employers (NACE) found that **80% of employers consider job-specific skills to be very important in hiring recent graduates.**

Gain a competitive edge upon graduation with industry-ready management qualifications.

## 2 Working Professionals

A study by LinkedIn found that **57% of learning and development professionals reported increased employee retention** due to skill development programs. Upskill and advance your career with focused training in areas relevant to your current role.

## 3 Corporates

Companies seeking to provide ongoing training and development for their employees. **Research by the World Economic Forum predicts that by 2025, 50% of all employees will need reskilling due to technological advancements.**

## 4 MSMEs

Small business owners and employees looking to enhance their business and technical skills to stay competitive. Studies show that **40% of small businesses are investing in digital skills training.**





## LET'S LOOK AT THE BENEFITS!



1

### Learning Outcomes:

These courses equip participants with a **diverse range of skills and knowledge** essential for success in the management field.



2

### Flexibility:

Courses offering **self-paced learning modules** enable professionals to study at their own convenience, while **live sessions** provide interactive learning experiences and opportunities for networking.



3

### Accreditation and Certification:

Courses accredited by reputed institutions or evaluated by recognized bodies like **AICTE** provide participants with industry-recognized credentials.



5

### Practical Application of Knowledge:

Participants engage in **case studies, projects, simulations, and real-world scenarios**, allowing them to apply their knowledge to solve practical problems encountered in the workplace.



4

### Networking Opportunities:

Participants can **interact** with peers, instructors, and industry experts, exchange ideas, and build professional connections that can benefit them throughout their careers.



# From Newbies to Ninjas



Our courses cater to learners at all stages, from **beginners** to **advanced professionals**!



## Beginner

Courses that require no prior knowledge, ideal for those starting in a new field or fresh graduates.

## Intermediate

Courses designed for professionals with some experience looking to deepen their expertise.

## Advanced

Specialized courses for advanced learners seeking mastery or leadership roles.



# Frame it, Flaunt it!



A **Master's Certificate in Business Management** is your **golden ticket** to career success.

Designed with care, and awarded with a virtual handshake, these certificates are proof of your **hard work** and **dedication**.



## What You Can Do with Your Certificate:



- Frame It
- Add It to Your Resume
- Post It on Social Media





# KEY

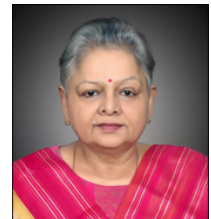


# INSTRUCTORS



**Mr. Niraj Srivastava**  
Faculty-Professional  
& Life Skill

- 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 alumna 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 alumna of IIT, Kgp (E&EC) and IIMB



**Ms. Archana Khurana Sharma**  
Faculty - HR Management

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



**Mr. Mayank D Yagnik**  
Faculty - SCM

- Ex - VP, Procurement & Operations
- 40+ Years of Experience in SCM



**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



# KEY INSTRUCTORS



**Prof. Prabhas  
Chandra Sinha**  
Faculty - Human  
rights & Conflict  
Management

- Jawahar Lal Nehru University (Retd.)
- Executive Director at Global Peace Foundation



**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)



**Dr. Sanjay Sahai**  
Faculty - Financial  
Management

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



**Dr. Usha Verma  
Srivastava**  
Faculty- Emotional  
Care Coaching

- Clinical psychologist with more than 17 years of experience, a RCI registered practitioner.
- Amit Bhattacharya Bursary receiver from EMDR Institute UK & Ireland, For EMDR level-1 training at EMDR Institute, London in 2005.





## Testimonials



“To other women who are homemakers and considering re-entering the workforce, I strongly encourage you to upskill yourselves.”

**Sushma S Amare**

**Human Resources Recruiter at TalentXO**



“This course helped me understand the challenges and day-to-day activities in core departments, ensuring smooth results for the end users.”

**Saurabh Jaiswal**

**Marketing Manager at Goodyear Autopart**



“They taught us in a very simple manner which was easy to be absorbed and all our doubts, all our concerns were addressed.”

**Vaidehi Pathre Shetty**

**Assistant L&D Manager at Hilton Mumbai International Airport**



# Return on Investment

## Financial Benefits

If a learner's pre-training salary is **₹300,000 per annum**, a **30% increase** would result in a post-training salary of **₹390,000 per annum**.

## Time to ROI

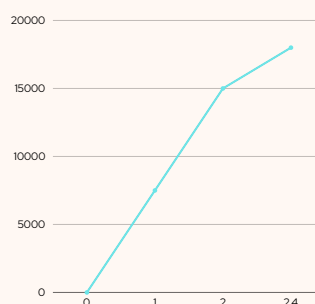
If you had invested **₹18,000** and the annual increase in salary is **₹90,000** then the

- **Payback period: ₹18,000 / ₹90,000 = 0.2 years (approximately 2.4 months)**

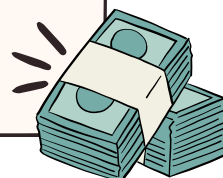
## Comparative Analysis

- **Traditional Degree: ₹100,000 per year (3 years total = ₹300,000)**
- **Our Course: ₹18,000 (one-time cost)**
- **Savings: ₹282,000**

## Graph: Payback Period



**Assumption:** Monthly increase post-training is ₹7,500 (30% annual increase on ₹300,000 divided by 12)



Transform your career today with our **affordable, high-impact training programs** and see a **tangible return on your investment** in just a **few months**.



8009321506



info@youngskilledindia.com



www.youngskilledindia.com



# Borrowing Brains from the Best

Our interns hail from top-tier universities such as **IIM Lucknow, IIM Sambalpur, IIT Delhi** etc. bringing fresh perspectives and innovative ideas to our projects.



# COURSE OFFERINGS



**Monthwise Classification**  
**Total: 6 Months (120 hours)**



## Management Basics 2 months (32 hours)

- Principles of Management
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- Finance Basics
- HR Basic
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- Operation Management Basics
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**Classes: Online Live & Interactive**  
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## Specialization: 4 months (including 64 hours learning and 24 hours live project)

- Advanced General Management\*
- Digital Marketing Management
- Marketing Management
- Human Resources Management
- Financial Management
- Operations & SCM
- Project Management\*
- Emotional Care Coaching
- Yoga Life Coaching Management
- AI & ML
- Sustainability Management
- Negotiation & Conflict Management

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# Advanced General MANAGEMENT

## Career Opportunities



General Manager



Chief Executive  
Officer (CEO)



Chief Operating  
Officer (COO)



Business Development  
Manager

## Expected Salary (in LPA)

- Entry-Level: ₹6,00,000 - ₹10,00,000
- Mid-Level: ₹12,00,000 - ₹25,00,000
- Senior-Level: ₹30,00,000 - ₹50,00,000+
- Top Executives: ₹50,00,000 - ₹1,00,00,000+

## Companies That Hire



J.P.Morgan

Morgan Stanley



McKinsey  
& Company







# Advanced General MANAGEMENT

## Objectives

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

01

## Management Principles

This module introduces foundational management principles essential for effective leadership and organizational success. It covers the core concepts and practices that form the basis of management theory and application, providing a strong foundation for subsequent modules.

02

## HR Management

Delve into the various aspects of human resource management, including performance management systems, learning and development interventions, and managing industrial relations. Gain insights into fostering diversity and inclusion, strategic HR management, and understanding the complexities of taxation and salaries. This module equips you with the skills needed to effectively manage human capital in an organization.

03

## Financial Management

Explore the strategic and operational aspects of financial management. Topics include strategy and business models, corporate objectives, and strategic financing decisions. Learn about financial planning and wealth management, analyzing financial statements and ratios, and managing the operating cycle and working capital. This module also covers the unique financial statements of banking companies.

04

## Marketing Management

Understand the fundamentals of marketing management, including sales and distribution management, integrated marketing communication, and go-to-market strategies. Dive into strategic brand management and learn to measure, audit, and analyze marketing metrics. This module prepares you to develop and implement effective marketing strategies.





# Advanced General MANAGEMENT

05

## Yoga Life Coaching

Discover the origins and various paths of yoga, including Ashtanga Yoga's eight limbs: Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana, and Samadhi. Learn about the Pancha Koshas (the five sheaths) and the chakras, their colors, and functions. This module provides a holistic approach to personal well-being and self-awareness through yoga.

06

## Emotional Care Coaching

Focus on emotional care in both personal and professional spheres. Topics include emotional care for partners, spouses, friends, and elderly relatives, pre- and post-marriage emotional care, and professional etiquette. Learn about managing emotional and social behavior, dealing with superiors and subordinates, and resolving conflict situations. Practical sessions enhance understanding of professional relationships and emotional intelligence.

07

## Digital Marketing Management

Gain a comprehensive understanding of digital marketing, including the value of online advertising and setting up effective AdWords campaigns. Learn to measure and optimize performance using tools like Google Analytics. This module equips you with the skills to navigate and succeed in the digital marketing landscape.

08

## Operations Management & SCM

Study the strategic planning and supply chain management (SCM) processes, including sourcing, manufacturing, and moving methods. Topics include demand planning and forecasting, logistics and distribution optimization, and the integration of finance and human resources into SCM. Learn about IT-enabled supply chain management to enhance operational efficiency.

09

## Professional & Life Skills

Develop essential professional and life skills, starting with self-awareness and professional communication. Improve your body language, pitch, tone, and accent for effective presentations. Enhance analytical skills, decision-making, and problem-solving abilities. This module also covers practical aspects such as CV preparation, interview techniques, and appraisal management, ensuring you are well-prepared for professional advancement.

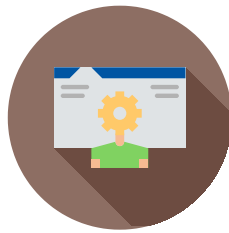


# Digital Marketing MANAGEMENT

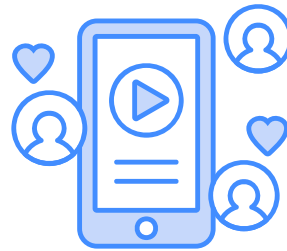
## Career Opportunities



Digital Marketing  
Manager



SEO Specialist



Content Marketing  
Manager



Social Media Manager

## Expected Salary

- Entry-Level: ₹3,00,000 - ₹5,00,000
- Mid-Level: ₹6,00,000 - ₹12,00,000
- Senior-Level: ₹15,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire





# Digital Marketing MANAGEMENT

## 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

01

## Introduction to Digital Marketing

This unit covers the fundamentals of digital marketing, starting with search engine optimization (SEO). It explains how major search engines rank websites, key factors influencing these rankings, and how to interpret search engine results. Students will learn about the processes and concepts behind SEO, the importance of Google PageRank, and the distinction between white hat and black hat SEO techniques.

02

## Web Design for On-Page SEO

Focusing on creating search engine-friendly websites, this unit addresses website usability and accessibility. It covers identifying areas for improvement, enhancing content quality, and improving conversion rates through effective page layout and unique selling points (USPs). The unit also emphasizes the importance of website load times, compliance with code standards, and avoiding issues like broken links and duplicate domains.

03

## On-Page Optimization

This unit dives into the specifics of on-page SEO, including keyword research using Google Keyword Planner and best practices for selecting domain names, page naming, and folder and image naming. It covers the creation of image titles, ALT tags, meta tags, and redirection tags, as well as the importance of heading tags, SEO-friendly content writing, and proper use of anchor text. Students will learn about robots.txt files, HTML and XML sitemaps, and site tracking tools like Google Webmaster and Google Analytics.



# Digital Marketing MANAGEMENT

04

## Content SEO Techniques

Students will explore advanced content SEO techniques, such as keyword research and selection tools, competitor keyword research tactics, and incorporating niche industry terms. The unit covers search volumes, keyword competition, and the use of long-tail keywords. It emphasizes the relative importance of meta tags, titles, headings, and body text, as well as the correct use of image ALT tags, SEO copywriting techniques, and effective internal linking. The unit also addresses managing page redirects and avoiding duplicate content.

05

## Google Webmaster Tools & Web Analytics

This unit provides an understanding of Google Webmaster Guidelines and an overview of the functionality of Google Webmaster Tools. It covers creating Google sitemaps, geographic targeting, and using Google Analytics for website health checks. Students will learn how to fine-tune SEO and PPC campaigns using Google Analytics and understand different website traffic sources.

06

## Google SEO Tips

Students will learn how to overcome Google indexing problems, utilize Google Places and Local Search, and benefit from online citations for Google Local listings. The unit also covers using Google Advanced Search Operators to find potential link partners and removing unwanted content from the Google index.

07

## Off-Page Optimization Techniques

This unit focuses on off-page SEO strategies, particularly the importance of backlinks and ways to acquire them. It explains the difference between do-follow and no-follow backlinks, how to increase Google PageRank, and techniques for search engine submissions. The unit also covers directory submissions, article writing and submissions, press releases, blog posting, classifieds posting, forum posting, business listings, social bookmarking, and social networking.

08

## Web Marketing Tips

Students will learn to identify good versus bad web directories, manage web directory submissions, and understand the costs associated with directory listings. The unit covers writing and submitting articles, using PR sites for press releases, social bookmarking, link baiting, and ethical use of do-follow forums. It also emphasizes the importance of blogs and blogging, social media references, and participating in the social networking revolution.





# Digital Marketing MANAGEMENT

09

## Advanced SEO Techniques

This unit explores advanced SEO techniques such as using schemas, structured markup data, and rich cards. It includes Google Tag Manager, Open Graph Tags for Facebook and Twitter, and conversions. The unit also covers review schemas, breadcrumbs SEO, events, Wikipedia submission, knowledge graphs, and Accelerated Mobile Pages (AMP).

## PPC Google Adwords

01

## Understanding the Value of Online Advertising

This unit explores the benefits of online advertising and AdWords, detailing Google's advertising networks such as the Search Network, Display Network, Shopping Ads, YouTube Ads, and Mobile Apps Campaigns. It covers different display ad formats including text ads, image ads, rich media ads, video ads, and mobile phone ads. The importance of Ad Quality, understanding Quality Score and Ad Rank, and different bidding strategies (CPC, CPM, CPA) are also discussed.

02

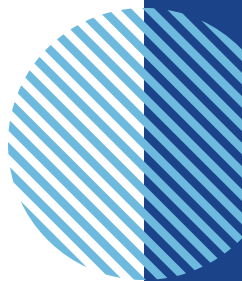
## Setting Up an AdWords Campaign

This unit guides on choosing a campaign type (Search Network only, Display Network only, etc.), structuring the campaign (account, campaign, ad group creation), and targeting the audience (keyword, display network, contextual, affinity audiences, remarketing, demographics, location, language, and device targeting). It also includes setting bids and budgets, creating ad groups, using keywords, types of ad formats, ad extensions, and tools for planning a campaign.

03

## Measuring and Optimizing Performance

This unit covers ways to measure results using AdWords reports and statistics, customizing data, and utilizing various reports (Dimensions tab, search terms, top movers, paid & organic, auction insights). It also explains how to measure performance, evaluate metrics relevant to goals, and basic methods to improve ROI through keyword, text ads, budget, and bid optimization.





# Digital Marketing MANAGEMENT

04

## Search Fundamentals Review

This unit reviews organizing campaigns and ads in an account, using keyword matching options, broad match modifiers, and analyzing account, campaign, and ad group performance. It includes understanding ad position and ad rank, actual cost-per-click (CPC), and different ad formats, focusing on text ads and tips for creating successful text ads.

## Advanced Social Media

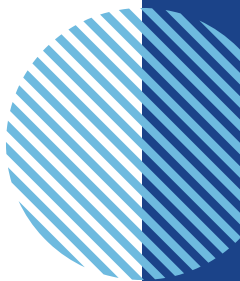
The Advanced Social Media course covers a comprehensive range of topics essential for mastering social media marketing. It begins with an introduction to social media and guides you through creating a robust social media strategy. You will learn to differentiate between paid, earned, and owned social media, and understand the importance of social sharing. The course includes blogging for business, finding and communicating with influencers, and delves into video marketing and YouTube advertising. You will explore social networking and Facebook, including Facebook advertising, and microblogging with Twitter, along with Twitter advertising. Additionally, it covers online reputation management, social media measurement, and analytics. The course also includes marketing strategies for Pinterest, LinkedIn, and Instagram, ensuring a well-rounded expertise in advanced social media marketing.

## Google & Search Console

01

## Google Webmaster Guidelines Part 2

This unit delves into the advanced aspects of Google Webmaster Guidelines, providing in-depth insights and best practices for maintaining a healthy and compliant website that aligns with Google's standards.





# Digital Marketing MANAGEMENT

02

## SEO

The unit covers the differences between White Hat and Black Hat SEO techniques and provides a holistic view of On-Page and Off-Page SEO. It emphasizes foundational On-Page SEO practices and guides you through adding a website to Google Search Console.

03

## Google Search Appearance

Focuses on enhancing how your website appears in Google Search through the use of structured data, rich cards, data highlighter, HTML improvements, and Accelerated Mobile Pages (AMP).

04

## Google Search Traffic

Explores various tools and reports available in Google Search Console for analyzing search traffic, including search analytics, links to your website, internal links, manual actions, international targeting, and mobile usability.

05

## Google Index

Discusses how to monitor and manage your site's presence in the Google index, including checking index status, managing blocked resources, and removing URLs from the index.

06

## Google Crawl

Explains how to understand and utilize Google's crawling features such as crawl errors, crawl stats, Fetch as Google, the robots.txt tester, sitemaps, URL parameters, and handling Google security issues.

07

## Ways to Recover Hacked Website

Provides strategies and best practices for recovering a hacked website and ensuring its future security.

08

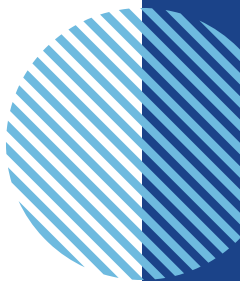
## Google Search Console & Other Resources

Introduces additional resources and tools available through Google Search Console to optimize website performance and compliance.

09

## SEO Learning: Wrapping Up

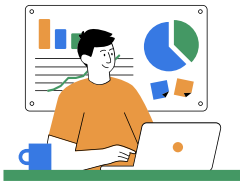
Summarizes the key takeaways from the course and reinforces the continuous learning process necessary for staying updated with SEO best practices and industry changes.





# Marketing MANAGEMENT

## Career Opportunities



Marketing Manager



Brand Manager



Digital Marketing  
Specialist

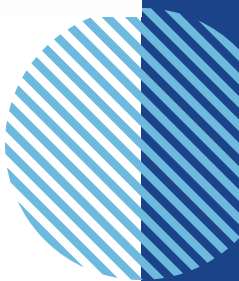


Market Research  
Analyst

## Expected Salary (in LPA)

- Entry-Level: ₹3,00,000 - ₹5,00,000
- Mid-Level: ₹6,00,000 - ₹12,00,000
- Senior-Level: ₹15,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire





# Marketing MANAGEMENT

## 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

01

## Fundamentals of Marketing Management

This unit provides an essential overview of marketing, examining the marketing environment and the behavior of both consumer and business markets. Key topics include market segmentation, targeting, and positioning, along with the basics of marketing research. Students will explore product and branding concepts, pricing strategies, communication of customer value, and the intricacies of marketing channels and supply chain management.

02

## Sales & Distribution Management

In this unit, students are introduced to the fundamentals of sales management, including various theories of selling and the sales process. Personal selling techniques and the negotiation process are also covered, providing a comprehensive understanding of how to effectively manage sales operations.

03

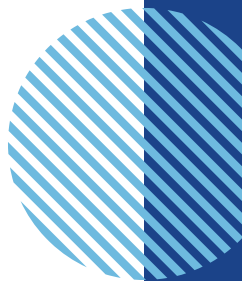
## Integrated Marketing Communication

This unit delves into the components of marketing communications and how consumers process information. It covers customer decision-making, setting objectives for integrated marketing communications (IMC), budgeting for IMC, and developing creative strategies. Students will also learn about media planning and strategy.

04

## Go to Market Strategy

Students will learn how to define markets and understand the business environment in this unit. It covers target marketing, product life cycles, SWOT analysis, and customer relationship management (CRM), equipping students with the tools to develop effective go-to-market strategies.







# Marketing MANAGEMENT

05

## Strategic Brand Management

This unit explores the intricacies of brand management, including the concept of customer-based brand equity and brand positioning. Students will learn how to create new brands, design marketing programs to build brand equity, and manage brand measurement systems. The course also covers new product development and brand extensions.

06

## Strategic Marketing Management

In this unit, students are introduced to strategic marketing management, differentiating between corporate strategy and marketing strategy. It includes competitor and industry analysis, as well as making strategic decisions regarding products, pricing, and channels. Students will also develop comprehensive marketing strategies.

07

## Retail Management

This unit covers the basics of retailing, including various retail formats and theories. It focuses on strategic planning in retail, multi-channel retailing, and strategies for selecting retail sites. Students will also learn about retail store operations, visual merchandising, and the role of information systems and supply chain management in retail.

08

## Financial Aspects of Marketing

Students will explore the financial dimensions of marketing, understanding how sales revenue impacts cost and revenue structures. Topics include marketing investment decisions, and pricing policies, providing a financial perspective on marketing operations.

09

## Marketing Metrics, Audit & Analytics Basics

This unit focuses on key marketing metrics, such as market share, margins, and profits. It covers customer profitability and online metrics, linking marketing activities to financial performance and audit processes. Students will gain insights into how to measure and analyze marketing effectiveness using various analytical tools.

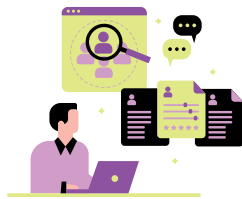


# Human Resources MANAGEMENT

## Career Opportunities



HR Manager



Recruitment  
Specialist



Training and  
Development  
Manager

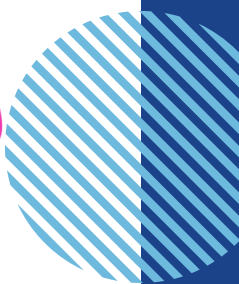


Compensation and  
Benefits Manager

## Expected Salary (in LPA)

- Entry-Level: ₹2,50,000 - ₹5,00,000
- Mid-Level: ₹6,00,000 - ₹12,00,000
- Senior-Level: ₹15,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire





# Human Resources MANAGEMENT

## 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.

01

## Manpower Planning and Implementation

This chapter covers the essentials of manpower planning at both micro and macro levels. It explores various tools, methods, and techniques for effective manpower planning. Key topics include recruitment channels and the life cycle of the recruitment process. Additionally, the chapter introduces OKRs (Objectives and Key Results) and SMART goals to enhance planning and implementation processes.

02

## Human Resource Analytics

In this chapter, students learn about HR metrics and how to measure the specific impact of HR activities. The focus is on positioning HR as a strategic partner within the organization. Students will also explore decision-making processes using HR analytics, highlighting the importance of data-driven approaches in human resource management.

03

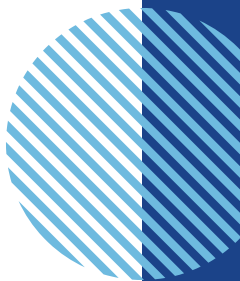
## Performance Management System

This chapter delves into the objectives and challenges of performance management systems (PMS). It covers various methods, tools, and techniques used in PMS and discusses the implications of performance appraisals. The chapter also provides insights into different appraisal forms and formats, ensuring a comprehensive understanding of performance evaluation.

04

## Learning & Development Intervention

Students will explore the concepts of human resource development and the importance of needs assessment in this chapter. It discusses program design principles that incorporate effective learning methodologies. The chapter also evaluates training effectiveness and examines the transition from learning to improved performance in the workplace.





# Human Resources MANAGEMENT

05

## Managing Industrial Relations

This chapter provides an understanding of major laws related to industrial relations. It focuses on the management of relationships among labor, management, and trade unions. Students will learn about industrial relations in changing and emerging scenarios and various approaches to managing these relationships effectively.

06

## Managing Diversity and Inclusion

This chapter addresses the paradox of diversity and inclusion (D&I) in the workplace. It offers a deeper understanding of biases in diversity management and examines the dynamics of D&I. Students will gain skills for effective diversity management, enhancing their ability to foster inclusive work environments.

07

## Strategic HRM

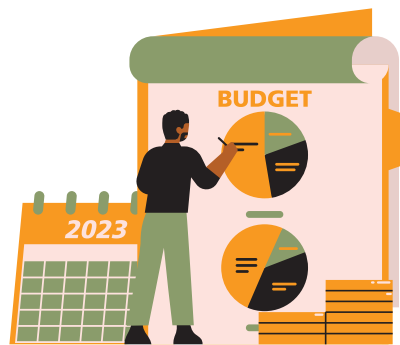
In this chapter, students learn about new policy formulation and implementation in strategic human resource management (SHRM). It covers leadership building, corporate ethics, and values in SHRM. The chapter also discusses the competencies required for HR professionals in SHRM and methods for evaluating the effectiveness of SHRM initiatives.

08

## Payroll Management and Taxation

This chapter explains the taxation of salaries, including exemptions in income tax and their rationale. It covers the implications of the Fringe Benefits Tax on both employers and employees and discusses the taxation of stock options. Students will learn how to design tax-friendly compensation packages, optimizing financial benefits for employees.





# Financial MANAGEMENT

## Career Opportunities



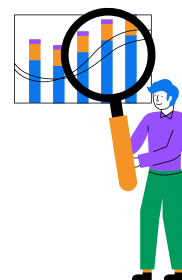
Financial Analyst



Finance Manager



Investment  
Banker



Treasury Manager

## Expected Salary (in LPA)

- Entry-Level: ₹4,00,000 - ₹7,00,000
- Mid-Level: ₹8,00,000 - ₹15,00,000
- Senior-Level: ₹20,00,000 - ₹35,00,000+
- Top Executives: ₹40,00,000 - ₹70,00,000+

## Companies That Hire



J.P. Morgan

Morgan Stanley



TATA MOTORS



Mahindra

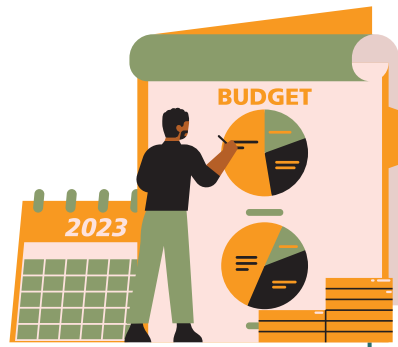


SUZUKI

Flipkart







# Financial MANAGEMENT

## 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.

01

## Strategy and Business Model

This unit introduces the concept of strategy, focusing on corporate strategy and the importance of diversification and value creation. It explores business level strategies and different business models, providing a comprehensive understanding of how businesses formulate and implement strategies to achieve competitive advantage and growth.

02

## Wealth Maximization Principle and its Limitations

Students will examine the wealth maximization principle and its inherent limitations. The unit covers stakeholder theory, highlighting the importance of considering various stakeholders in business decisions. It also delves into corporate social responsibility (CSR) and the triple bottom line, emphasizing the need for businesses to balance economic, social, and environmental goals.

03

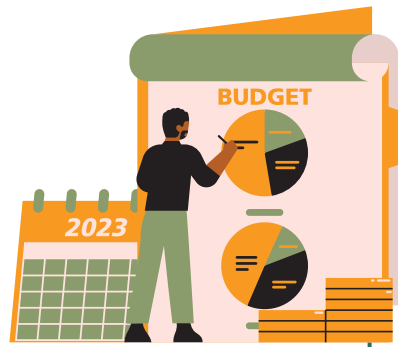
## Strategic Financing Decisions

This unit explores key strategic financing decisions, including capital structure and dividend policy and their impact on firm value. It discusses the rationale and objections to share buybacks, as well as their implications for valuation, providing insights into how companies manage their finances to maximize shareholder value.

04

## Overview on Financial Planning & Wealth Management

In this unit, students are introduced to wealth management and the concept of asset classes. It covers the risk and return trade-off, risk profiles, and the basics of financial planning, including life cycle analysis. The unit aims to equip students with the knowledge to develop effective financial plans and manage wealth efficiently.



# Financial MANAGEMENT

05

## Role of Insurance

This unit explains the importance of insurance as a risk mitigation tool. It introduces various types of risks and the concept of insurable risks from an investor's perspective. The unit also covers life and non-life insurance and the concept of human life value, helping students understand the role of insurance in financial planning.

06

## Mutual Funds as an Asset Class

Students will learn about mutual funds, their structure in India, and the types of mutual funds available for investment. This unit provides a detailed understanding of mutual funds as an investment option, including their benefits and how they fit into an investment portfolio.

07

## Equities as an Asset Class

This unit covers equities, equity investing, and equity trading. It discusses value investing, how to identify sectors and stocks for investment, and the feasibility of timing investments. The unit also introduces portfolio management services, providing a comprehensive overview of equity investment strategies.

08

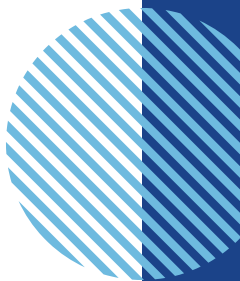
## Alternate Asset Classes

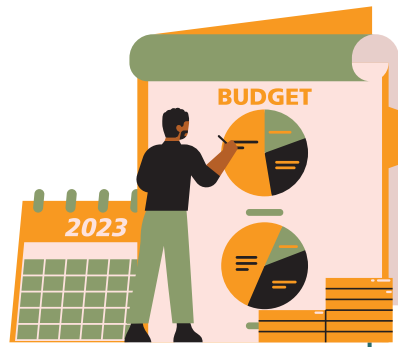
Students will explore alternate asset classes, including gold and real estate. The unit covers how to invest in gold in India, the challenges of investing in real estate, and the concept of Real Estate Investment Trusts (REITs). It highlights the benefits and risks associated with these alternative investments.

09

## Financial Statements and Ratios

This unit introduces financial statements, including the balance sheet, profit and loss account, and cash flow statement. It covers ratio analysis, focusing on liquidity, solvency, and activity ratios, and discusses industry-wide variation in ratios and benchmarking, providing essential tools for financial analysis.





# Financial MANAGEMENT

10

## Operating Cycle and Working Capital

Students will learn about the operating cycle and working capital management for manufacturing and trading concerns. The unit covers the importance of working capital management, negative working capital, and sources of short-term funds, emphasizing the need for effective working capital strategies to ensure business liquidity and efficiency.

11

## Valuation

This unit covers the valuation of bonds and shares, including bond values and yields. It explains the linkages between share price, earnings per share (EPS), and price-to-earnings (PE) ratio, and the valuation of enterprises. The unit provides a thorough understanding of various valuation methods and their application in investment decisions.



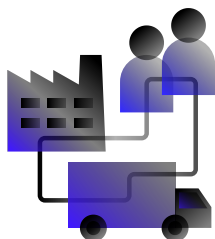


# Operations & Supply Chain MANAGEMENT

## Career Opportunities



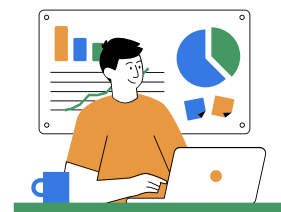
Operations Manager



Supply Chain  
Manager



Logistics Manager



Production Manager

## Expected Salary (in LPA)

- Entry-Level: ₹3,50,000 - ₹6,00,000
- Mid-Level: ₹7,00,000 - ₹12,00,000
- Senior-Level: ₹15,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire





# Operations & Supply Chain MANAGEMENT

## 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.

01

## Introduction to Operations Management

This unit provides an overview of production and operations management, emphasizing the systems approach and distinguishing between goods and services. It explores the differences between production and operations management and introduces the input-output profit model. Students will learn about the stages of development in operations management and career opportunities in the field, including various organizational positions.

02

## Productivity

This unit defines the concept of productivity and identifies factors that contribute to its improvement. It covers techniques for enhancing productivity, providing students with tools and methods to increase efficiency in operations.

03

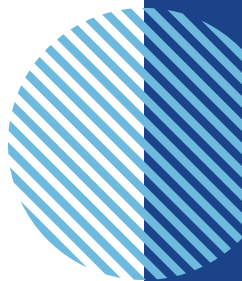
## Materials Management

Materials management is defined and explained in this unit, highlighting the importance of a materials management information system. It covers the purchasing function, receiving, inspection, and storage processes, the necessity of requiring bids before purchase, managing critical parts, and the ABC classification system. The unit also discusses the certification of suppliers.

04

## Plant Location and Layout

Students will learn about the factors governing the location of a plant and different types of plant layouts. The unit covers principles of materials handling, various materials handling equipment, and their uses, providing insights into efficient plant design and operation.





# Operations & Supply Chain MANAGEMENT

05

## Process Configuration Strategies

This unit explains what a process is and how to classify different types of process flows. It discusses best practices in process configuration, including intermittent flow shops, flexible process systems, and shifting work configuration types. The unit also covers process analysis and redesign, offering strategies for optimizing work processes.

06

## Operations Planning and Control

This unit covers various aspects of operations planning and control, including aggregate production planning, master production scheduling (MPS), materials requirement planning (MRP), capacity requirements planning (CRP), and distribution resource planning (DRP). It discusses the weaknesses of MRP, the emerging power of ERP, and various operational techniques such as loading, sequencing, routing, scheduling, dispatching, expediting, and line balancing. Additionally, the unit covers cycle-time management (CTM), time-based management (TBM), just-in-time (JIT) delivery, and the push vs pull process discipline.

07

## Inventory Management

Students will explore the definition of inventory management, different types of inventory situations, and inventory costs. The unit covers order point policies (OPP), economic order quantity (EOQ) models, economic lot size (ELS) models, perpetual and periodic inventory systems, and the quantity discount model. It also discusses inventory classification systems and their applications.

08

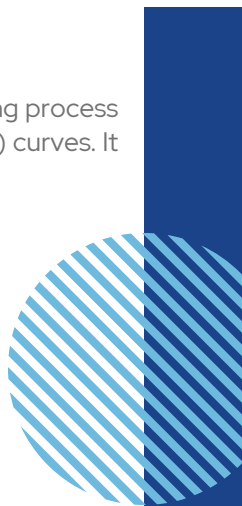
## Arrow Diagramming and Network Analysis

This unit introduces the PERT (Program Evaluation and Review Technique) model, focusing on the determination of the critical path and distribution of project completion time. It also covers the CPM (Critical Path Method) model, time/cost relationships, and project crashing techniques.

09

## Statistical Quality Control

This unit explores the objectives of statistical quality control (SQC), including process control charts for variables and attributes and operating characteristic (OC) curves. It also covers total quality management (TQM).







# Operations & Supply Chain MANAGEMENT

10

## Environment, Ethics, Technology, and Contingency Planning

It covers adapting to external forces, environmental maintenance, design for disassembly (DFD), ethics in production and operations management, and preparing for future challenges. The unit emphasizes environmental quality standards such as ISO 14000/14001.

11

## Strategic Planning and Supply Chain Management

This unit discusses the interconnection between supply chain and strategic planning, covering facility location and distribution, facility layout planning, and configuring supply chains for better efficiency. It highlights the importance of strategic planning in impacting core areas and long-term business plans.

12

## Source, Make, and Move Methods

Students will learn conceptual frameworks for demand planning, simplified forecasting models, industry-based data mining techniques, and analysis of time series and causal factors. The unit covers key performance indicators (KPIs) and risk-based forecasts, sourcing and procurement processes, resource allocation, scheduling, quality management, enterprise warehouse management, and order management.

13

## Demand Planning and Forecasting

This unit focuses on predicting and preparing for market trends and customer preferences, aiming to balance inventory levels with customer needs. It discusses sourcing, making, and delivering products and services throughout the supply chain, and emphasizes the importance of organizing and managing these activities effectively.

14

## Advanced Sourcing Strategies

This unit emphasizes strategic activities in high-stake and high-risk areas of the supply market. It covers advanced sourcing approaches to reduce costs and create savings, including distribution channels, intermediaries, retail, wholesale, direct marketing, e-tailing, customer relationship management, and cooperation in logistics.





# Operations & Supply Chain **MANAGEMENT**

**15**

## **Logistics and Distribution Optimization**

Students will explore decision-making activities in logistics and distribution, such as transporting raw materials and goods, minimizing empty mileage, and optimizing packaging strategies. The unit covers daily operations in logistics management and strategies for enhancing supply chain efficiency.

**16**

## **Supply Chain Finance**

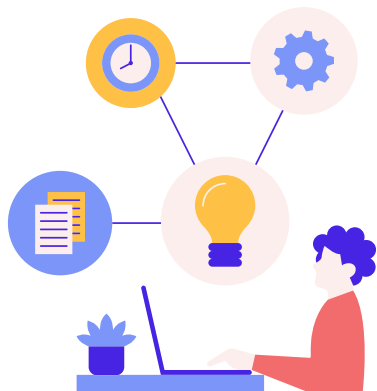
This unit provides an overview of financial management processes within supply chains. It discusses the relationship between information management and logistics, information systems management, reverse factoring, trade credit, accounts receivable/payable management, foreign currency risk management, and the implementation of blockchain technology.

**17**

## **IT-Enabled Supply Chain Management**

Students will learn about the critical role of information in supply chain operations. The unit emphasizes the importance of information for coordination and maximizing supply chain profitability, and explores how companies can use information as a driver for responsiveness and efficiency.





# Project MANAGEMENT

## Career Opportunities



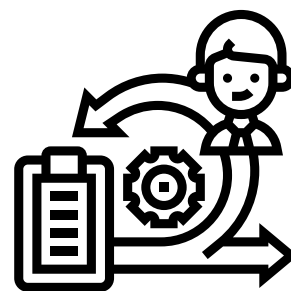
Project Manager



Program Manager



Project  
Coordinator



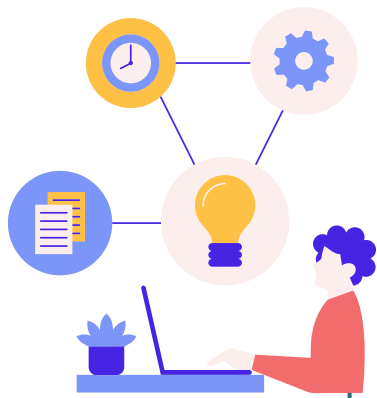
Scrum Master

## Expected Salary

- Entry-Level: ₹4,00,000 - ₹8,00,000
- Mid-Level: ₹9,00,000 - ₹15,00,000
- Senior-Level: ₹16,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire





# Project MANAGEMENT

## Objectives

- To allow students to review project management and fundamentals, justify and select projects, and understand the stakeholder influence.
- To learn about planning, project launch, and execution in order to effectively manage multiple projects in a business environment.

## 01

### Introduction to Project Management

This unit covers the fundamentals of project management, beginning with a clear definition of what project management entails. It explores the various opportunities available in the project management field and emphasizes the importance of developing essential project management skills. Additionally, it categorizes different types of projects and distinguishes between projects and programs, providing a comprehensive understanding of the scope and nature of project management.

## 02

### Planning the Project

Unit 2 focuses on the planning phase of a project. It guides on how to effectively plan a project by identifying and prioritizing client needs and managing stakeholders. Key components include developing a detailed project management plan and understanding the RACI Matrix to clarify roles and responsibilities. The unit also addresses preventing scope creep, assessing project feasibility, and identifying and managing potential risks.

## 03

### Implementing the Project

This unit delves into the implementation phase, starting with entering into contracts and managing the project efficiently. It covers setting up a project database, creating an effective work schedule, and monitoring progress. The unit also emphasizes conducting effective meetings, managing changes, and addressing problems that arise during the project's lifecycle.

## 04

### Project Management Techniques

Unit 4 introduces various project management techniques and tools. It covers identifying organizational structures, estimating costs, and budgeting. Students will learn about critical path project management tools like the Work Breakdown Structure (WBS), Gantt charts, and Project Network Diagrams. The unit also discusses tracking project milestones, using the Program Evaluation and Review Technique (PERT), and employing process improvement tools such as the Fishbone diagram and SIPOC. Managing time and controlling quality are also key focuses.





# Project MANAGEMENT

05

## Business and Financial Issues

This unit addresses the business and financial aspects of project management. It explains the importance of developing a robust business case, identifying project costs, and calculating financial metrics such as return on investment (ROI), payback period, and net present value (NPV). Understanding these concepts is crucial for making informed project decisions that align with business goals.

06

## The Project from Start to Finish

Unit 6 provides a comprehensive overview of the project lifecycle. It covers the stages from project initiation to closure, including handing over the project and conducting a thorough review. This unit ensures that students understand the entire process and are equipped to manage projects from start to finish effectively.

07

## People in the Project

The final unit focuses on the human aspect of project management. It discusses assembling and planning resources for the project team, managing the team, and handling conflicts. Effective communication, leadership, and fostering teamwork are emphasized as crucial elements for the successful management of any project team.





# Emotional Care Coaching & MANAGEMENT



## Career Opportunities



Emotional Care  
Coach



Mental Health  
Coach



Wellness Coach



Corporate Wellness  
Coordinator

## Expected Salary

- Entry-Level: ₹3,00,000 - ₹5,00,000
- Mid-Level: ₹6,00,000 - ₹12,00,000
- Senior-Level: ₹15,00,000 - ₹25,00,000+
- Top Executives: ₹20,00,000 - ₹35,00,000+

## Companies That Hire

Infosys®

tcs

accenture



ANAHATA  
yoga zone

ESTD 1918  
The Yoga Institute



Apollo  
HOSPITALS  
TOUCHING LIVES

Fortis

MAX  
HEALTHCARE  
Care for life

betterhelp





# Emotional Care Coaching & **MANAGEMENT**

## Objectives

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

**01**

## Emotional Care

This unit focuses on understanding the importance of emotional care and its application in various spheres of life. Explore the process and procedures of self-care, and delve into the intricacies of providing emotional support in personal relationships. From pre to post-marriage emotional care, handling trust issues, and resolving conflicts within families, to developing positive habits like meditation and mindfulness techniques, this unit equips individuals with the tools to navigate through emotional fluctuations and worries effectively.

**02**

## Professional Etiquette and Emotional Intelligence

Shift your focus to professional settings, where emotional intelligence plays a pivotal role in success. Learn about professional etiquette, including emotional and social behavior, and master the art of dealing with superiors, subordinates, and conflict situations. Dive into building professional relationships, boosting confidence, and overcoming negative habits and demotivation. This unit also addresses blockages in professional life and offers strategies to navigate through them, ensuring a harmonious and fulfilling career trajectory.

**03**

## Coaching Techniques for Personal Development

Transitioning into coaching techniques, this unit introduces life coaching philosophy, exploring the five theories that underpin the practice. Engage in goal-setting exercises for self and others, and delve into personality assessment tools to understand individual strengths and areas for growth. Explore coaching exercises aimed at enhancing emotional balance and fostering personal development, empowering individuals to lead more fulfilling and purpose-driven lives.





# Yoga Life Coaching MANAGEMENT

## Career Opportunities



Yoga Life Coach



Yoga Instructor



Wellness Coach



Corporate Wellness  
Coordinator

## Expected Salary

- Entry-Level: ₹3,00,000 - ₹5,00,000
- Mid-Level: ₹6,00,000 - ₹12,00,000
- Senior-Level: ₹12,00,000 - ₹20,00,000+
- Top Executives: ₹15,00,000 - ₹30,00,000+

## Companies That Hire





# Yoga Life Coaching MANAGEMENT

## Objectives

- To become a yoga and mindfulness trainer.
- To enhance all the activities, be it academic or sports or social. To learn techniques of gaining good health.

## HRM & Life Coaching

01

### Setting Goals

This chapter focuses on helping individuals establish goals and milestones that naturally motivate them. It covers the development of key performance indicators and the creation of practical action plans to help people attain their goals. Emphasis is placed on raising awareness through robust questioning processes, enabling individuals to clarify and commit to their objectives effectively.

02

### Converse Coach Compassion

Chapter 2 delves into coaching techniques that develop strong relationships. It emphasizes the importance of communication in building trust and rapport, developing essential people skills, and increasing social awareness. The chapter also explores how to compassionately examine unhelpful beliefs, attitudes, and habits, fostering a supportive environment for personal growth.

03

### Core Coaching Principles & Tools

This chapter introduces a set of valuable perspectives and coaching models. It focuses on advancing personal growth and professional development, instilling hope, and bringing compassion to inspire others. By implementing these core coaching principles and tools, individuals can enhance their coaching effectiveness and positively impact those they work with.



# Yoga Life Coaching MANAGEMENT

04

## Process of Change

Chapter 4 explores various change theories and models, including the five discovery phases of Intentional Change Theory. It highlights the importance of mindfulness and meditation for calming the mind and managing stress and anxiety. The chapter provides practical strategies for incorporating mindfulness into daily routines to support the process of change.

05

## Co-Creating Success with Clients

This chapter examines the relationship between the brain's independent and suppressive task-positive network (TPN) and its role in problem-solving, analytical tasks, and social experiences. It emphasizes the ethical dimensions of coaching, including the importance of trust, environmental safety, and awareness of boundaries. Understanding these elements is crucial for co-creating success with clients.

06

## Business Management

The final chapter covers essential aspects of business management, including marketing management (branding, positioning, market research, customer conversion, digital marketing, etc.). It also discusses business promotion techniques such as events, webinars, workshops, corporate training, and school/college trainings. This chapter provides a comprehensive overview of strategies to effectively manage and promote a coaching business.

## Practical Yoga & HRM

01

## Yoga Philosophy

This chapter delves into the origins of yoga, tracing its roots and evolution. It explores the different paths of yoga, including Bhakti, Karma, Jnana, and Raja Yoga, providing a comprehensive understanding of their principles and practices. The chapter also introduces Ashtanga Yoga, which outlines the eightfold path, and discusses the Pancha Koshas, or the five layers of existence. Additionally, it examines the Chakras, the energy centers within the body, emphasizing their significance in yoga practice.



# Yoga Life Coaching MANAGEMENT

02

## Human Anatomy & Yoga

In this chapter, students are introduced to the basics of human anatomy relevant to yoga. It covers various body systems such as the muscular, nervous, respiratory, and digestive systems. The chapter explains the physiology of different asanas, including standing, backbends, forward bends, twists, and inversions, highlighting how each affects the body.

03

## Meditation, Mantras & Yoga Nidra

This chapter focuses on the role of mantras in aiding concentration during meditation. It explains the practice of Yoga Nidra and its benefits in providing deep rest and relaxation to the body and mind. Different meditation techniques, including visualization, breathing meditation, and Chakra meditation, are explored to enhance mental clarity and relaxation.

04

## Asana & Pranayama

Chapter 4 covers the physical aspects of yoga, detailing various asanas and their benefits. It introduces Yogic Sukshama Vyayama and Sthula Vyayama for preparatory exercises. The chapter provides a comprehensive list of asanas, from Surya Namaskar to advanced postures, describing their benefits, such as improving circulation, strengthening muscles, and relieving pain. It also discusses pranayama techniques like Surya Nadi, Chandra Nadi, Nadi Sodhana, and more, focusing on the breath control and its effects on physical and mental health.

05

## Mudras, Bandhas & Kriyas

This chapter introduces various mudras (hand gestures), bandhas (body locks), and kriyas (cleansing techniques) that are integral to yoga practice. It covers specific mudras like Anjali, Chin, Jnana, and more. Bandhas such as Uddiyana, Jalandhara, and Moola Bandha are discussed along with their applications. Kriyas like Jalaneti, Dhauti, Kapalabhati, and others are explained for their cleansing and rejuvenating effects.

06

## Asana Alignment & Sequence Formation

In this chapter, students learn the importance of correct alignment in postures to practice asanas comfortably and safely. It also covers the basics of sequence formation, teaching methods to create dynamic and innovative asana sequences.

07

## Yoga Sutras

This chapter focuses on the foundational text of classical yoga philosophy, the Yoga Sutras of Patanjali. It covers 20 basic sutras and their principles, providing insights into the philosophical underpinnings of yoga practice.



# Yoga Life Coaching MANAGEMENT

08

## Teaching Methodology

This chapter discusses effective communication skills, group dynamics, time management, and establishing priorities and boundaries in a yoga teaching environment. It covers the principles of demonstration, observation, assisting, and correcting, as well as different teaching styles, qualities of a good teacher, and the business aspects of teaching yoga.

09

## Power of Yoga

Chapter 9 focuses on Power Yoga, a vigorous and fitness-based approach to vinyasa-style yoga. It emphasizes building strength and endurance and is tailored for weight loss and boosting confidence in self-practice.

10

## Yoga for Prevention & Management of Lifestyle Disorders

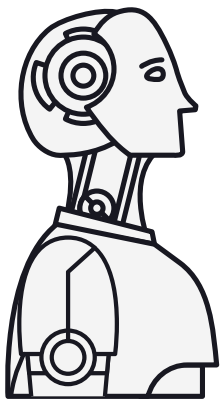
The final chapter provides general knowledge about lifestyle-related disorders such as acidity, constipation, neck pain, and lower back pain. It discusses how yoga can be an integral part of the prevention and management of these disorders, promoting overall health and well-being.

## General Rules, Principles & Guidelines to Follows

1. Respectful behaviour is mandatory at all times during the session.
2. PDF & JPEG format materials only shared for course-related.
3. Regular homework should be completed.
4. Course completion certificate will provide only after completing exams & assignments.

**ASSIGNMENT, ASSESSMENT, AND PRACTICAL EXAM WILL BE CONDUCTED ONLINE AT THE END OF THE COURSE**





# AI & ML MANAGEMENT

## Career Opportunities



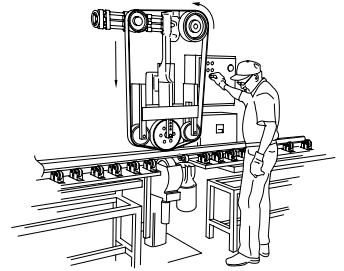
AI/ML Engineer



Data Scientist



AI Research  
Scientist



Machine Learning  
Operations (MLOps)  
Engineer

## Expected Salary

- Entry-Level: ₹6,00,000 - ₹10,00,000
- Mid-Level: ₹12,00,000 - ₹20,00,000
- Senior-Level: ₹25,00,000 - ₹40,00,000+
- Top Executives: ₹50,00,000 - ₹1,00,00,000+

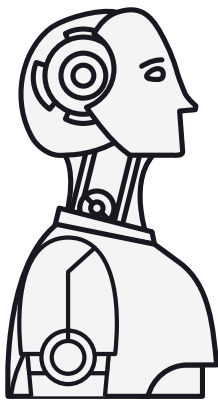
## Companies That Hire



J.P.Morgan

Morgan Stanley





# AI & ML MANAGEMENT

## Objectives

- To equip participants with a comprehensive understanding of artificial intelligence and machine learning technologies.
- To facilitate practical application and strategic implementation of AI and ML solutions in real-world business scenarios.

## 01

### Python for AI & ML

This unit equips you with essential Python skills tailored for artificial intelligence (AI) and machine learning (ML) applications. Starting with Python basics, you'll progress to mastering functions and packages critical for data manipulation and analysis. Dive into working with versatile data structures like arrays, vectors, and data frames, honing your ability to handle complex datasets efficiently. You'll also explore the Jupyter Notebook environment, from installation to its function in facilitating interactive data analysis. Leveraging libraries such as Pandas, NumPy, Matplotlib, and Seaborn, you'll gain hands-on experience in data visualization and manipulation, laying a solid foundation for AI and ML endeavors.

## 02

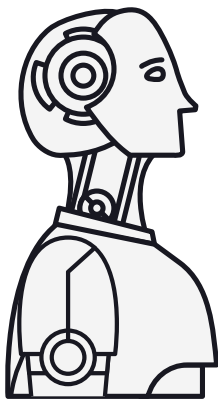
### Applied Statistics

This unit delves into applied statistics, empowering you with the analytical tools necessary for data-driven decision-making in AI and ML contexts. Begin by grasping descriptive statistics, enabling you to summarize and interpret data effectively. Explore concepts of probability and conditional probability, essential for understanding uncertainty and randomness in data. Delve into hypothesis testing techniques, equipping you to make inferences about population parameters from sample data. Finally, gain insight into inferential statistics and probability distributions, crucial for modeling and analyzing real-world phenomena, thereby enriching your repertoire of statistical techniques for AI and ML applications.

## 03

### Introduction to Neural Networks and Deep Learning

Begin your journey into the realm of neural networks and deep learning with a comprehensive introduction to perceptrons, activation functions, and loss functions. Explore essential concepts such as gradient descent and batch normalization to enhance model performance. Dive into practical implementation using TensorFlow and Keras, while mastering hyperparameter tuning techniques for optimal model performance.



# AI & ML MANAGEMENT

04

## Computer Vision

Unlock the power of computer vision with an exploration of convolutional neural networks (CNNs). Understand the mechanics of convolution, pooling, and padding, and delve into forward propagation and backpropagation for CNNs. Study renowned architectures like AlexNet, VGGNet, InceptionNet, and ResNet, and learn transfer learning techniques to leverage pre-trained models for new tasks.

05

## Natural Language Processing (NLP) (Basics)

Embark on a journey through the basics of natural language processing, covering essential topics such as stop words, tokenization, stemming, and lemmatization. Explore popular models like the bag of words model and TF-IDF, and gain insights into advanced techniques such as part-of-speech tagging and named entity recognition.

06

## Sequential Models and NLP

Delve deeper into sequential data processing with an exploration of recurrent neural networks (RNNs), long short-term memory (LSTMs), and gated recurrent units (GRUs). Understand the challenges of vanishing and exploding gradients in RNNs, and explore applications such as time series analysis, neural machine translation, and advanced language models like transformers, BERT, and XLNet.

07

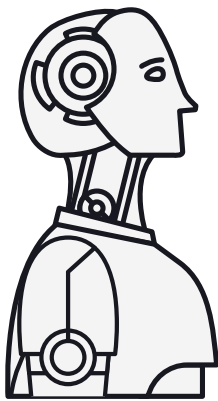
## Advanced Computer Vision

Take your computer vision skills to the next level with advanced topics such as object detection using YOLO and R-CNN, semantic segmentation using U-Net, and face recognition using siamese networks. Explore cutting-edge techniques for instance segmentation and deepen your understanding of complex computer vision tasks.

08

## Introduction to Reinforcement Learning (RL)

Embark on a journey into reinforcement learning, understanding the fundamental components of the RL framework and exploring examples of RL systems. Learn about different types of RL systems and dive into algorithms like Q-learning, paving the way for building intelligent agents that learn from experience.



# AI & ML MANAGEMENT

09

## Supervised Learning

Master the fundamentals of supervised learning, covering regression techniques like linear regression and logistic regression, as well as classification algorithms like naive Bayes, k-NN, and support vector machines. Gain practical insights into building predictive models for various applications.

10

## Unsupervised Learning

Explore unsupervised learning techniques such as k-means clustering, hierarchical clustering, and dimensionality reduction using PCA. Understand how these algorithms enable the discovery of hidden patterns and structures in data without labeled outputs.

11

## Ensemble Techniques

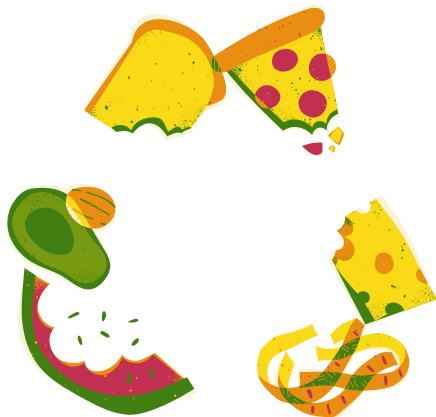
Discover the power of ensemble learning with decision trees, bagging, random forests, and boosting techniques. Learn how ensemble methods combine multiple models to improve predictive performance and generalization.

12

## Recommendation Systems

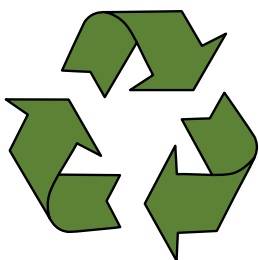
Delve into the fascinating world of recommendation systems, understanding the different approaches including popularity-based models, content-based recommendation systems, collaborative filtering, and hybrid models. Learn how recommendation systems drive personalized user experiences and enhance user engagement.





# Sustainability MANAGEMENT

## Career Opportunities



Sustainability  
Manager



Environmental  
Consultant



Corporate Social  
Responsibility  
(CSR) Manager



Renewable Energy  
Consultant

## Expected Salary

- Entry-Level: ₹4,00,000 - ₹7,00,000
- Mid-Level: ₹8,00,000 - ₹15,00,000
- Senior-Level: ₹16,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

## Companies That Hire

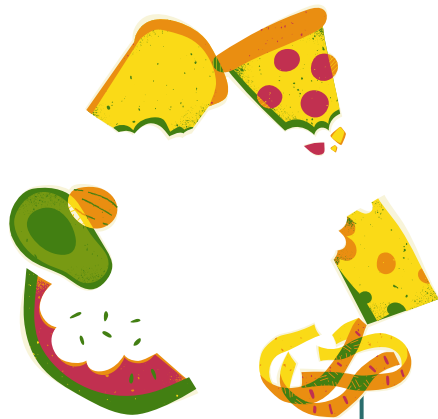


McKinsey  
& Company



SUZLON





# Sustainability MANAGEMENT

## Objectives

- Analyze the environmental, social, and economic impacts of business decisions.
- Develop and implement sustainable practices that contribute to a healthier planet and a more just society.
- Effectively communicate the value of sustainability to stakeholders.

01

## Foundations of Sustainability and Sustainable Development

The module defines sustainability and sustainable development; explores the three pillars (environmental, social, economic), and the business case for sustainability.

02

## Sustainability Challenges and Trends in Sustainable Practices & Regulations

The module analyzes global environmental issues (climate change, resource depletion, pollution) and social challenges (poverty, inequality) and explains causal factors and short-term and long-term impacts in detail. It discusses the current trends in sustainable practices and regulations too.

03

## Sustainability Frameworks and Standards including SDGs

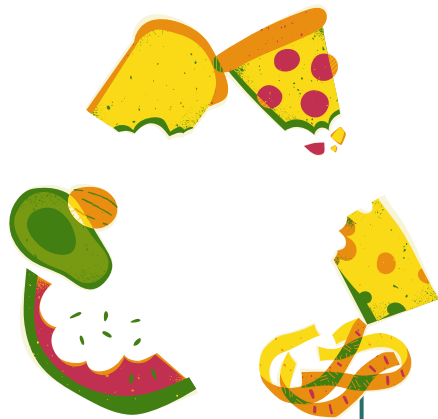
The module introduces leading frameworks like the UN Sustainable Development Goals (SDGs), Global Reporting Initiative (GRI), and industry-specific standards like LEED, etc. It explores their application and benefits.

04

## Life Cycle Assessment (LCA) Management Strategy

This module makes you understand the methodology for assessing environmental impacts throughout a product's life cycle. Learn how to use LCA to inform sustainable product design and sourcing.





# Sustainability MANAGEMENT

05

## Circular Economy Management Strategy

This module explores the circular economy principles of reduce, reuse, recycle, and redesign. It analyzes strategies for minimizing waste, extending product life, and closing resource loops.

06

## Energy Management Strategy

This module focuses on strategies for reducing energy consumption and increasing renewable energy use. It covers energy audits, energy efficiency measures, and renewable energy options.

07

## Supply Chain Sustainability, including Integration and Implementation

This module analyzes sustainability challenges and opportunities within supply chains. It discusses strategies for sourcing from responsible suppliers and managing ethical issues.

08

## Stakeholder Engagement in Sustainability

This module explores different stakeholders (customers, investors, employees) and their interests in sustainability. It develops and suggests strategies for engaging stakeholders effectively and integrating sustainability into business decisions.

09

## Sustainability related Risk Management and Resilience

This module identifies sustainability-related risks (environmental, social, regulatory) and develops risk mitigation strategies. It discusses building business resilience in the face of climate change and other disruptions.

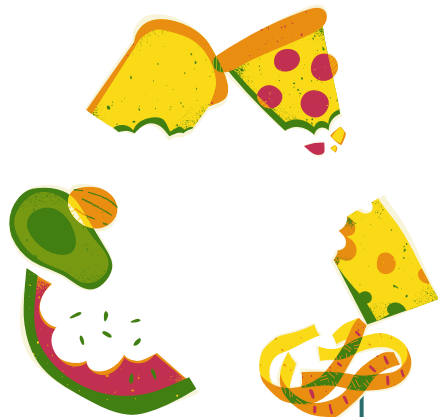
10

## Sustainability Measurement Metrics and Reporting

This module talks about key sustainability performance indicators (KPIs) across different areas. It discusses effective methods for measuring, monitoring, and reporting on sustainability progress.







# Sustainability MANAGEMENT

11

## Sustainability Communication and Branding

This module develops strategies for clear and transparent communication around sustainability efforts. It explores branding opportunities and how to leverage sustainability for competitive advantage.

12

## Leading Change and Building a Sustainable Culture

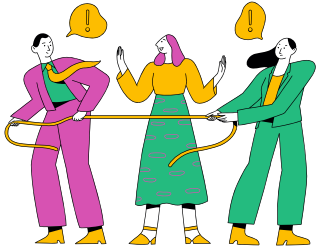
This module discusses fostering a culture of sustainability within organizations. It explores leadership approaches, employee engagement strategies, and change management principles to drive sustainable practices.





# Negotiation & Conflict MANAGEMENT

## Career Opportunities



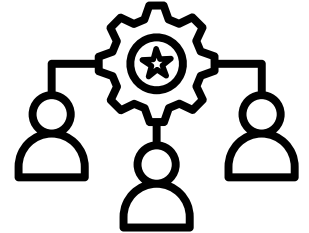
Conflict Resolution  
Specialist



Corporate  
Negotiator



Mediation Consultant



Human Resources  
Manager

## Expected Salary

- Entry-Level: ₹4,00,000 - ₹7,00,000
- Mid-Level: ₹8,00,000 - ₹15,00,000
- Senior-Level: ₹16,00,000 - ₹25,00,000+
- Top Executives: ₹30,00,000 - ₹50,00,000+

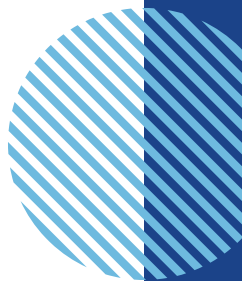
## Companies That Hire



ICRC



Save the Children





# Negotiation & Conflict MANAGEMENT

## Objectives

- Develop advanced communication techniques that are crucial for effective negotiation, conflict management, and relationship building in both personal and professional settings.
- Equip participants with the skills to analyze complex situations, identify underlying interests, and formulate creative solutions to resolve conflicts efficiently.

01

## General Understanding of Negotiation & Conflict Management

This module lays the foundation for effective negotiation by exploring core concepts of conflict management and providing a framework for successful interactions.

02

## Integrated Understanding of Negotiation & Conflict Management

Understanding internal conflicts and managing your emotions can improve your overall negotiation skills. This module expands your negotiation and conflict resolution skills from interpersonal interactions to navigating complex issues on a global scale.

03

## Aspects of Negotiation & Conflict Management

This module delves into the philosophical and spiritual underpinnings of conflict resolution, exploring various approaches alongside practical tactics for effective negotiation.

04

## Cross-Cultural Negotiation & Conflict Management Models

This module equips you to navigate the complexities of intercultural communication, exploring models and perspectives for successful negotiation across cultures. Learning different models equips you to choose the most appropriate approach for a given situation.



# Negotiation & Conflict MANAGEMENT

05

## Conflict Management Methodologies

This module equips you with a toolbox of methods for tackling conflict and reaching agreements, from classic negotiation strategies to creative problem-solving techniques. The course can introduce you to various methods like mediation and arbitration, which can be faster and less expensive than litigation.

06

## Negotiation & Conflict Management Approaches

This module provides a comprehensive framework for negotiation, exploring different approaches, optimal conditions, and effective processes. You'll learn key negotiation styles, develop essential skills, and navigate the steps needed to achieve successful outcomes. Understanding ethical principles ensures fair and sustainable outcomes in negotiations.

07

## Towards Sustainable Options

This module focuses on achieving long-lasting solutions, exploring negotiation and conflict management options that foster reconciliation, and building a foundation for future collaboration.

08

## Negotiation & Conflict Management in Business and Professional Settings

Negotiation skills are crucial for closing deals, managing contracts, and resolving workplace disputes. Understanding cross-cultural negotiation can be invaluable when working with international clients or colleagues. The course can help you develop your leadership skills and navigate complex situations.

09

## Negotiation & Conflict Management in Law and Public Policy

Negotiation and conflict resolution skills are essential for lawyers, mediators, and policymakers. The course will provide frameworks for dispute resolution and reaching mutually beneficial agreements.

10

## The usefulness in Personal Life

The knowledge gained can be applied to manage personal conflicts with family, friends, or other partners. You can learn effective communication techniques to improve relationships and reach compromises.





# Negotiation & Conflict MANAGEMENT

11

## Other Future Applications and Benefits

As technology continues to evolve, this course can prepare you to navigate potential conflicts arising from artificial intelligence, data privacy, and online interactions. Negotiation and conflict resolution skills will be crucial for addressing complex environmental challenges that require international cooperation and compromise.

12

## Towards Evolving a Holistic Model of Negotiation & Conflict Management

This can be particularly valuable if you work in an international context or with foreign counterparts.





# FAQs Section



Got Questions? We've Got Answers!  
Dive into our FAQs for the scoop.

- **How long do the courses typically last?**

☐ The courses typically last **6 months**.

- **Are there any prerequisites for enrolling in a course?**

☐ There are no prerequisites for most courses. However, **some specialized courses may have requirements**. For example, Project Management may be geared towards engineers, Education Management may require a background in education (BEd or MEd), and Advanced General Management may be suitable for managers.

- **What kind of certification will I receive after completing a course?**

☐ Upon successful completion, you will receive an **AICTE-evaluated certificate**.

- **How can I access the course materials?**

☐ Course materials can be accessed conveniently through both **website and mobile phone**.

- **What if I encounter technical problems while taking the course?**

☐ Our helpline is available **24\*7** to provide technical support whenever you need it.





# Thank You!

"Together, we believe in the  
power of education to  
transform lives and create a  
brighter future."

**Join the fun and follow our antics on social media!**



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