

# Annexure 37

## Other courses

- 1. project finance**
- 2. Venture Capital and Private Equity with Financial Technology**
- 3. MSc Finance and Private Equity from  
LSE (LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE)**
- 4. MTech. Artificial Intelligence and Machine Learning**
- 5. Comprehensive courses of data analysis. Partnering With Purdue University and Program in Collaboration With IBM.**
- 6. MBA in Digital Marketing. IIDE**
- 7. MASTER IN DIGITAL MARKETING & COMMUNICATION MANAGEMENT**
- 8. Comprehensive courses on financial modelling and valuation.**
- 9. Professional content writing course.**
- 10. BLOCK CHAIN / DIGITAL ASSETS -  
BLOCKCHAIN COUNCIL COURSES.**
- 11. Export Import Management Courses**
- 12. HIGH Performance Collaboration: Leadership, Teamwork, and Negotiation**
- 13. The Advanced Program in Digital Banking and Leadership**
- 14. AAFM- AMERICAN ACADEMY OF FINANCIAL MANAGEMENT**

1.

**PROJECT FINANCE**  
**Master in Management**

**This course aims to present the principles of Project Finance and its extension to innovative project-related financial structures, primarily Public Private Partnerships (PPPs).**

**Project Finance is characterized by very strong links to industries and utilities (e.g. energy, oil and gas, infrastructures, water and sanitation), and ranks among key products for international investors and banks.**

**Progressively, Project Finance has gained access to international public and private financial markets, through sophisticated structures based upon risk assessment and risk sharing. The course will therefore focus upon the various and numerous risks (technological, industrial, economic, financial and legal) to be considered and proactively managed in such structures.**

**Project Finance often involves both public and private interests. Due to increasing constraints on public budgets and investments, many countries have decided to promote Public Private Partnerships in order to foster their economic and social development. In this respect, the course will propose a presentation of the role of International Financial Institutions in developing countries.**

**The course will debate the difficult long term challenges international projects have to face in the context of somewhat instable geopolitical issues, sustainable development and the reinforcement of financial and banking regulations.**

## **COURSE CONTENT**

- 1. The mechanisms of Project Finance**
- 2. Political and economic risks**
- 3. The PF toolkit (examples): Modeling, Securitization**
- 4. Project Finance in Developing Countries**
- 5. Sustainable finance in international projects**
- 6. PPPs and Economic and Social Development**
- 7. The role of International Financial Institutions.**

**Project Finance is one of the key focus areas in today's world because of continuous growth and expansion of the industries at a rapid rate. Project finance is a centuries-old form of financing high-risk, development-oriented projects.**

**Project finance is the long-term financing of infrastructure and industrial projects based upon non-recourse or limited alternative of financial structure where project debt and equity used to finance the project are paid back from the cash flow engendered by the project.**

**They are most ordinarily non-recourse loans, which are fortified by the project assets and paid entirely from project cash flow, rather than from the general assets or creditworthiness of the project sponsors, a decision in part braced by financial modeling.**

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sponsors, a decision in part braced by financial modeling. A survey said that 90% of respondents identified money as the greatest obstacle to implementation of any project.

The various sources of finance can be broadly divided into two categories, viz. equity capital and debt capital (borrowed capital). The combination of equity and debt should be judiciously chosen, and it will vary according to the nature of the project. The project manager can choose any one or a combination of two or more of these methods to finance the project.

1. Share capital – equity capital and preference capital.
2. Term loan
3. Debenture capital
4. Commercial banks
5. Bills discounting

Some more types of financing available are:

#### **Seed Capital:**

In consonance with the Government policy which boosts a new class of entrepreneurs and also aims wider spreading of ownership and control of manufacturing units, a distinct scheme to complement the resource of an entrepreneur has been presented by the Government. Assistance in this scheme is accessible in the nature of seed capital which is generally given by way of long term interest free loan. Seed capital aid is provided to small as well as medium scale units promoted by eligible entrepreneurs.

#### **Government subsidies:**

Subsidies drawn-out by the Central as well as State Government form a very significant type of funds presented to a company for implementing its project. Subsidies may be available in the nature of absolute cash grant or long-term interest free loan. In fact, while settling the means of finance, Government subsidy forms an key source having a vital bearing on the putting into practice of many a projects.

#### **Stages in Project Financing:**

## **Pre-finance stage**

**It includes the following:**

### **a) Project identification**

**A Project or Projects selected should be integrated with the Strategic Plan of the Organisation. The project plan should match the goals of the organization. It should be realistic to be implemented.**

### **b) Identifying risk and minimizing:**

**“The right project at the right time at the right place and at the right price”.**

**There should be adequate number of resources available for the project to be implemented.**

### **c) Technical and Financial feasibility:**

**An organization before starting any new project or expanding an existing one must look into analysing each and every factor which is essential for the project to be feasible. It must be financially as well as technically feasible.**

## **Financing stage:**

### **a) Arrangement of equity/debt/loan.**

### **b) Negotiation and Syndication of the same.**

### **c) Documentation and checking all the rules and regulations or policies relating to the starting of the project.**

### **d) Payment.**

## **Post Financing:**

### **a) Monitoring and review of project from time to time. The project manager must keep a check on the proper working of the project.**

### **b) Project closure – It is ending the project**

### **c) Repayment and monitoring**

**The amount taken in the form of loan, equity and debt must be repaid back and proper monitoring and control of the project must be carried.**

## **Framework and Guidelines**

**The list of major contracts for project consist of Concession agreement, license or mineral lease, construction contract or a development management agreement, supply agreement, sales agreement, operating agreement, other major contracts may occur in any specific project depending on the structure accepted.**

**The borrower may have to get certain statutory and non – statutory clearances essential for the projects like techno economic clearance, pollution, environment and forest clearance, company registrations, financing and land availability/ concessions, etc.**

**The promoter while making the application to the financial institutions records the copies of documents most vital of which are: i) copy of letter of allotment of plot/ sale deed in good turn of the borrower of the plot. ii) Detailed plan of project approved by the local body. iii) Partnership deeds/ articles of association in case of a company.**

## **Boom of Project Financing in India**

**A study placed India on top in the global project finance market in 2009, ahead of Australia, Spain and the US. The key market for project finance in 2009 was the domestic Indian market, which rose up \$30 billion (Rs 1.38 lakh crore), accounting for 21.5 per cent of the global project finance market. This was up from \$19 billion in 2008.**

**The global project finance market was buttressed up in 2009 by government-linked projects such as social infrastructure and renewables and by the detail that 20 per cent of the market is in India, which poured to become the biggest and busiest market last year, knocking down Australia from the previous year' top position**

**Given the credit crunch and the collapse of major banks in the West, the global Project Finance figures were not as strong as in the previous couple of years. According to PFI data, globally, the Project Finance loan figure positions at \$139.2 billion in 2009 compared to the overwhelming \$250 billion in 2008 and \$220 billion**

**in 2007. Totaling the figures for project bonds at \$8.2 billion, down from \$11.9 billion in 2008, the global Project Finance market volume stood at \$147.4 billion. That was a descent of 44 per cent from 2008, but to put it in framework, the overall global Project Finance market set upright at \$114.5 billion in 2004 and at \$166 billion in 2005.**

**SBI settled 36 deals amounting to \$20 billion of debt – 35.2 per cent of the total volume for the Asia-Pacific region. This comprised some major contracts such as financing for the Sasan ultra mega power project, projects of Adani Power and Sterlite Energy, and resources for Vodafone and Unitech in the telecom sector.**

**The power sector sustained to decree lending and generated a record volume. More than \$22.3-billion loans in 53 transactions in the sector were signed globally all through the year, accounting for almost 40 per cent of the entire PF market. Also, a major contribution came from social infrastructure development patterns launched by the government lately.**

## **MASTERS IN MARCHENT BANKING AND FINANCE**

### **About The Financial Services And Capital Markets Program**

**Our Advanced Management Programme in Financial Services and Capital Markets will give you a comprehensive understanding of the digital banking, capital markets, risk management and fintech domains covering key areas such as corporate finance, valuation, fund raising, treasury operations and financial analytics. This IIM Lucknow program is tailored to reignite the careers of high-performing middle management professionals and help them transition into senior management roles.**

### **Forward-Looking Curriculum**



**You will learn the foundational elements of financial services and capital markets such as financial planning, investment banking, risk management and corporate banking.**

## **Project finance**

### **International syllabus**

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**2.**

**Venture Capital and Private Equity with Financial Technology MSc  
London, Stratford (UCL East)**

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## About this degree

**As a student of our Venture Capital and Private Equity with Financial Technology MSc, you will cover the most innovative aspects of start-up activities and FinTech in order to analyse how timing, governance, value creation, competitive dynamics, alternative business models, and performance management can determine the scale-up, growth, and success of companies.**

**We encourage applications from prospective students with a background in an appropriate subject such as finance, computer science, mathematics, economics or other quantitative disciplines. Relevant work experience in the finance industry is highly recommended but not essential. This includes (but is not limited to) experience as an analyst, risk or portfolio manager, trader, or as a business entrepreneur.**

**[Read about what it takes to study for a Master's at UCL](#)  
*What this course will give you***

**The past decade has seen a dramatic growth of start-up ecosystems and huge shifts across the world of business, particularly as new technologies have disrupted more traditional approaches. With this comes a growing demand for Private Equity and Venture Capital – a new class of investors that help businesses at every stage of their existence. Our Master's programme is the first in the world to match the emerging field of Financial Technology with the study of Private Capital, bridging the gap between finance, technology and the new business models. We give students a unique opportunity to examine how business models are impacted and driven by information and communication technology and the role of private capital to assist and fully implement their potential.**

**London is the global centre of venture capital. As such, this programme gives you the opportunity to receive first-hand access to industry experts. We utilise industrial professors who will deliver teaching alongside academic staff. We also offer a regular Seminar Series, where a range of leading industry and academic experts are invited to share their experience and insights to complement your programme. This programme will also make use of case studies to support the application of theory to real-life industry examples.**

**Through this approach you will be able to identify opportunities and challenges in rapidly changing global markets.**

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### **The foundation of your career**

**IFT boasts an excellent reputation for top graduates, and the career prospects for our students are excellent. You can find our graduates in start-ups, Angel investment firms, investment banks and other financial institutions all over the world.**

**The best performing students from this programme are offered the opportunity to win internships with leading FinTech firms. Student hopefuls receive mentoring, interview practice and comprehensive feedback on their performance, to support their opportunities and progression in the employment market.**

### **Employability**

**This programme will equip you with an in-depth understanding of venture capital, private equity and start-up business modelling, with a focus on FinTech. You will gain valuable skills in both developing and evaluating financial business models, placing you in a strong position to pursue a career in the competitive markets of venture capital and private equity, or to develop your own entrepreneurial venture.**

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### **Teaching and learning**

**This programme will be delivered through a combination of formal lectures, seminars, workshop sessions, and independent or group work and will apply theoretical concepts to practical examples and case studies.**

### **Modules**

**Fundamentals of Venture Capital and Private Equity (IFTE0010)**

### **Description**

**Fundamentals of Private Equity (PE) and Venture Capital (VC) provides an insider perspective on the PE & VC industry, and analyses the fundamental evolution of the PE & VC asset class over**

**the past 30 years, from alternative to mainstream. The module will provide insights into key industry players, and case studies of some of the success and failure stories in the industry. It also answers key questions related to strategy, fund manager selection, incentive mechanisms, performance comparison, red flags in prospectuses, and more.**

**This module will provide students with a thorough understanding as to why PE/VC not only as alternative asset class but also an inextricable element of financial markets. They will learn to appreciate the macro-financial factors behind their phenomenal growth curve and why they are here to stay. We will cover international perspectives, industry perspective including**

**practitioner led lectures and seminar series. Case studies will form a major part of the curriculum.**

### **Learning Outcomes**

**On successful completion of this module you will be able to:**

- **demonstrate the differences between Venture Capital (VC) and Private Equity (PE) and identify when and for what reason to apply each approach**
- **identify the differences of PE/VC as an alternative asset class in relation to other asset classes**
- **critically assess global financial perspectives and trends in which PE/VC operate**
- **apply appropriate PE/VC functions in allocation of the investment portfolio**
- **research and apply understanding of relevant contextual trends and regional perspectives on PE/VC**
- **critically analyse case studies on PE/VC**

## **Venture Capital and Private Equity Valuation (IFTE0011)**

### **Description**

**The module will cover valuation concepts with focus on Private Equity and Venture Capital companies. After a review of corporate valuation principles and financial modelling, students will see how those models are applied by PE and VC to value investments. Empirical examples will be covered with emphasis on the FinTech sector. Further applications to value Funds making such investments will be studied.**

**The Module aims to introduce students to valuation concepts of Private Capital Investments in a broad sense including valuing privately held companies (i.e.: unlisted) and investments in early stage ventures. Students will understand management buyouts and buyins, the issues of financing and leverage and the mechanics of these investments and the types of entities making such investments. Particular areas of focus will be real options valuation and the FinTech sector with empirical examples for both.**

### **Learning Outcomes**

**At the end of the course, students will have:**

- **A critical understanding of PE and VC investment considerations and evaluation methods.**
- **The ability to value Private Capital investments**
- **The ability to set-up a financial model for those companies**
  
- **Specific knowledge of how to value FinTech companies**

## **Financial Statement Analysis (IFTE0012)**

### **Description**

**Companies are two sided ledgers of assets and liabilities that change over time. This can be summarized as an income statement, balance sheet and cashflow statement. This module will provide students with a solid grounding in the mechanics of financial**

**information. From this starting point, students will be expected to discern, from a venture's financial statements and its current financial dynamics. These skills will enable detailed analysis of financial data, the application of valuation techniques, and investment and business decisions regarding the venture.**

**This module aims to provide students with a solid grounding in dealing with financial information. Although many sessions will be based on the actual financial reports of large companies, the detail and analysis will be tailored such that it is appropriate to smaller firms and startups that may be more relevant to the venture capital and private equity arena. The material of the module will connect with related modules on the MSc Venture Capital, Private Equity with Fintech.**

### **Learning Outcomes**

**On successful completion of the module you will be able to:**

- **Demonstrate knowledge of the theoretical framework of financial reporting.**
- **Analyse an income statement, balance sheet and cash flow statement.**
- **Explain accounting terms such as gross profit and operating profit, or accounts receivable and accounts payable.**
- **Identify the key differences between GAAP standards used in America and IFRS used in Europe and elsewhere.**
- **Generate financial information from standardized financial reports.**
- **Apply valuation techniques to analyse financial information.**
- **Make business, managerial and investment decisions based on an analysis of financial information.**

### **Introduction to Regulation for Fintech, Private Equity and Venture Capital Firms (IFTE0013)**

**This module aims to provide students with a deep understanding of regulations and taxation for PE/VC companies. In particular the goal is to provide a general framework in which specific case studies could be implemented in different countries.**



## **Learning Outcomes**

**At the end of the module, students will be able to:**

- **Demonstrate understanding of the interaction between the regulatory framework and PE/VC**
- **analyze and implement the regulations that PE/VC companies should follow**
- **assess when to be proactive and reactive in terms of regulations, in particular when looking at Fintech.**
- **evaluate the different tax laws and their impact on PE/VC companies using global case studies.**

## **Foundations of Financial Technology (IFTE0014)**

### **Description**

**This module will provide students with the necessary knowledge and skills to apply and work in the emerging field of financial technology. The module will examine business models driven by technologies such as artificial intelligence and big-data.**

**Students will gain an understanding of how FinTech companies work, and how to manage financial innovations and incumbents in the market. With knowledge of market dynamics and transactions students will explore how to identify and evaluate trends and business opportunities. Students will gain an in-depth knowledge and critical awareness of disruptive innovations that are reshaping financial services in collaboration with community, academia, and start-ups.**

**The module aims to equip students in the first part with the knowledge for machine learning and artificial intelligent utilized in Fintech, Blockchain technology with smart contracts, token economy, and statistical analytics in financial applications. In the second part, the module will cover the remaining fintech domains: identity management, platform/ crowd finance, payments, legaltech. We aim to enable students with the required skills to define,**

**investigate, analyse, evaluate and respond to tactical and strategic concerns of organizations in the financial industry.**

### **Learning Outcomes**

**At the end of this course, students will be able to:**

- **Construct and critically analyze business models related to financial technology companies**
- **evaluate the impact of Fintech solutions such as blockchain, big data and artificial intelligence in terms of business efficiency, user experience, and security**
- **identify and evaluate how, why, and when a company can benefit from implementing Fintech solutions in relation to trends in the markets**
  
- **apply problem solving skills and innovative thinking to determine how technology could be applied in real case studies.**

### **Portfolio Management and Asset Allocation in Private Equity and Venture Capital (IFTE0015)**

#### **Description**

**The module provides an overview of the asset markets and their allocations to Private Equity (PE) and Venture Capital (VC). The module objective is to address fundamentals of asset valuation and modern and alternative valuation methods (such as APT, multi-factors models, binomial model and Black-Scholes) the sensitivities of these values and how these valuation methods are applied to PE and VC investments. Conventional portfolio management will be reviewed and extended to consider three main topics as applied to PE and VC: Portfolio Construction, Investment Monitoring and Exit Management. Relevant practical applications will be analysed in the classes to achieve a deeper and 'learning by doing' understanding of PE and VC.**

**The module aims to equip students with an understanding of the asset markets and their allocations to Private Equity (PE) and Venture Capital (VC). Students should be able to apply knowledge of valuation methods and the variables that impact these prices to**

**portfolio management, including portfolio construction, investment monitoring and exit management. Using case studies, students will have the opportunity to learn through the process of applying the material.**

### **Learning Outcomes**

**At the end of this course, students will have:**

- **A critical understanding of asset valuation and alternative valuation methods.**
- **A critical understanding of variables that impact on prices.**
- **A critical understanding of Portfolio Construction, Investment Monitoring and Exit Management.**
- **A demonstrable ability to apply theoretic knowledge to the analysis of case study examples.**

### **Start-up and Innovative Business Modelling (IFTE0016)**

#### **Description**

**Start-ups are a key source of wealth creation. While traditionally thought of as internet-based entrepreneurial ventures in the virtual world, today start-ups are disrupting the way of doing things by bringing established technology to many traditional real-world industries such as Automobile, food and beverage, transportation, hotels, etc. Armed with new business models, enabled by rapid advances in information and communication technologies and run with a unique Silicon Valley management style, start-ups today attract the best and the brightest from the world over and have caught the attention of policymakers and top management at established companies, each of whom wish to replicate their successes in their domains. This module will expose participants to the start-up culture and empower them with an understanding of processes to start their own entrepreneurial venture.**

**This module is usually taught in an intensive, multiple day format.**

### **Learning Outcomes**

**At the end of the course, students will have:**

- **An understanding of, and ability to critically identify and analyse, opportunity selection**
- **An understanding of the key contemporary concepts of start-up management, and an ability to apply these**
- **A demonstrable understanding of innovative business modelling in an age of disruption**
- **Knowledge of fundraising and other financing methods**
- **Ability to develop and communicate a business plan**

## **Data Analytics and Machine Learning (IFTE0017)**

### **Description**

**The module is primarily focused on analysing and extracting patterns, anomalies and insight from financial data using a data science perspective. Machine learning models to assess, validate, and parameterize complex financial datasets will be covered. Practical issues in the evaluation and curation of data sources will also be explored.**

**To provide an introduction to statistical and machine learning applications in finance. As new and more complex financial problems emerge, finance analytics faces exciting challenges in new applications of computational tools and the development of superior methods. The module will offer students a practical hands-on experience in designing, analyzing and interpreting complex financial tools/datasets, enabling students to prepare for entering specialist employment in financial/related sector or academic research.**

### **Learning Outcomes**

**At the end of the course, students will:**

- **Be able to analyse statistical properties and probabilities of financial datasets**
- **Understand how to use appropriate machine learning models depending on objectives and data available**
- **Understand and be able to optimize and validate models and quantify their performances**

- **Be able to identify, interpret and present technical ideas or information through numbers and visualizations**

## **Dissertation (IFTE0008)**

### **Description**

**The students will be required to provide an own coursework project supported by an allocated academic supervisor. The project is aimed at assessing the knowledge and skills the students have gained attending the programme and is focused on a topic relevant to the MSc and agreed with the supervisor. The outcome of the project is intended to be an original piece of work, not necessarily primary research, in which the students are supposed to prove their ability to organise and conduct a research project. Specifically, they should prove to be able to select and go through the relevant literature on the chosen topic and to gather data (if necessary) in order to critically address the issue. They should also be able to critically make their own points in a logically structured and consistent way. Typically, the student will submit the dissertation proposal in Term 2 and be allocated to an academic supervisor. Then they start working and write the dissertation over the summer.**

### **Learning Outcomes**

- **The ability to select a topic in the financial literature and interpret and analyse the relevant literature on the chosen topic**
- **Acquired competency in gathering data (where necessary) in order to critically address chosen issue**
- **The ability to critically communicate one's own points in a logically structured and consistent way Increased confidence in working independently on a topic related to banking and digital finance**
- **The ability to produce original work in the financial field**
- **The ability to contact industry or relevant organisations to gather data or information and develop professional relations.**

3.

### **MSc Finance and Private Equity**

**LSE(LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE)**

**The MSc in Finance and Private Equity is ideal for those seeking a generalist finance master's with an integrated specialisation in private equity. This unique programme offers unparalleled access to leading private equity researchers and practitioners who actively participate in the development of the field.**

**The programme is built upon the highly successful MSc Finance (full-time) programme, with the addition of a dedicated course taught by the Programme Director of the MSc Finance and Private Equity. You will focus on topics including the structure of private equity (PE) funds and how PE can be used in start-ups, in scaling-up cash flow businesses, and in restructuring firms facing financial distress.**

**As well as lectures, discussion and case studies, you will benefit from regular practitioner-led teaching. You will have the opportunity to gain deeper practical insight and links to the City, and will enjoy close interaction with LSE's Financial Markets Group and the**

**Systemic Risk Centre, which attract leading finance researchers from across the world to their numerous research seminars and conferences.**

**Graduates of this highly-respected programme benefit from excellent career prospects in investment banks, consultancies, and a variety of financial institutions.**

### **Programme details**

#### **MSc in Finance and Private Equity**

<b>Start date</b>	<b>Pre-sessional course begins September 2023</b>
<b>Application deadline</b>	<b>None – rolling admissions. However, please note the funding deadlines</b>
<b>Duration</b>	<b>10 months full-time only, including pre-sessional (see <u>Bologna process</u>)</b>
<b>Applications 2021</b>	<b>795</b>
<b>Intake 2021</b>	<b>61</b>
<b>Tuition fee</b>	<b>£42,384</b>
<b>Deposit</b>	<b>To secure a place on the programme offer holders will be required to pay a deposit within four weeks of receiving their offer. This deposit will constitute 10% of the tuition fee.</b>

<b>Minimum entry requirement</b>	<b>2:1 degree or equivalent in any discipline and good quantitative skills, at least to A level Mathematics (or the equivalent)</b>
<b>GRE/GMAT requirement</b>	<b>GMAT or GRE is required for all applicants without a UK undergraduate degree (GMAT strongly preferred). GMAT is recommended for applicants with UK undergraduate degrees, especially those whose quantitative skills are not demonstrated by their undergraduate studies, or those who did not achieve or are not expected to achieve a first class degree (see <u>GRE and GMAT</u> for further information and exceptions)</b>
<b>English language requirements</b>	<b>Standard (see 'Entry requirements')</b>
<b>Financial Support</b>	<b>Graduate support scheme (see 'Fees and funding')</b>
<b>Location</b>	<b>Houghton Street, London WC2A 2AE</b>



#### 4.

### **M.Tech. Artificial Intelligence and Machine Learning**



**A Work Integrated Learning Programme offered by BITS Pilani**



**Designed for working professionals, with live online lectures over weekends**



**BITS Pilani Work Integrated Learning Programmes are UGC approved**

**With a surge of job opportunities in the fields of Artificial intelligence and Machine Learning, the world is indeed standing on the threshold of massive transformation.**

**According to the World Economic Forum's Future of Jobs Report, 85 million jobs will be replaced by machines with AI by 2025. While that might make you uneasy, the same report states that 97 million new jobs will be created by 2025 due to AI. Are you prepared?**

**Prepare for a career with infinite possibilities in AI and ML with India's most comprehensive and world-class M.Tech. Artificial Intelligence and Machine Learning programme without taking any career break.**

**This four-semester programme covers a wide variety of skills and knowledge areas, and enables IT professionals and Software developers to build a skill set that enables career elevation in some of the most sought-after job roles such as ML Engineers and AI Scientists, etc.**

**Admissions Open. Last date to apply is September 11, 2023. For detailed programme information, download the brochure below.**

**The programme features live online lectures conducted on weekends by BITS Pilani faculty.**

**Option to pay fees using easy EMI with 0% interest and 0 down payment.**

- **M.Tech. Artificial Intelligence and Machine Learning is a BITS Pilani Work Integrated Learning Programme (WILP). BITS Pilani Work Integrated Learning Programmes are UGC approved.**
- **The programme is of four semesters, with online classes conducted mostly on weekends or after business hours. You can pursue the programme without any career break.**
- **Offers the most comprehensive AI & ML Curriculum for working professionals.**
- **The programme has an unmatched range & depth, and covers the widest variety of skill & knowledge areas required to develop advanced AI solutions.**
- **Meant for IT professionals and Software developers aiming to become expert Machine Learning Engineers & AI Scientists.**
- **The programme offers a set of core courses and elective courses, allowing students to gain expertise in Advanced Deep learning, Computational Learning theory, Speech Processing, Natural Language Processing, etc..**
- **The programme makes use of Tools and Technologies. These include Tensorflow for Deep Learning and various Python libraries for data processing, machine learning, OpenCV for computer vision, NLTK for NLP etc.**
- **The Dissertation (Project Work) in the final semester enables students to apply concepts and techniques learned during the programme.**
- **The programme uses a Continuous Evaluation System that assesses the learners over convenient and regular intervals. Such a system provides timely and frequent feedback and**

**helps busy working professionals stay on course with the programme.**

- The education delivery methodology is a blend of classroom and experiential learning. Experiential learning consists of Virtual lab exercises, assignments, case studies and work-integrated activities.**
- Participants who successfully complete the programme will become members of an elite & global community of BITS Pilani Alumni**
- Option to pay fees using easy EMI with 0% interest and 0 down payment.**

**5.**

**Comprehensive courses of data analysis.**

**Partnering With Purdue University  
And Program in Collaboration With IBM**

### **Data Analytics Program Details**

**Fast track your career with this comprehensive Data Analytics Program curriculum, which covers the concepts of Statistics foundation, analyzing data using Python and R languages, interacting with databases using SQL, and visualizing the data using Tableau and Power BI.**

### **Learning Path**

- **Induction Session for Purdue Data Analytics Program**

**Get started with this Data Analytics Program in partnership with Purdue University and explore everything about this Data Analytics certification. Start your journey with the preparatory courses on Statistics and an Introduction to Data Analytics along with SQL training.**

- **PG DA - Business Analytics with Excel**

**Make the Data Analytics foundation strong with the basics of statistics fundamentals, and techniques as the first step in the Data Analytics Program.**

**[Preview](#)**

- **PG DA - SQL**

**This course gives you the information you need to successfully start working with SQL databases and make use of the database in your applications. Learn the concepts of fundamental SQL statements, conditional statements, commands, joins, sub-queries, and various functions to manage your SQL database for scalable growth**

**[Preview](#)**

- **PG DA - Programming foundation and Data Analytics with Python**

**With this Data Analytics Program with the Python Bootcamp program, you will learn programming fundamentals, how to analyze data in Python, perform simple statistical analyses, create meaningful data visualizations, predict future trends from data, and more.**

**[Preview](#)**

- **PG DA - R programming for Data Science**

**Discover R programming with this Data Analytics Program. Learn how to write R code, utilize R data structures, and create your own functions.**

## **Preview**

- **PG DA - Data Analytics with R**

**The next step to becoming a Data Analyst is learning R—the most in-demand open-source technology. R is a powerful Data Science and analytics language, which has a steep learning curve and a very vibrant community. This is why it is quickly becoming the technology of choice for organizations who are adopting the power of analytics for competitive advantage**

## **Preview**

- **PG DA - Tableau Training**

**This Data Analytics Program covers Tableau Desktop 10 training that will help you develop various skills in the powerful data platform, including building visualizations, organizing data, and designing dashboards.**

## **Preview**

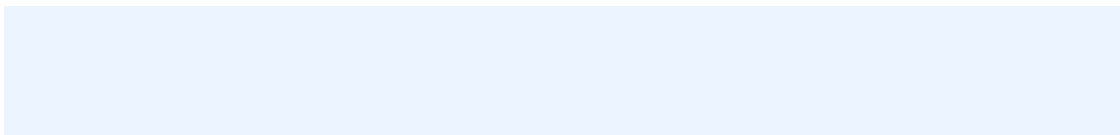
- **PG DA - Data Analytics Capstone**

## **Electives:**

- **Power BI**

**Simplilearn's Power BI certification training lets you explore Microsoft Power BI concepts like Power BI Desktop layouts, BI reports, dashboards, DAX commands, and functions. Learning how to experiment, fix, prepare, and present data quickly and easily is now convenient with our in-depth Power BI training. Microsoft Power BI is one of the most widely used business intelligence platforms, and our Power BI course follows a hands-on applied learning approach to help you gain expertise in it.**

- **Master Class – Purdue University**



**Attend an online interactive masterclass and get insights about advancements in technology/techniques in Data Science, AI, and Machine Learning.**

- **Industry Master Class – Data Analytics**

**Attend this interactive, online industry master class to gain insights about cutting edge Data Analytics advancements and techniques.**

### **Skills Covered**

- **Data Analytics**
- **Statistical Analysis using Excel**
- **Data Analysis Python and R**
- **Data Visualization Tableau and Power BI**
- **Linear and logistic regression modules**
- **Clustering using kmeans**
- **Supervised Learning**
- 

### **Post graduate in digital marketing**

**6.**

## 1. IIDE



**IIDE has been ranked as the Most Trusted educational institute offering MBA in Digital Marketing. IIDE has been awarded as the best digital marketing institute by**

**the World Educational Congress. It is an education-technology-driven digital marketing school that provides a quality and productive education on both online and offline platforms, the organization started in 2016. The Head Office of IIDE is situated in Mumbai, India.**

**The Best part of IIDE is that the 11-month MBA in Digital Marketing is one of the students trustworthy and productive courses. They always deliver industry-ready students to the market, because the way of teaching is highly innovative, and the curriculum is customizable concerning the market trends.**

### ***Course Benefits:***

<b>2 Specialisations</b>	<b>After 7-8 months of fundamental training, students are given a choice of 2 specialisations – Creative Strategy &amp; Performance Marketing.</b>
<b>13+ Live Projects</b>	<b>Students work on 13+ live projects wherein they individually or within teams, analyse and create digital marketing strategies.</b>
<b>28+ Industry Tools</b>	<b>In this course, you will master 28+ Industry Tools such as Google Ads, Moz, Mailchimp, Facebook Ads, Ahrefs, WordPress, etc</b>
<b>1-on-1 Mentorship</b>	<b>Students can book a personal mentoring session with a trainer to solve their doubts &amp; questions.</b>

***Course Syllabus:***

**SUBJECTS**

**Inbound Marketing**

**Outbound Marketing**

**Media Management &  
Automation**

**Managerial Skills & Soft  
Skills**

**Compulsory Internship &  
Thesis**

**Specializations**

**MODULES**

**Introduction to digital marketing**

**Website creation**

**Search Marketing**

**Content Marketing**

**Social Media Marketing &  
Management**

**Video Marketing**

**Advanced Forms of Digital  
Marketing**

**Integrated Marketing (Full Funnel  
Marketing)**

**Soft Skills**

**Agency Skills**

**Internship & Mentoring**

**Creative Strategy OR**

**Performance Marketing**



**Capstone Project**

**Thesis-like Final Practical Project**

***Course Faculty:***

**The learning experience is been experienced in the IIDE is top notch experience because the training work experience is huge and they have worked for prestigious brands such as Volkswagen, Asian Paints, Castrol, etc, The following experts will be mentoring all the students regularly, and having such industry expert cum mentor on the side will help in exploring new areas at MBA in Digital Marketing.**

**7.**

**IAAD**

**master's Courses**

**MASTER IN DIGITAL MARKETING &  
COMMUNICATION MANAGEMENT**

***Digital communication comprises all aspects of communication, advertising, and marketing that are conveyed electronically. It is an area that is growing and increasing relevant and that expands its bounds both technologically but also as a means of communication, commerce, and entertainment.***

***It is characterized by specific and diversified skills including***

*marketing to content management, programming sites and mobile apps to UX/UI design, social media management to semantic web, video making to search engine optimization (SEO), digital PR as well as e-commerce platform management and much more.*

**How to apply**

## **DETAILS OF THE MASTER IN DIGITAL MARKETING**

### **Presentation**

**Today, successful digital marketing campaigns are the product of multiple platforms and increasingly interconnected skill sets that create demand for new professionals able to manage diverse complex projects.**

**Marketing and advertising agencies, corporations, and the public sector have little problem finding single-tasked professionals, however the real demand is for professionals able to execute increasingly complex projects that require utilizing multiple platforms and processes.**

**These are digital managers who are competent in the processes involved and are able to oversee the collective teamwork of specialized professionals.**

**The preparation and training of a Digital Marketing Specialist (DMS) is the focus of the Master in Digital Marketing & Communication Marketing Management.**

**The Master program is divided into four main areas of competency:**

- **Specialized Expertise**
- **Mastery of the Work Process**
- **Project Management**
- **Creativity**
- **Master Program**
- **The main objective is to provide participants with the necessary skills to operate and manage projects in a conscious and efficient way in a professional environment characterized by considerable complexity, strong correlation of the components involved and a very high rate of change.**
- **The Master focuses on the concrete practice of each individual tool or methodology in the different fields of**

**application available: media, marketing (R&D, design, advertising), educational and entertainment.**

- **Academic Policies**
- **The Master is delivered via lectures and workshops, with attendance is mandatory. Active participation in coursework is both expected and fundamental to successful completion of the program. All assignments and projects are to be delivered on the established due date. Completion of the Master is contingent upon the final thesis project which will be presented by the student to a commission for evaluation.**
- **Throughout the academic year, IAAD. will organize visits to companies, exhibitions and museums, special workshops, as well as encounters with relevant professionals.**

## **General Information**

### **Requirements and Admission Procedures**

**1st and 2nd level undergraduates and professionals seeking a specialization in the field of new media may apply.**

**Candidates are required to have solid general knowledge and a strong interest in the fields of art history, contemporary art, cinema, psychology, sociology, literature. Furthermore, the technical knowledge of at least two Adobe Creative Cloud applications is required (Indesign, Photoshop, Illustrator, After Effect, Premiere, etc.).**

**Admission is subject to application evaluation. The application consists of a motivational letter, detailed curriculum vitae and portfolio. IAAD. also employs in-person or video interviews to complete the admissions process.**

**Entrance to the Master program is contingent on the approval of the Course Coordinator based on review of the application and possible interview.**

### **Application**

**Applications have to contain these documents:**

- **Curriculum Vitae**
- **Cover Letter**
- **Portfolio**

**The Master Co-ordinator, assisted by an academic board will evaluate the candidacies received.**

**The result of the application will be communicated by the Career Guidance Office to each candidate.**

### **Thesis and Project work**

#### **Thesis**

**The final thesis is a real-world project developed in collaboration with an industry partner company.**

**The design process is executed from initial briefings to ongoing meeting and discussions and a final presentation and evaluation of the project with the partner company and academic panel.**

#### **Project work and Internship**

**Students may choose between completing an individual project (project work) or a 300 hour internship / apprenticeship. The project will be developed from one of the main themes of study with an instructor/professional who will assign the brief and follow the students progress in the research and design phase as well as the final presentation.**

#### **Career Service**

**IAAD. provides students unique access to companies and industry professionals due to the integration of industry and education as the foundation of a IAAD. Master.**

**The IAAD. career service is an exchange between the needs of industry partners and IAAD. graduates as the career service works to benefit both.**

#### **Career Paths**

**Graduates will be able to use their new skills to enter the diverse and expanding working field of digital management.**

**Opportunities for new jobs in practically every sector as well as the great possibility of growth as the future is digital. Whether in private or public sector a wide variety of organizations in diverse fields are in increasing need to digital professionals.**

**Likewise, graduates are uniquely positioned to strike out on their own as consultants or digital entrepreneurs. Just some of the**

**career paths that are open include:**

- **Digital Content Manager**
- **Social Media Manager**
- **Community Manager**
- **Web Developer**
- **Web Analyst**
- **UX/UI Designer**
- **SEO Specialist**
- **Semantic Engineer**
- **Data Scientist**
- **Audiovisual Manager**
- **VR Developer**
- **E-Commerce Manager**

### **Scholarships**

**IAAD. supports students with scholarships to partially cover the costs of attending the Master's course and with subsidized loans to continue their studies.**

**Please note that the number of available scholarships is always lower than the number of requests, so it is important to bear in mind that most scholarships are granted on the basis of the Commission's evaluation of a series of main requirements, including:**

- **personal portfolio**
- **educational background / qualifications**
- **professional experiences**

**The Evaluation Committee will award the available scholarships based on its irrevocable decision.**

**IAAD. offers five scholarships which cover 50% of the attendance fee.**

**Scholarships will be awarded to candidates who have received by email the official communication of eligibility for the attendance of the course.**

**8.**

**Comprehensive courses on financial modelling and valuation.**

### **The Wall Street School – Financial Modelling and Valuations**

**Next on the list of Financial Modelling and Valuation Courses in India is The Wall Street School (TWSS), probably the most recognized and respected training institute in the finance domain in India. They are known for their excellent training and transparent placements. If you are a fresher or experienced professional aiming for a career in finance, this is a perfect pick. You need not have a finance education background to apply. They take students from varied educational backgrounds such as CA, MBA, CFA, Engineers, fresh graduates, and other working professionals. But, you require to pass an eligibility interview to be admitted to the program. The selection process is merit-based.**

**The intensive 6-week practical training course is conducted by industry experts who have worked in top Investment banks. You gain a comprehensive understanding as well as working knowledge of investment banking techniques, financial modeling, valuations capital markets, equity research, etc. A quick LinkedIn search will give you several alumni from TWSS, most of them open to having a conversation on the course. Not only they do provide 100% placement assistance but also have a success-based payment model. You only have to pay 40% of the course fees during enrolment. The rest of the payment can be done after placement. However, a one-time ‘Placement Success Fee’ of Rs. 75000 is applicable once you are placed via them and accept the placement offer. You can choose either weekend or weekday batches. The**

**weekday batch runs for 6 weeks and the weekend batch runs for 2.5 months.**

**Duration:**

**180+ Hours**

**6 Weeks, if weekday batch**

**2.5 months, if the weekend batch**

**Fees: 40,000 +GST (On Enrollment)**

**Curriculum:**

- **Basic to Intermediate Excel**
- **Advanced Excel & PowerPoint**
- **Basic Finance Concepts**
- **Feasibility Study/Business Modelling**
- **Comparable Company Analysis**
- **Precedent Transaction Analysis**
- **Discounted Cashflow Valuation**
- **Merger Model**
- **Leveraged Buyout**
- **Mock Interviews and Resume Edits**

**Highlights Industry-recognized:**

- **The industry recognizes success-based on**
- **success-based fees**
- **100% placement assistance**
- **Experiential Learning from ex-consultants and ex-investment bankers of top investment banks**
- **Employment oriented**
- **Real case studies and discussions**
- **Updated curriculum**
- **Flexible batches**

**Recommended Read:**

<p><b>Module 1 – Basic and Advanced Excel (8-10 hours)</b></p> <p><b>Module 2 – Accounting Concepts and Financial Statements (5-7 hours)</b></p>	<p><b>Module 3 – Ratio/KPI Analysis (4-6 hours)</b></p> <p><b>Module 4 – Basics of Financial Modeling (4 hours)</b></p>
<p><b>Module 5 – Different Types of Financial Models (12-15 hours)</b></p>	<ul style="list-style-type: none"> <li>• <b>LBO Model</b></li> <li>• <b>M&amp;A Model</b></li>   <li>• <b>Private Equity Return Model</b></li>   <li>• <b>13 Week Cash Flow Model</b></li> </ul>
<p><b>Module 6 – Business Valuation (7-9 hours)</b></p>	<ul style="list-style-type: none"> <li>• <b>Relative Valuation – Trading and Transaction Comps</b></li> <li>• <b>DCF Valuation</b></li>   <li>• <b>NAV Approach for Valuation</b></li> </ul>

**9.**

**Professional content writing course .**



**Certification From IIM SKILLS & Preparation For HubSpot Content Marketing Certification (USA) & (TOLES) Test of Legal English Centre Cambridge (United Kingdom)**

**Master Certification**

**Global Accreditation, Master Certification from IIM Skills**

**Alumni Status**

**CWMC Students are hired by Top Writing Agencies, Media Houses & Brands including Fortune 500.**

**CWMC is Ranked No. 1 Content Writing Courses in India by Media Houses, Top Content Writing Agencies & Top Education Blogs such as Write-Right, Naukri Learning, Contentholic, Careers360, CourseDekho, Advisor Uncle etc.**

**The Curriculum of Our Content Writing Training Program**

**Master 30 Types of Writing Skills Through our 150+ Hours of Extensive Learning**

***2 Months Course + 2 Months Paid Internship***

**Types of Writing Skills You will Learn**

**WordPress, Keyword Research, Blogging, Article Writing, Press Release, Product Description, Business Listing, Commercial Page, E-book, Book Review, Copy Writing, Video Script, SOP, Resume, Portfolio, Email Writing, Social Media Writing, Instructional Booklet, Brochures, Flyers, Infographic, Technical Writing 101, Legal Writing, Research Papers, White Papers, SEO On-Page & Off-Page, Publishing A Book (Live), Writing For Times of India, How to Sell Content Writing Services, Search Console & Web Analytics, Affiliate Marketing & AdSense.**

**Module 1 introduction of content writing.**

**As a newbie, learn various types of Content Writing Skills. In this module, you will learn what is Content Writing based on various businesses and what kind of content is required to create.**

### **Learning Outcome:**

- **Content Creation Skills for B2B and B2C markets.**
- **Understanding international vs domestic markets.**
- **Do's & Don't of Content Writing**
  
- **4 Types of Content distribution channels (Text, Voice, Videos and Infographics)**

### **Tools You Will Use:**

- **Internet research tools such as Google Trends, Keyword Planner, keyword.io.**

### **Module 2 :- WordPress web development .**

**Learn how to set up a WordPress Blog (Free or Paid). The topic covers:**

- **Importance of WordPress Website.**
- **Benefits of a Paid Blog vs Free One.**
- **Setting Up WordPress Account.**
- **Web Hosting.**
- **Content Delivery Network Setup.**
- **Setting Up Plugins.**
- **HTTPS Secure Server Set up.**

- **Basic Technical Understanding.**

**Learning Outcome: Build a strong understanding of WordPress, premium tools and much more:**

**Tools You Will Use:**

- **WordPress**
- **Local WordPress**
- **WordPress Themes**
- **Plugins such as Classis Editor, Widgets, Yoast SEO, GOTMLS, succuri security and much more.**
- **Get access to paid tools for free such as Premium WordPress themes.**

**Module 3 – digital contents ( articles, blogging, webpages.)**

**In this module, learn how to create Digital Content such as Writing Online Articles, Blogs, Landing Pages, and product pages for a website.**

***Learning outcome:***

- 1. Understand the difference between An Article & Blogs, Product Pages & Landing Pages.**
- 2. Develop Basic Grammar, punctuation and spelling skills.**
- 3. Learn how to write appealing content that attracts a lot of readers.**
- 4. Learn internet writing guidelines such as keyword density, plagiarised content etc.**

- 5. Understand legal aspects in writing such as Digital Millennium Copyright Act.**
- 6. Learn what is Keyword Planner?**
- 7. How to use Keyword Planner. (Google Ad Words, 3rd party tool)**
- 8. Types of Keywords. (Shorttail & Longtail)**
- 9. Selection of Keywords.**
- 10. Understanding competitive Keywords. (Low, Medium and High)**
- 11. Analyzing market competition before starting.**
- 12. Exploring topics you can write about.**
- 13. Understanding what people want to read.**
- 14. Creating Influential Content using storytelling.**
- 15. Why do people click on your content?**
- 16. Using infographics and custom pictures (How to create)**
- 17. How to write more.**
- 18. Building up your Personal Brand.**
- 19. Avoiding Grammar mistakes without having great writing skills.**
- 20. Use Internet tools to check writing Quality.**
- 21. What is the content length strategy?**
- 22. What is Content Engagement?**
- 23. Making People Read.**

- 24. What is Plagiarism?**
- 25. How to avoid writing plagiarized content.**
- 26. How to appeal to search engines if penalised.**
- 27. Exploring online tools to check duplicate content.**
- 28. Growth Hacking using the content.**

#### **Tools You Will Use:**

- **Grammarly, HemingwayApp, Canva.**
- **Quetext, Copyscape, Duplichecker, Smallseotools**
- **Blogspot & WordPress Post & Pages.**
- **Google Keyword Planner, Answerthepublic, Google Trends, Keywords.io, Ubersuggest.**
- **WordCounter**
- **Keyword Density Optimizer**
- **Canva, Lumen5**

#### **Model 4- copywriting**

**Learn how to write great Ads Copy that gives 10x ROAS (Return on ads spend) to the brands. You will get a hands-on experience by understanding different types of ads platforms and ads placements.**

#### **Learning outcome:**

- 1. Build an understanding of Content Writing vs Copywriting**
- 2. Understand what copywriters do.**
- 3. Learn how to create perfect ad copy using online tools**

**4. Types of Copywriters**

**5. Best Practices in the world of Copywriting.**

**6. Research and Use of Hashtags**

**7. Learn how different types of algorithm works in the digital space.**

**8. Dos and don'ts.**

**Tools You Will Use:**

- **Adwords**
- **SEMrush**
- **Canva**
- **Am institute Headline Analyzer**

**Model 5- marketing collaterals**

**In this module, you will learn how to draft, proofread and publish a Press Release, How to Write Content For brochures, infographics, flyers & product descriptions.**

**Learning Outcome:**

- **Get hands-on learning how to write a PR.**
- **How to write News columns, magazine articles or brand media coverage.**
- **You will learn how to create 2 folds flyers & infographics.**
- **Build a solid understanding to create new product descriptions.**
- **Business Listing**

## **Tools You Will Use:**

- **Canva**
- **Freepic**
- **Google Docs & Microsoft Word**

## **Module 6- email writing**

**Learn how to draft great email campaigns such as subject lines, body content and call to action. In this module, you will learn various types of email drafting skills be it business mails, professional emails or internal communication.**

## **Learning Outcome:**

- **Newsletter emails**
- **Lead nurturing emails**
- **Promotional emails**
- **Milestone emails**
- **Survey emails**
- **Business Emails**
- **Internal Communication Emails**

## **Tools You Will Use:**

- **Sender.net**
- **Gmass for Gmail**
- **Mailchimp**
- **Mail Tester**

## **Module 7- social media writing and video scripts .**

**In this module, you will learn how to write various social media content & scripts.**

**Learning outcome.**

- **Creating Social Media Content For various platforms.**
- **Setting up Social Media Sharing buttons on your blogs.**
- **Most known Social Media Do's and Don't.**
- **Video Scripting for short and long videos**
- **Setting up theme line in Video Script.**

***Tools You Will Use:***

- **Twitter**
- **LinkedIn**
- **Buffer**
- **Sendible**
- **Facebook & Instagram**
- **Vimeo, Youtube Studio, Reels.**

## **Module 8- creative writing**

**Learn how to write creative content for your Books Fiction and Non-fiction, Poems, Scripts, Dialogue Placements & more. Understand the difference between creative writing audience over copywriting and content writing.**

**Learning Outcome:**



- **Draft Your First Book (Fiction – Nonfiction)**
- **Write your first draft of your creative content.**
- **Write a short story.**

**Tools You Will Use:**

- **Google Books**
- **Kindle Direct Publishers**
- **Google Docs**
- **Canva**

**Module 9- SOP and business listing**

**In this module, you will learn how to write a Statement of Purposes for college admissions. SOP Writing is the highest paying job in the industry. You will not only learn how to write but you will also learn how to acquire clients for SOP work.**

**Learning Outcome:**

- **Learn how to write SOPs.**
- **Various formats and requirements.**
- **What to do in a case of rejection.**
- **How to write Business or brand listings Digitally**

**Tools You Will Use:**

- **Microsoft Word**
- **Various Google Docs.**
- **Google My Business**

## **Module 10- legal writing**

**In this module, you will learn how to write legal documents that are commonly used by legal professionals. This course helps you brush up on topics to clear the TOLES Test of Legal English.**

### **Learning Outcome:**

- **Learn Legal English.**
- **Learn Legal vocabulary in legal writing.**
- **Contract law and contract drafting**
- **Commercial law**
- **IPR law**

### **Tools You Will Use:**

- **Accord Project**
- **Docracy**
- **Adobe FrameMaker**

## **Module 11- technical writing**

**Learn How To write Research Papers & White Papers.**

### **Learning Outcome:**

- **Learn to write formal research articles detailing the process, result, or progress of a project.**
- **Learn to write white papers that impact the decision-making of key audiences.**
- **Formal and professional style of writing**

### **Tools You Will Use:**

- **Adobe Rob Help**
- **GitHub**
- **MS Word**

## **Module 12 – SEO (SEARCH ENGINE OPERATION )**

**In this module, you will learn how to write and rank your content on search engines. The Topic covers On-Page, Off-page & Technical SEO Strategies.**

### **Learning Outcome**

- **Learn On-Page SEO**
- **Learn Off-Page SEO**
- **Learn Technical SEO**
- **Learn Google Search Console**
- **Schema's**
- **Learn Google Analytics**

### **Tools You Will Use:**

- **Keyword Planner**
- **Ubersuggest**
- **Answer the public**
- **Semrush**
- **Google Analytics**
- **Campaign Builder**
- **GTMetrix**

- **Google Developers Tool**
- **Search Console**
- **Schema.org**
- **Schema Validator**
- **Rich Snippet Testing Tools**

## **MODULE 13- CONTENT MARKETING**

**In this module, you will learn how to sell Content Writing Services, the module covers marketing aspects of Content Writing such as how to reach out to the right audience. How to convert leads into high paying clients. The module will give you hands-on learning about various content marketing strategies followed by experts and agencies in the market.**

### **Tools You Will Use:**

- **Various Marketing Platforms.**

## **MODULE 14- affiliate marketing and ad sense**

**In this module, you will learn how to make your writing profitable. Learn the best affiliates channels you can pick to monetize your content. How to establish AdSense to your blog and earn money through affiliates & AdSense.**

### **Tools You Will Use:**

- **Various affiliates channels**
- **Google AdSense**

## **Module 15- freelance content writing**

- **How to Monetise Your Writing Skills.**
- **What is ideal pricing for content work?**
- **How to approach the industry to grab freelance work or work from home opportunities.**
- **Creating eyes catching proposals using infographics.**

## **Module 16- resume writing**

**In this module, you will learn how to design the right resume and portfolio. Develop an appealing portfolio to crack a job interview. This module will cover best practices in resume writing and portfolio development.**

**10.**

**BLOCK CHAIN / DIGITAL ASSETS -**

**BLOCKCHAIN COUNCIL**

**10a**

**Certified Prompt Engineer™ Interactive Live Training**

**Propel your tech and AI career forward with our dynamic Certified Prompt Engineer™ Certification Program, offered through interactive**

**live training sessions. Embrace the profound power of prompt engineering and elevate your mastery of large language models. Our program provides a live, interactive platform where you will delve into the art of formulating prompts that elicit precise, contextually relevant responses. Witness the tangible impact of prompt engineering through exploration of real-world case studies, arming you with practical knowledge for any scenario. Garner priceless, real-time experience with the OpenAI API, the driving force behind efficient prompt engineering. Immerse yourself in the cutting-edge techniques and advanced concepts that challenge the norm, ensuring you stay on the vanguard of this fast-evolving discipline. As a Certified Prompt Expert, you'll unlock a world of infinite career opportunities. Our live certification program offers not just learning, but the opportunity to actively shape the future of AI with your budding expertise. Make your mark in this revolutionary field of AI prompts. Stand out, demonstrate your mastery, and validate your accomplishments. With us, your journey to becoming a Certified Prompt Expert starts in our live, interactive environment today. Commit to extraordinary career growth and success. Enroll now.**

## **Description**

**The Certified Prompt Engineer™ Interactive Live Training is a beginner-friendly program led by industry experts, covering around ChatGPT and AI. Participants will learn how to utilize Prompts for better productivity and impactful outcome. Participants will also have access to an alumni network of professionals to stay informed on the latest industry developments. Overall, it provides a**

**comprehensive and interactive learning experience for individuals interested in Prompt engineering.**

### **What is Certified Prompt Engineer™ Interactive Live Training?**

**The Certified Prompt Engineer™ Certification Program is a specialized training program designed to empower individuals with the skills and knowledge required to become proficient in utilizing the power of prompt engineering. Led by seasoned professionals well-versed in natural language processing and artificial intelligence, this program offers a comprehensive series of interactive live sessions.**

**Throughout the program, participants will gain a deep understanding of the underlying principles and techniques involved in Prompt Engineering.**

### **What will you learn in the Certified Prompt Engineer™ Interactive Live Training?**

- **Get In-depth insights into prompt engineering and use cases**
- **Develop an in-depth knowledge of AI & ChatGPT**
- **Mastery of ChatGPT versions and features**
- **Proof of expertise in Prompt engineering**

### **Who should enrol in the Certified Prompt Engineer™ Interactive Live Training?**

- **Individuals who want to pursue a career in ChatGPT and AI**
- **IT professionals who want to upgrade their skills and knowledge in Prompt engineering**
- **Entrepreneurs and business owners who want to integrate ChatGPT into their business operations**
- **Enthusiasts who seek to keep themselves updated with the latest trends in AI domain**

### **Introduction to Prompt Engineering**

- **What is Prompt Engineering?**

- **Importance of Prompt Engineering**
- **Applications of Prompt Engineering**

### **Understanding Prompts**

- **Definition and Types of Prompts**
- **Components of a Prompt**
- **Understanding Prompt Context**

### **Problems and Challenges with Prompts**

### **Principles of Effective Prompt Engineering**

- **Eliciting Desired Response**
- **Eliciting Desired Response – Hands On**
- **Clarity and Specificity in Prompts**
- **Dealing with Ambiguity**
- **Handling Sensitive Topics and Content Safeguards**
- **Importance of Context in Prompt Design**
- **Prompt Strategies for Better Output**

### **Useful Prompt Templates**

### **Creating Effective Prompts**

- **Case Studies: Prompt Engineering Examples**
- **Step-by-Step Process of Creating Prompts**
- **Prompt engineering for Text Summarization**
- **Prompt engineering for Information Extraction**
- **Prompt engineering for Question Answering**
- **Prompt engineering for Text Classification**
- **Prompt engineering for Code Generation**
- **Prompt engineering for Reasoning**



- **Analyzing and Evaluating Prompt Performance**

### **Working with OpenAI API**

- **Overview of OpenAI API**
- **ChatGPT PlayGround**
- **How to setup ChatGPT add-on?**
- **Get started with ChatGPT in Google Docs**
- **Get started with ChatGPT in Google Sheets**
- **Data generation trick for ChatGPT in Google Sheets**

### **Advanced Prompt Engineering**

- **Harnessing the Power of System Messages and Instructions**
- **Dealing with Biases in Prompt Responses**
- **Mitigating Inappropriate or Unwanted Responses**
- **Engineering Prompts for Multilingual and Multicultural Contexts**
- **Building Iterative and Interactive Prompt Chains**

### **Future of Prompt Engineering and AI Conversations**

- **Evolution and Trends in AI Conversational Models**
- **Innovations and Opportunities in Prompt Engineering**
- **Challenges and Ethical Considerations in Prompt Engineering**

### **Working with other popular AI tools**

- **Bard**
- **Amazon AI**
- **Dolly 2**

## **RECOMMENDED LEARNING METHODOLOGY**

**Recommend allocating 1 hour daily to complete the course in 6 Days.**

**Though you can attempt the online exam anytime as per your convenience, we highly recommend attempting the exam within 10Days of course completion, as the subject will be fresh in your mind, and you get sufficient time to prepare/revise as well**

### **Exam**

**Followed by the certification session, an exam will be conducted for a total of 100 marks.**

**You need to acquire 60+ marks to clear the exam.**

**If you fail to acquire 60+marks, you can retake the exam after one day.**

**The maximum number of retakes will be three.**

**If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam.**

**10b**

### **Certified ChatGPT Expert Interactive Live Training**

**Advance your career in Artificial Intelligence (AI) with our interactive Certified ChatGPT Expert Certification program. ChatGPT, pioneered by OpenAI, is more than a language processing tool - it's an industry-disrupting AI technology reshaping our global interactions.**

**ChatGPT's innovative natural language processing abilities are already revolutionizing sectors like customer service, marketing, advertising, and healthcare. As we embrace a more digital world, the demand for AI professionals skilled in ChatGPT is dramatically increasing.**

**Become a Certified ChatGPT Expert and position yourself at the leading edge of this rapidly advancing field. With the capability to utilize technology that understands and generates human-like language, you'll open doors to infinite possibilities for improving everyday life.**

**Through our live, interactive training sessions, the Certified ChatGPT Expert Certification program equips you to harness this groundbreaking AI tool. Stand out in the job market and seize opportunities in this thriving sector. Your journey to becoming a Certified ChatGPT Expert begins in our interactive, online training certification today. Enroll now.**

### **Description**

**The Certified ChatGPT Expert Interactive Live Training is a beginner-friendly program led by industry experts, covering around ChatGPT and AI. Participants will learn how to utilize ChatGPT for better productivity and impactful outcome. Participants will also have access to an alumni network of professionals to stay informed on the latest industry developments. Overall, it provides a comprehensive and interactive learning experience for individuals interested in ChatGPT.**

### **What is Certified ChatGPT Expert Interactive Live Training?**

**The Certified ChatGPT Expert Course is a specialized training program designed to empower individuals with the skills and knowledge required to become proficient in utilizing the power of ChatGPT. Led by seasoned professionals well-versed in natural language processing and artificial intelligence, this course offers a comprehensive series of interactive live sessions.**

**Throughout the program, participants will gain a deep understanding of the underlying principles and techniques employed by ChatGPT. They will explore topics such as language modeling, neural networks, and contextual understanding, allowing them to grasp the foundations of the model's capabilities. Participants will also learn practical strategies for effectively leveraging ChatGPT in various contexts.**

**As part of the course, participants will have access to a vibrant community of fellow learners, enabling them to connect, collaborate, and exchange insights. This community offers ongoing support and serves as a platform for staying updated on the latest advancements and applications of ChatGPT.**

**What will you learn in the Certified ChatGPT Expert Interactive Live Training?**

- **Develop an in-depth knowledge of AI & ChatGPT**
- **Get In-depth insights into prompt engineering and use cases**
- **Mastery of ChatGPT versions and features**
- **Proof of expertise in ChatGPT technology**

**Who should enroll in the Certified ChatGPT Expert Interactive Live Training?**

- **Individuals who want to pursue a career in ChatGPT and AI**
- **IT professionals who want to upgrade their skills and knowledge in ChatGPT**
- **Entrepreneurs and business owners who want to integrate ChatGPT into their business operations**
- **Enthusiasts who seek to keep themselves updated with the latest trends in AI domain.**

**Modules Included**

**Introduction to ChatGPT and AI**

- **What is ChatGPT?**
- **The history of ChatGPT**
- **Applications of ChatGPT**
- **ChatGPT vs other chatbot platforms**
- **Industries using ChatGPT**

- **The benefits and limitations of ChatGPT**
- **Future developments in ChatGPT technology**
- **Ethical considerations related to ChatGPT and AI**

### **AI and Machine Learning Concepts**

- **What is AI?**
- **Types of AI**
- **What is Machine Learning?**
- **Neural Networks**
- **Deep Learning**
- **Natural Language Processing (NLP)**
- **Computer Vision**
- **Robotics and AI**

### **Types of AI**

- **Narrow AI**
- **Strong AI**
- **Superintelligence**

### **ChatGPT Functionalities and Working**

- **How does ChatGPT work?**
- **ChatGPT 3 vs ChatGPT 4**
- **ChatGPT Functionalities**
- **Drafting emails and professional communication**
- **Automating content creation**
- **Research and information gathering**
- **Brainstorming ideas and creative problem solving**
- **Best Practices for Using ChatGPT**

### **ChatGPT Prompt Engineering**

- **What is Prompt Engineering?**
- **Types of Prompts**
- **Crafting Effective Prompts**
- **Using ChatGPT to generate prompt**
- **Evaluating Prompt Effectiveness**

### **Working with OpenAI API**

- **Overview of OpenAI API**
- **ChatGPT PlayGround**
- **How to setup ChatGPT add-on?**
- **Get started with ChatGPT in Google Docs**
- **Get started with ChatGPT in Google Sheets**
- **Data generation trick for ChatGPT in Google Sheets**
- **Text Analytics using ChatGPT**

### **ChatGPT Plugins**

- **Challenge of data privacy**
- **Mitigating data leakage using data masking**
- **Using Private Large Language Models**

### **ChatGPT Plugins-2**

- **Overview of ChatGPT Plugins**
- **Hands-on with ChatGPT Plugins – Wolfram Plugin**
- **Hands-on with ChatGPT Plugins – Link Reader Plugin**

## **ChatGPT Job Opportunities**

- **Introduction to ChatGPT Job Opportunities**
- **Job Search Strategies and Resources**
- **Resume and Interview Preparation**
- **ChatGPT: Freelance and Entrepreneurial Opportunities**
- **Challenges and Opportunities in the Field of ChatGPT**

## **RECOMMENDED LEARNING METHODOLOGY**

**Recommend allocating 1 hour daily to complete the course in 8 days.**

**Though you can attempt the online exam anytime as per your convenience, we highly recommend attempting the exam within 10 days of course completion, as the subject will be fresh in your mind, and you get sufficient time to prepare/revise as well.**

## **Exam**

**Followed by the certification session, an exam will be conducted for a total of 100 marks.**

**You need to acquire 60+ marks to clear the exam.**

**If you fail to acquire 60+marks, you can retake the exam after one day.**

**The maximum number of retakes will be three.**

**If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam.**

## **Available Job Roles**

- **ChatGPT Developer**
- **Chatbot Designer**

- **AI Prompt Engineer**
- **ChatGPT Expert**
- **ChatGPT Prompt Engineer**

**10 c**

### **Certified Blockchain Developer™ Interactive Live Training**

**With the growing demand for Blockchain technology, the need for skilled Blockchain developers has skyrocketed. The Certified Blockchain Developer™ Interactive Live Training by Blockchain Council is designed to equip you with the knowledge and skills necessary to become a proficient Blockchain developer. Led by expert instructors with years of experience in the industry, this Interactive Live Training covers everything from the basics of Blockchain technology to advanced concepts such as smart contracts, consensus algorithms, and decentralized applications. However, what really sets this training apart is its interactive nature. Unlike traditional classroom training, where learning can be a passive experience, the Certified Blockchain Developer™ Interactive Live Training encourages active participation and engagement. You'll have the opportunity to talk, share, and discuss ideas with your fellow learners, as well as with your expert instructors.**

#### **Description**

**You'll also have the opportunity to work on real-world projects and gain hands-on experience using popular Blockchain platforms like Ethereum, Hyperledger, and Corda. But the Certified Blockchain Developer™ Interactive Live Training isn't just about theoretical**



**knowledge. You'll also learn how to develop and deploy your own Blockchain applications, giving you the practical skills necessary to succeed in the industry. And with the Blockchain Council's reputation for excellence in Blockchain education, you can be confident that you're receiving the best possible training.**

**With its expert instructors, real-world projects, and interactive approach to learning, you'll gain the theoretical and practical skills you need to succeed in the fast-paced world of Blockchain technology.**

### **CERTIFICATION BENEFITS**

- **Build your own Blockchain businesses with acquired knowledge.**
- **Learn Solidity language & Multiple Technology-based developments.**
- **Prove your Blockchain skills & understanding**
- **Grasp the in-depth understanding of Blockchain, Smart Contracts & how it works**
- **Implement your skills to any Blockchain projects**

### **Modules Included**

#### **Blockchain**

- **What is Blockchain ?**
- **How Blockchain is different from Traditional Technologies?**
- **Consensus: How Conflicts are Resolved?**
- **Public vs Private Blockchain**
- **Frequently Used Terms in Blockchain**

#### **Ethereum**

- **What is Ethereum ?**
- **What is Ethereum Virtual Machine ?**

- **What is Solidity ?**
- **What are Smart contracts ?**
- **How do Smart Contract Work ?**
- **What is Initial Coin Offering(ICO) ?**
- **How does ICO work ?**
- **DAO( Decentralized Autonomous Organization) & The DAO –  
What are they?**
- **Setting up Security groups & Ubuntu Servers**
- **Installing Geth Client & Configuring Ethereum Nodes**
- **Enable Mining and checking balance in Ether**
- **Setting up Metamask and Testing Fund Transfer**
- **Crypto Token – Executing Minimal Viable Token**
- **Adding Parameters to Cryptocurrency**
- **Adding Balance Checks Before Transfer**
- **Adding Transfer Event for Logging**
- **Adding Transfer on-Behalf Function**
- **Executing MyToken Stage 2**
- **Improving Crypto Token – Adding Admin**
- **Allowing Admin to Mint New Coins**
- **Allowing Admin to Freeze or Unfreeze the Tokens**
- **Adding Automatic Buy & Sell feature**
- **Testing Full & Final Crypto Token**

## **Hyperledger**

- **What is Hyperledger ?**
- **What is Hyperledger Fabric ?**

- **Comparison between Fabric & Other Technologies**
- **Hyperledger Fabric Architecture**
- **Components of Hyperledger Fabric**
- **Advantages of Hyperledger Fabric Blockchain**
- **How does Hyperledger Fabric Work ?**
- **Installing Hyperledger Fabric V1.4**
- **Building Your First Network**
- **Hyperledger Fabric Demo**

### **Stellar**

- **What is Stellar?**
- **Stellar Network Overview**
- **Stellar Assets**
- **Stellar Distributed Exchanges**
- **Stellar Operations**
- **Stellar Use Cases**
- **Using Stellar Blockchain**

### **Corda**

- **What is Corda ?**
- **Data Structure of Corda**
- **Corda Key Concepts**
- **Corda Architecture**
- **Corda – Setting up the Environment**
- **Building the Corda Network**

### **Certified Blockchain Developer Exam**

- **There will be an online training followed by a multiple choice exam of 100 marks.**
- **You need to acquire 60+ marks to clear the exam.**
- **If you fail, you can retake the exam after one day.**
- **You can take the exam no more than 3 times.**
- **If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam**

**10d**

- **Certified Artificial Intelligence (AI) Expert™ Interactive Live Training**
- **Certified Artificial Intelligence (AI) Expert™ - Interactive Live Training and certification is a thoughtfully designed Live learning program for new enthusiasts in data science and AI fields. It aims to deliver beginner-friendly training to introduce the learners to the core ideas of Artificial Intelligence like Statistics, Data Science with Python, Machine Learning, Deep Learning, NLP, and Reinforcement Learning and the working of regenerative AI like ChatGPT. As the demand for AI Experts is rising, this ILT and certification will help you find your edge in the current job market and bring you up-to-date on the developments in the AI field. Take advantage of this LIVE training, validate your expertise with a recognised exam and earn a globally recognised AI certification. Enroll now and take your LEARNING journey to the next level.**

- **Description**
- **With the growing demand for AI Experts, training and certification in AI from a reputed organization will give you a significant advantage in the job market and increase your chances of making it big in the AI industry. The Certified Artificial Intelligence (AI) Expert™ – Interactive Live Training and Certification is a comprehensive learning experience designed for individuals looking to break into the world of AI and data science. This program consists of two exhaustive three-hour learning sessions (a total of six hours), which culminate in an exam designed to validate your learning and award you a globally recognized certification.**

**Artificial Intelligence (AI) is transforming how we live, work, and communicate. It has become one of the fastest-growing technology domains, changing how businesses operate. With its widespread application, the demand for AI experts is growing rapidly. If you're interested in pursuing a career in the AI domain, it's crucial to have the right skills and knowledge.**

**What is Certified Artificial Intelligence (AI) Expert™ Interactive Live Training?**

**The Certified Artificial Intelligence (AI) Expert™ Interactive Live Training is a comprehensive program designed for individuals who want to become experts in AI. This training program allows participants to learn from industry experts and gain exposure to AI-based tools. The program covers the latest AI technologies, including machine learning, deep learning, computer vision, natural language processing, and more.**

**What will you learn in the Certified Artificial Intelligence (AI) Expert™ Interactive Live Training?**

- **Overview of AI and its Applications**
- **Fundamentals of machine learning and deep learning**
- **Computer vision and image recognition**
- **Natural language processing and text analytics**
- **AI algorithms and models**
- **Overview of the latest AI technologies and tools**

## **Who should enroll in the Certified Artificial Intelligence (AI) Expert™ Interactive Live Training?**

- **Individuals who want to pursue a career in AI Industry**
- **IT professionals who want to upgrade their skills and knowledge in AI**
- **Entrepreneurs and business owners who want to integrate AI into their business operations**
- **Enthusiasts who seek to keep themselves updated with the latest trends in AI**

## **Modules Included**

### **Introduction to AI**

- **What is Artificial Intelligence?**
- **Intelligent Agents**
- **Advantages and Disadvantages of AI**
- **Challenges of AI**

### **Problem Solving**

- **What is Searching?**
- **Uninformed Search Algorithm**
- **Informed Search Algorithm**
- **Adversarial Search**
- **Constraint satisfaction problems**

### **Knowledge Representation And Planning**

- **Knowledge Representation**
- **Knowledge Representation Techniques**
- **Propositional Logic**
- **First Order Logic**
- **Rule-Based System**

## **Probabilistic Reasoning**

- **Basic Probability Concepts**
- **Markov and Hidden Markov Model**
- **Association rules**
- **Dimensionality reduction**
- **Feature Selection and Feature Extraction**

## **Machine Learning**

- **What is Machine Learning?**
- **Types of Learning**
- **Clustering**
- **Classification**
- **Decision Tree**
- **Regression**
- **Support Vector Machine**
- **Reinforcement learning**

## **Communication and Perceiving**

- **Natural Language Processing**
- **Perception**

## **Neural Network**

- **What is a Neural Network?**
- **Types of Neural Network**
- **Neural Network Components**

## **Chat GPT**

- **What is a Neural ChatGPT?**
- **Overview of ChatGPT.**

### **Use Cases of AI**

- **Artificial Intelligence in Blockchain**
- **Artificial Intelligence in Healthcare**
- **Artificial Intelligence in IoT**

### **RECOMMENDED LEARNING METHODOLOGY**

**Recommend allocating 1 hour daily to complete the course in 12 days.**

**Though you can attempt the online exam anytime as per your convenience, we highly recommend attempting the exam within 10 days of course completion, as the subject will be fresh in your mind, and you get sufficient time to prepare/revise as well.**

### **Exam**

**Followed by the certification session, an exam will be conducted for a total of 100 marks.**

**You need to acquire 60+ marks to clear the exam.**

**If you fail to acquire 60+marks, you can retake the exam after one day.**

**The maximum number of retakes will be three.**

**If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam.**



## **Certified Blockchain Expert™ Interactive Live Training**

**Certified Blockchain Expert™ (CBE) is a Certification that aims to impart knowledge about the working and functioning of a Blockchain-based system. It covers the Blockchain principles and composition and also overviews the application of Blockchain in the supply chain, automobile, healthcare, financial industry, cybersecurity, etc., from a beginner to an advanced level. A Certified Blockchain Expert™ is a professional who profoundly understands Blockchain technology and can integrate Blockchain-based solutions in enterprise businesses.**

### **Description**

**Blockchain Council offers interactive live training for those individuals who are unable to undertake classroom learning sessions. We conduct online training using state-of-the-art techniques to ensure the best immersive learning experience. Participants can interact and communicate with the instructor and have constructive conversations at their own pace and comfort without losing out on the flavor of classroom learning.**

### **What does a Blockchain Expert do?**

- **Blockchain experts thoroughly know Blockchain-based systems and can innovate and implement new business models. They work closely with product teams to design and build Blockchain-based applications for enterprises and businesses.**

### **Domains Blockchain experts work in:**

- **Retail**
- **E-Commerce**
- **Banks**
- **Telecom**
- **FMCG**
- **Manufacturing**
- **Other domains**

### **CERTIFICATION BENEFITS**

- **Prove your Blockchain skills and understanding of the acquired knowledge**

- **Gain an in-depth understanding of Blockchain and its implementation**
- **Implement your skills in any Blockchain applications**
- **Build your own Blockchain enterprise with acquired knowledge**

## **Modules Included**

### **Introduction to Course**

#### **Origin of Blockchain Technology**

- **Electronic Systems and Trust**
- **Bitcoin Predecessors**
- **The Bitcoin Experiment**
- **Bringing Bitcoin to Life**

#### **Introduction to Blockchain**

- **What is Blockchain?**
- **Why is Blockchain a Distributed, P2P Network?**
- **Blockchain Vs Cryptocurrency**
- **Types of Blockchain**
- **What Are different Blockchain Technologies?**
- **Benefits of using Blockchain Technology**

#### **Tokenize Everything**

- **Tokens on Ethereum Platform**
- **Ethereum Token Standards**

#### **Blockchain Ecosystem**

- **Merkle Tree and Hashing**

- **Blocks, Wallets and Addresses**
- **Public and Private Key**
- **Cryptography and Cryptographic Algorithms**
- **Transaction Execution and Distribution**
- **Components of Blockchain Ecosystem**
- **Blockchain Architecture**

### **Blockchain Mining**

- **What is Blockchain Mining?**
- **Types of Mining**
- **Who are Miners?**

### **Transactions UTXO Vs Account Model**

### **Security and Privacy**

- **What are Smart Contracts?**
- **What is Consensus?**
- **Types of Consensus Algorithms**

### **Other Consensus Mechanisms in Blockchain**

- **Proof-Of-Capacity(PoC) & Proof-of Activity(PoA)**
- **Proof-of-Burn(PoB) & Proof-of-Weight(PoWeight)**
- **Leased Proof-of-Stake(LPOS)**

### **Blockchain Solutions - Steps and measures**

### **Use-Cases of Blockchain**

- **Blockchain use cases in Financial Sector**
- **Blockchain use cases in Business Sector**
- **Blockchain use cases in Government & Public Sector**
- **Blockchain use cases in other Industries**

### **Other Use-Cases of Blockchain**

- **Blockchain in IoT**
- **Blockchain in CBDC**
- **Blockchain in Retail Fashion & Luxury**
- **Blockchain in sports and E-sports**
- **Blockchain in Legal Industry**
- **DeFi Use Cases in Blockchain Part 1**
- **DeFi Use Cases in Blockchain Part 2**

### **Additional Resource.**

- **DAGs**

### **Certified Blockchain Expert™ Exam**

- **There will be an online training followed by a multiple choice exam of 100 marks.**
- **You need to acquire 60+ marks to clear the exam.**
- **If you fail, you can retake the exam after one day.**
- **You can take the exam no more than 3 times.**
- **If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam**

## **Certified Cryptocurrency Trader™ Interactive Live Training**

**The Certified Cryptocurrency Trader™ (CCT) program by Blockchain Council is where you can master the Cryptocurrency market by learning from veterans in the Cryptocurrency space: You'll learn Technical Analysis, Candlesticks, Blockchains, Derivative Trading, and Good Investment Strategies to make you successful in the Crypto market. This certification is designed for beginners and experienced traders with a focus on learning trading by doing live examples. You'll also learn Crypto Trading with Real Money in CoinDCX, the official exchange partner of Blockchain Council.**

### **Description**

**Certified Cryptocurrency Trader™ (CCT) is a certification designed to familiarize individuals with the ins and outs of Cryptocurrency trading from scratch. In addition to learning about the strategies for making optimal trading decisions in the bustling Crypto market, participants will also learn about the fundamentals of the technological infrastructure that powers Blockchains behind the scenes. Traders who have a working knowledge of the stock market will also be at an advantage as most of the concepts in the certification will be directly mapped to concepts that are used in stock market trading. The certification is designed by industry leaders using years of research and experience, which translates to very high-quality education for the learners.**

### **What does a Cryptocurrency trader do?**

- **As with any other form of a market trader, the main objective for a Cryptocurrency trader is to make successful trades consistently, leading to wealth creation over time. In order to do so, it is very important to learn the common mistakes that newcomers are likely to make in the market and avoid falling into the traps that are laid by the market whales. This can be done through a combination of fundamental and technical analysis of a Cryptocurrency pair along with strong critical**

**reasoning skills about the future of the Cryptocurrency and the market at large. As a Cryptocurrency trader, it is very important to know how to assess your risks and when to cut your losses. Therefore, the main job of a Crypto trader is to make rational decisions about the future price of a digital asset and to turn that decision into profit at the end of the day.**

**The Growth Curve ahead:**

- **Blockchain and Cryptocurrencies are one of the most groundbreaking inventions that have come out of the world in the last 100 years, and that means there are a lot of implications that have to be considered when trading Cryptocurrencies. It is not only important to know how the technological infrastructure works but also how digital assets derive their value and how global events could impact the prices of leading Cryptocurrency tokens. Therefore, the course would require a significant commitment on the learner's part to cover the course material in-depth and iron out any queries they might get from the same. For individuals with no prior exposure to Blockchains and Cryptocurrencies, this course offers a chance to get to a mastery of the subject provided the individual invests time to learn these concepts properly. After successfully completing this course, you will be able to pursue any of the following career tracks:**
- **Crypto Trader**
- **Crypto Trading Consultant**
- **Crypto Trading researcher**

**Domains Cryptocurrency traders work in:**

- **Retail**
- **E-Commerce**
- **Banks**
- **Other domains**

**Modules Included**

#### **Introduction to Cryptocurrency & ICO**

- **Introduction to Cryptocurrency**
- **Walkthrough**
- **How does Cryptocurrency work?**
- **What defines the price of Cryptocurrency?**

- **Pros and Cons of Cryptocurrency**
- **What is an ICO?**

### **Top cryptocurrency analysis**

- **Primer on Top Cryptocurrencies**
- **Leading ERC 20 Tokens**

### **Introduction to Crypto Mining**

- **What is Blockchain Mining?**
- **How To Mine Cryptocurrencies?**

### **Stock Market and Crypto Market Compared**

- **Stock Market 101**
- **Mapping Stock Markets to Crypto Markets**
- **What is Hedging?**

### **Risk Management & Market Psychology**

- **Psychology in Trading**

### **Introduction to Crypto Exchange & Trade Process**

- **Trading Platforms**
- **Hardware Wallets and Why Are They Used?**

### **Fundamental Analysis in Crypto Trading**

### **Technical Analysis in Crypto Trading**

- **Technical Analysis**
- **Candlestick Patterns**
- **Technical Analysis in Action on CoinDCX: Walkthrough**

- **Technical Indicators**

### **Cryptonomics: Strategies for Crypto Trading**

- **What Cryptocurrencies Should You Buy?**
- **Strategies in Crypto Trading**
- **How to Stay Ahead of the Curve**

### **Derivatives: Crypto Futures**

- **Crypto Futures**
- **Futures Contracts in CoinDCX: Walkthrough**

### **Derivatives: Crypto Options**

- **Crypto Options**

### **Margin Trading & Lending**

- **What is Margin Trading?**
- **Setting up a Margin Trade on CoinDCX: Walkthrough**
- **Earning Interest with Margin Lending**
- **Earning Interest on CoinDCX: Walkthrough**

### **Legality & Taxation in Crypto**

- **Legal Developments So Far**
- **Taxation**

### **Crypto Scams 101: Avoiding the common pitfalls**

- **Imposter Websites**



- **Pyramid Schemes**
- **Pump n Dumps**
- **ICO Scams**

### **Certified Cryptocurrency Trader Exam**

- **There will be an online training followed by a multiple choice exam of 100 marks.**
- **You need to acquire 60+ marks to clear the exam.**
- **If you fail, you can retake the exam after one day.**
- **You can take the exam no more than 3 times.**
- **If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam**

### **Career Facts**

- **Business Development**
- **Investment Banker, Consultant & Advisers**
- **Cryptocurrency Enthusiasts**
- **Research analyst**
- **Consultant & Advisers**
- **Software Engineers & Architects**

### **BlockSpark Career Kickstarter**

**Blockchain Council brings you an eight-week intensive training on Blockchain Development in the Ethereum and Hyperledger ecosystem. This training is designed for beginners in the blockchain domain to gain conceptual knowledge and developmental skills needed to excel in the industry as a professional Blockchain developer. The training is infused with practical development lessons and challenges culminating in an opportunity for you to build and**

**validate your own Blockchain and Hyperledger projects. This impactful learning experience is designed to help you kickstart your career in the world of Blockchain and Web3!**

**BlockSpark is a training designed by industry experts for learners with beginner to intermediate-level coding exposure and who are looking to break into the Blockchain industry. It comprises of eight weeks of comprehensive self-paced and LIVE training, regular doubts and discussion sessions, weekly tests with feedback, and hands-on project building under expert guidance. In this training, you'd learn and code Blockchain from the very basics to the advanced level. By the end of the eight-week training, a learner would be skilled enough to enter or switch to an all-new Blockchain career.**

### **What Will You Learn In BlockSpark And How It Will Help In A Rewarding Career In Blockchain?**

**In BlockSpark, you'll learn the fundamentals of blockchain technology from its genesis to its current state, the functioning of the entire blockchain ecosystem, consensus algorithms, the Ethereum Ecosystem, Smart Contract development, DAOs, NFTs, DeFi, Hyperledger etc. You will also work on hand-On coding projects.**

#### **Training Benefits**

- **Two month impactful learning under expert mentorship**
- **Project building opportunity on Ethereum & Hyperledger Blockchain**
- **Regular discussions and LIVE doubt sessions**
- **Oppurtunity to join Blockchain Council's Global Community**

**After completing the BlockSpark career Kickstarter training, you will be able to master the necessary skills required in the blockchain industry. You will also be able to confidently work on the blockchain based projects.**

#### **Additional Benefits**

- **Lifetime access to learning Content**
- **24\*7 Support for all your queries**

- **Premium Events Access**
- **Networking Opportunity**
- **Who Should Enroll In The BlockSpark And Speed Start Their Career In Blockchain?**
- **BlockSpark is designed for individuals looking to break into the world of blockchain with a desire to create a long-term career in the same. The training is infused with hands-On development projects that are designed to be taught from the very basic to the advanced level.**

## **MMM**

### **Week 1 - Introduction to Blockchain [6 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 01 [Day 01, 12 PM IST]**
- **Origin of Blockchain Technology**
- **Introduction to Blockchain**
- **Blockchain Ecosystem**
- **Blockchain Mining**
- **Transactions UTXO Vs Account Model**
- **Consensus Algorithm**
- **Blockchain Solutions – Steps and measures**
- **Use-Cases of Blockchain**
- **LIVE- Discussion & Doubt Session 02 [Day 06, 4 PM IST]**
- **Assessment 01**

### **Week 2 - Ethereum Blockchain [6 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 03 [Day 08, 12 PM IST]**
- **Ethereum Overview**
- **Ethereum Tokens**

- **Deep Dive into Solidity**
- **Prerequisites**
- **Getting started with the Smart Contract**
- **Testing of Smart Contracts**
- **Project 1: Sending Ethers from Parents to Kids**
- **Project 2: Lottery Application Based on Blockchain**
- **Project 3: Basic Smart Contract with Front-end**
- **Project 4: Developing a Crowdfunding project**
- **Project 5: Developing advance Smart Contract using Solidity**
- **Project 6: Real-Estate Decentralized Application**
- **LIVE- Discussion & Doubt Session 04 [Day 13, 4 PM IST]**
- **Assessment 02**

### **Week 3 - DeFi, DAO & NFT [12 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 05 [Day 15, 12 PM IST]**
- **Introduction to DeFi Technology**
- **DeFi: Use-Cases**
- **Risks and Challenges]**
- **Understanding DAOs**
- **DAO Governance**
- **Types of DAO**
- **DAO Tokenomics**
- **Technology Layers for DAO**
- **Understanding the Non-Fungible Tokens (NFT)**
- **NFT – Technology Stacks**

- **Operations on NFT**
- **Walkthrough – NFTically Marketplace**
- **NFT: Use-Cases**
- **NFT Risks & Challenges**
- **LIVE- Discussion & Doubt Session 06 [Day 20, 4 PM IST]**
- **Assessment 03**

#### **Week 4 - NFT Projects [6 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 07 [Day 22, 12 PM IST]**
- **Project 1 – Building NFT Game**
- **Project 2 – NFT Marketplace on Polygon with ReactJS**
- **Project 3 – Building NFT Book Store**
- **Project 4 – End-To-End NFT Project [Advanced Collectable]**
- **LIVE- Discussion & Doubt Session 08 [Day 27, 4 PM IST]**
- **Assessment 04**

#### **Week 5 - Hyperledger - Overview [6 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 09 [Day 29, 12 PM IST]**
- **Private/Permissioned Blockchain**
- **Hyperledger – Blockchain Technologies for Business**
- **Hyperledger – An Umbrella of Projects**
- **Hyperledger Projects under umbrella**
- **Hyperledger Fabric – detailed overview**
- **LIVE- Discussion & Doubt Session 10 [Day 34, 4 PM IST]**

- **Assessment 05**

**AA**

**Week 6 - Hands-on on Hyperledger Fabric and Besu [6 Hours Self Paced & LIVE]**

- **LIVE- Discussion & Doubt Session 11 [Day 36, 12 PM IST]**
- **Operations on Hyperledger Fabric**
- **A project on Supply chain management using Hyperledger Fabric**
- **Hyperledger Besu – Setting-up the Prerequisites**
- **A hands-on project on Hyperledger Besu**
- **LIVE- Discussion & Doubt Session 12 [Day 41, 4 PM IST]**
- **Assessment 06**

**Week 7 - A Capstone project on Ethereum blockchain [LIVE]**

- **LIVE- Discussion & Doubt Session 13**
- **Building a project on Ethereum blockchain**
- **Project Submission 01**

**Week 8 - A Capstone project using Hyperledger Aries & Indy [LIVE]**

- **LIVE- Discussion & Doubt Session 14**
- **Building a Self-Sovereign Identity Management with Hyperledger Aries & Indy [LIVE]**
- **Submission of the Project 02**

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## **Online Degree™ in Blockchain**

**Online Degree™ in Blockchain is designed to equip you with a profound knowledge of Blockchain technology. Backed by the extensive practical-based sessions, completion of this blockchain degree ensures to render you have the required competence to have a successful career in the Blockchain sphere.**

**As Blockchain technology has taken the digital world by storm, the future of Blockchain technology is promising. Becoming a master in Blockchain technology by going through Online Degree™ in Blockchain unfolds the world of opportunities for you.**

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## **Online Degree™ in Cryptocurrency & Trading**

**Online Degree™ in Cryptocurrency & Trading is an online program with the provision of concise and effective comprehension of Cryptocurrency and trading. This degree program focuses on the in-demand industry requirements needed to have excellency and good command of Cryptocurrency and Trading space. With this program, you will master the Cryptocurrency market by learning from veterans in the Cryptocurrency space. You will learn Technical Analysis, Candlesticks, Blockchains, Derivative Trading, and Good Investment Strategies to make you successful in the Crypto market.**

**The ever-expanding realm of Cryptocurrency has proven benefits for the future of the ongoing currency evolution. Keeping in mind the latest in the crypto space and trading, this online degree program covers all the major and minute details, providing the opportunities to master the fundamentals of the technological infrastructure that powers Blockchains. Designed and specially curated for beginners and experienced traders, this will give you expansive knowledge in strategizing trading in the crypto market. From the basics of**

**Blockchains to the introduction to bitcoins and from the scratch training in trading and all its know-how, this program provides a comprehensive structural understanding of the revolutionary cryptocurrency space.**

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### **Online Degree™ in Blockchain for Business**

**Blockchain is lately gaining an immense reputation for its industry-disrupting capabilities. As a technology which simplifies complex business processes, a blockchain is a must-know tool in today's context. Online Degree- Blockchain for Business will provide you with the essential skills to leverage blockchain for increasing business potential.**

**Master the core concepts of blockchain offered to you through comprehensive modules and transform into a sought-after blockchain professional.**

#### **Modules Included**

##### **Fundamentals of Blockchain Technology**

- **What is Blockchain?**
- **How is Blockchain different from traditional technologies?**
- **Benefits of using Blockchain Technology**
- **What are the different Blockchain technologies?**



- **Why is it called P2P Network?**
- **Consensus: How conflicts are being resolved?**
- **Why is Blockchain Secure?**
- **What are the blocks, transactions, private key & addresses?**
- **What is Blockchain Mining?**
- **Blockchain Ecosystem**
- **Working with Blockchain Architecture**
- **What are Smart Contracts?**

### **Blockchain in Digital Marketing**

- **How Digital Marketing will benefit from Blockchain**
- **Eliminating Digital Marketing Middleman.**
- **Building Trust & Transparency.**
- **Customers having full control of their information.**
- **Benefits of Branding**
- **Provide Security**
- **Use of Smart Contracts**
- **Limitations of the current Digital Marketing Model**
- **Introduction**
- **Eliminating Online Ad Fraud**
- **The link between Advertiser and Ad Publisher**

### **Blockchain Use Case in Digital Marketing**

- **Blockstack for data privacy**
- **Brave & BAT for digital display advertising**
- **Polymath for security token space**

## **Blockchain in Human Resource**

- **Problem Statements.**
- **Market's Current Scenario.**
- **Fake Market.**
- **Implementation.**
- **Trust of Security**
- **Concept**
- **Blockchain's Impact on Human Resource**

## **Use cases of Blockchain in Human Resource**

- **Transparent Work & Education Histories.**
- **International Payroll**
- **Enforcing Compliance via Smart Contracts.**
- **Transparent Audits.**
- **Automating Taxation Process.**
- **Paying Independent Contractors.**

## **Blockchain in Law**

- **Advantages of Blockchain in law**
- **Use Case- Smart Contracts**
- **Use Case- Intellectual Property**
- **Use Case- Chain of Custody**
- **Use Case- Litigation and Settlements**
- **Case Study- Sweden land Registry**

## **Blockchain in Supply Chain**

- **Supply Chain Management & Blockchain Integration Overview**

- **Supply Chain Management Traditional Architecture**
- **Supply Chain Management Blockchain Architecture**
- **Blockchain Deployment Stages**
- **Use case – Food Industry**
- **Use case – Pharmaceuticals**
- **Use case – Automobile Industry**
- **Real World Case Study (IBM/Walmart and VeChain)**

### **Blockchain in Finance**

- **How Blockchain change current Face of Financing**
- **Blockchain in Financial System**
- **Vendor Perspective about Blockchain in Financial Services**
- **Advantages of blockchain in Financial Services**

### **Use Case in Financial Management**

- **Cross Border Payments**
- **Syndicate Lending**
- **Digital Identity Verification**
- **Trade Finance**

### **Exam**

- **Followed by the certification session, an exam will be conducted for a total of 100 marks.**
- **You need to acquire 60+ marks to clear the exam.**
- **If you fail to acquire 60+marks, you can retake the exam after one day.**
- **The maximum number of retakes will be three.**

- **If you fail to acquire 60+ marks even after three attempts, then you need to contact us to get assistance for clearing the exam.**

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### **Export Import Management Courses**

**Export and Import Management courses offer establishment to a profession in global business sectors and exchange. The program imparts the knowledge with respect to the item improvement, instalments, monetary cycles, documentations, global business and so on.**

#### **Also Check: Diploma in Export And Import Management**

- **The length of these courses fluctuates from level to level. It is from 3 to 4 years at graduate level, 2 years at postgraduate level and 1 year for the diploma and certificate courses.**
- **Certificate programs related to the management field can be as short as a few hours and can even run up to 1 year.**
- **Many online platforms offer management courses with zero fees. Their programs are totally free and can be accessed, in some cases, for unlimited time.**
- **The top specializations in Import Export courses include Export Documentation and Government Policy, Shipping and Marketing, Banking Transactions etc.**
- **Some of the top skills demanded by graduates of management courses in India today are Leadership qualities, communications skills, management skills etc, therefore, pursuing specialization in such fields will be really beneficial.**

<p><b>Popular Courses</b></p>	<ul style="list-style-type: none"> <li>• <b>Certificate:</b> Topics ranging from foreign exchange, International law and various banking transactions.</li> <li>• <b>Diploma &amp; PG Diploma:</b> It includes EXIM policies framework, Export import regulation, international supply chain management</li> <li>• <b>UG:</b> includes business organisation and management, Microeconomics and marketing management</li> <li>• <b>PG:</b> international trade and business environment, Marketing and source, Finance and risk management</li> <li>• <b>Doctorate:</b> commercialisation, Statistical research, customer demands, labour market</li> </ul>
<p><b>Duration</b></p>	<ul style="list-style-type: none"> <li>• <b>Certificate:</b> 3 months to 1 year (for Offline)</li> <li>• <b>Few days to 6 months (for Online)</b></li> <li>• <b>Diploma &amp; PG Diploma:</b> 1-2 years</li> <li>• <b>UG:</b> 3-4 years</li> <li>• <b>PG:</b> 2 years</li> <li>• <b>Doctorate:</b> 2 -3 years</li> </ul>
<p><b>Eligibility</b></p>	<ul style="list-style-type: none"> <li>• <b>Certificate:</b> Pass in Class 10 or 12 from a recognized board</li> <li>• <b>Diploma:</b> Pass in Class 12 with 50 percent from a recognized board</li> <li>• <b>PG Diploma:</b> Graduation from a recognized university with Computer a a subject.</li> <li>• <b>UG:</b> Pass in 10+2 from a recognized board</li> <li>• <b>PG:</b> Pass in UG from a recognized University.</li> <li>• <b>Doctorate:</b> Pass in PG program with masters in export and import.</li> </ul>
<p><b>Average Fees</b></p>	<ul style="list-style-type: none"> <li>• <b>Certificate:</b> INR 10,000-75,000</li> <li>• <b>Diploma &amp; PG Diploma:</b> INR 5,000-30,000</li> <li>• <b>UG:</b> INR 1,00,000-3,00,000</li> <li>• <b>PG:</b> INR 1,00,000-7,00,000</li> <li>• <b>Doctorate:</b> INR 10,000-2,75,000</li> </ul>
<p><b>Online Courses</b></p>	<p><b>Available</b></p>
<p><b>Types of Online Courses</b></p>	<p><b>edx, Coursera, Udemy, etc. (Includes Paid and Unpaid courses)</b></p>
<p><b>Top Job Prospects</b></p>	<ul style="list-style-type: none"> <li>• <b>Export Manager</b></li> <li>• <b>Import Manager</b></li> <li>• <b>International supplies Logistic Manager</b></li> </ul>

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• <b>Export Sales Manager</b></li></ul> |
|  | <ul style="list-style-type: none"><li>•</li></ul>                             |

**After graduating, students of Export Import Management courses get jobs like Import and Export Manager, Logistics Manager, Sales Manager etc. In India, the average salary for these roles range from INR 4-8 LPA and above.**

### **Export Import Management Courses: Highlights**

**Since management courses can be pursued at UG, PG and short term certifications. These courses help the students to enhance the students employability.**

**As you might have a little idea about each kind of import export course by now, let's discuss them in detail one-by-one**

### **Export Import Management Certificate Courses**

### **Export Import Management Certificate Courses**

**The certificate programs in these management courses are offered through both Online and Offline mediums. Online certificates are very popular and the trend is increasing day by day.**

**As mentioned before, they can be of any time length ranging from a few hours to a few months.**

- **Certificate programs of management courses are specially designed to equip the candidates with additional skills.They are suitable for those employees who want to continue their jobs along with learning extra skill sets which can help them solve complex problems.**
- **The vast majority of these courses are self-guided and hence don't request a ton of day by day hours from you.**
- **Those students who are looking for short-term courses after 10th and 12th should opt for certificate courses.**

**Getting additional certificates definitely offers you the opportunity to increase your pay package. For those who are starting their career in the field with a certificate course, the average salary is from INR 1-3 LPA in the beginning.**

## Online Export Import Management Courses

The table below shows some of the best certificate courses available online on different platforms.

Certificate Name	Provider	Duration
Alibaba export and import	udemy	5 hours
International Business Professional	udemy	8 hours
Import and Export	Coursera	8 weeks
International Trade	edx	NA

## Offline Export Import Management Certificate Courses

Many institutes and training centres also offer management course certificates through classroom methods of teaching. Some of the top courses are presented in the table below.

Certificate Name	Offered by	Duration	Fee
Certificate program in import and export	<u>IIFT</u>	4 months	INR 75,000
Import and Export	Government of India	NA	free
Logistics	<ul style="list-style-type: none"> <li><u>Michigan State University</u></li> <li><u>University of Tennessee</u></li> </ul>	NA	varies according to colleges

## How to get Admission in a Certificate Export Import Management Course ?

Admissions in the certificate courses are not very organized as compared to bachelor and master courses. There are no particular entrance exams either which are conducted for admission in these courses.

- Admission in online programs is essentially done by applying on the site of the course supplier.
- Some head organizations do investigate the applicant profile and the responses to surveys inquired.
- If there should be an occurrence of disconnected endorsement programs, universities may concede the applicant on the legitimacy premise. Your score in Class X or XII will be considered in such a case.

## Diploma and PG Diploma Export Import Courses Diploma and PG Diploma Export Import Courses

Diploma and PG Diploma courses contrast as far as the qualification standards they request. While a recognition course can be sought after you complete class 12th (class 10 additionally sometimes), a PG Diploma or Post Graduation Diploma is sought subsequent to completion of graduation.

- Diploma courses offer explicit information contrasted with explained instructing in full time bachelor and master degrees. In this manner, they set aside both time and cash.
- While the Diploma courses are 1-year long, PG Diploma courses can be of both 1 and 2 years length.
- These courses are likewise favored by students who need to join the occupation area soon, as opposed to devoting a very long time to definite instruction.
- Much the same as certification programs, Diploma Export Import Management courses additionally give you the adaptability to browse a gigantic arrangement of specializations.
- Applicants who are intending to save money on assets and seek a vocation situated course should go for Diploma and PG Diploma courses.

The normal compensation after diploma courses is around INR 2-4 lakh in India, at present.

### Top Export Import Management Diploma Courses

Some of the popular diploma courses which can be pursued in the field of import export management are given below.

Diploma name	Colleges offering	A
Diploma in international logistics management	<u>Indian institute of export and import management, IIFT delhi</u>	De co
Diploma in export import management	<u>Indian institute of export and import management, IIFT delhi</u>	De co
Diploma in foreign trade	<u>IIFT delhi</u>	IN ye

How to get Admission in Diploma and PG Diploma Course?



**Admission for diploma courses are on the basis of merit. The cutoff list is released by their respective college after the applicants have filled their applications.**

- **For the Diploma courses, Class 12th score is taken while Graduation score is considered for PG Diploma.**
- **In the case of a few online diploma courses, as mentioned in the table above, the selection process is likely the same.**
- **Here likewise, students need to fulfill certain qualification models to be qualified to be considered for the program, graduation degree being one of them.**

### **Bachelor Export Import Management Courses** **Bachelor Export Import Management Courses**

**Four year college educations are the most selected courses as an enormous portion of students hope to acquire a full-time degree. These Bachelor courses require appropriate ground instruction, however a large portion of them are going on the web presently due to Covid spread.**

- **The duration of bachelor course is 3 years.**
- **Bachelor or UG courses come in both General and with Specialization.**
- **Admissions in a large portion of these courses are done through selection tests at public just as state level.**
- **These courses furnish students with legitimate establishment learning through classroom programs.**
- **Students ready to devote full an ideal opportunity to the field and make a long-lasting profession ought to settle on the bachelor courses, as opposed to going for diploma courses.**

**Graduates of Export Import Management courses can expect a normal compensation of INR 3-8 lakh to start with. This relies upon the aptitudes they have acquired and furthermore on the school they are moving on from.**

### **Top Bachelor Export Import Management Courses**

<b>Course Name</b>	<b>Colleges</b>	<b>Fees</b>
<b>B.A in Foreign Trade</b>	<b>Calicut University</b>	<b>INR 5,000</b>
<b>Bachelor in Custom Clearance</b>	<b>University of Mumbai</b>	<b>INR 1.56 lakh</b>

## How to get Admission in a Bachelor Export Import Management Course?

Admission in the Export Import Management courses are not done in an authentic composed manner like that in Bachelor and Master courses. There are no particular passageway tests either which are driven for admission in these courses.

- Enlistment in online accreditation programs is essentially done by applying on the website of the course provider.
- Some head establishments do separate your profile and the reactions to surveys asked.
- In the event that there should be an event of disconnected certificate programs, colleges may yield you on the authenticity premise. Your score in Class X or XII (as material) will be considered in such a case.

### Top Colleges Offering Bachelor Export Import Management Courses

College	Location	Fees
<u>Calicut University</u>	Calicut	INR 5,000
<u>University Of Mumbai</u>	Mumbai	INR 1.56 lakh
<u>Quantum school of business</u>	Roorkee	INR 2.53 lakh
<u>Indian school of business management and administration</u>	Ahmedabad	INR 15,000

**Masters Export Import Management Courses**

**Masters Export Import Management Courses**

**The eligibility criteria for Master Export Import Management courses includes:**

- A Bachelor's certificate or equal from an Indian or Foreign University with min. half total grade in Engineering, Pharmacy, Science, Commerce, Arts, and so on
- A base two years work experience is alluring however its not compulsory.
- Proficiency in English language
- Academic greatness, achievements Organizational Sponsorships and so on may get weightage
- Final year certificate students can likewise apply

- **Students who are going through administration/PG Course, third year Engineering and other Master courses are additionally qualified to apply.**
- **Diploma holders of IIEIM who have total 60 percent or more are qualified to apply.**
- **Scholarly greatness, achievement, authoritative Sponsorships / suggestions and so forth may get due weightage.**

### **Top masters Export Import Management Courses**

<b>Colleges</b>	<b>PG courses offered</b>	<b>Fees</b>	<b>Admission</b>
<b>Indian institute of foreign trade</b>	<b>MBA international business</b>	<b>INR 8,85,000</b>	<b>NTA IIFT</b>
<b>Indian Institute of Export management</b>	<b>Masters Program in international business, Masters in international marketing</b>	<b>INR 7 lakh</b>	<b>College entrance test</b>
<b>Welingkar institute of management development</b>	<b>-----</b>	<b>INR 5 lakh to 10 lakh</b>	<b>College entrance test</b>

### **How to get Admission in a Master Export Import Management Course?**

- **Admission in Master Courses are done through merit basis.**
- **Colleges also conduct Entrance exams for admissions.**
- **The entrance exams generally consists of**

- 1. English Comprehension Test**
- 2. General Knowledge**
- 3. Business Awareness**

### **Doctorate Export Import Management Course**

**The Ph.D. program covers Doctoral examination in an assortment of business related territories. The program is focused at researchers, individuals from showing personnel in colleges and foundations of higher learning, experts from private, public and government areas.**

### **The principle goals of the Ph.D. Program are:**

- **To encourage seeking after higher investigations and progressed research in International Business**

- To empower and doing explore on contemporary issues in the field of International Business
- To support distribution of exploration papers in scholarly diaries, incidental papers, monographs, books and different distributions.
- One of the basic roles of doctoral investigations is to energize inside and out examination and enhance information in the picked field.

This incorporates the capacity to apply autonomous approaches to logical examination just as to make new logical information.

- Further, the competitor ought to exhibit a capacity to investigate, fundamentally research results and to comprehend their significance in the applicable setting.

#### Top PhD Export Import Management Courses

College	Course	Fees	Admission process
RD global institute ,Mumbai	Ph.d in Export Import	3,80,000	College Exam

#### How to get Admission in a PhD Export Import Management Course?

- Admission in Doctorate Courses are done on the basis of entrance exams. While some colleges do conduct their own Entrance Exams.
- There are multiple exams conducted for admission in PhD courses.

Some of these include CSIR NET,UGC NET,JRF, etc

- Students need to have a master Degree to be eligible for Doctorate Courses.

#### Job Options after Export Import Management Courses

#### Job Options after Export Import Management Courses

- A few exceptionally remunerating openings for work have opened up for applicants prepared in the import and export field.
- Freshers can start their job from Executive Level.
- There are many types of Job available in Export Import business such as:
- Marketing

- **Exim Documentation**
- **Exim Liaising**
- **International Logistics**
- **EXIM Finance and Trade**
- **Customs House Executive**
- **Shipping Executive**
- **Shipping Line Broker**
- **Export Manager**
- **Import Manager**
- **International supplies**
- **Logistic Manager**
- **Export Sales Manager**

## **Export Import Management Job Roles**

### **Export and Import Manager**

- **Import export experts have numerous obligations. Basically, they report shipments to guarantee that they are in consistency with customs rules and guidelines.**
- **Import-send out experts additionally counsel customers on issues like levies, protection, and quantities.**
- **They arrange shipments as indicated by a duty coding framework.**
- **Import-trade experts likewise counsel their customers how to lessen obligations and duties owed.**

### **Export and Import Executive**

- **An Import Manager supervises and manages a team of people, which will include organising work schedules and issuing shipping instructions to ensure delivery times and locations are coordinated.**
- **This will also include trace management so as to monitor goods at all times.**

## **Skill Required in Export Import Management Courses**

### **Skill Required in Export Import Management Courses**

#### **Understanding finance and budgets**

- **Anybody in business must be monetarily canny on the grounds that that is the way to monetary achievement, and this remains constant for send out/import chiefs as well.**
- **Among other monetary aptitudes, send out/import chiefs must be able to comprehend bookkeeping frameworks and add to the planning cycle.**
- **Spending plans are basically spending plans that help organizations set objectives and needs for the monetary year. A few obligations of fare/import chiefs incorporate drafting consumption reports, deciding spending plans and guaranteeing that groups stick to affirmed spending plans.**
- **Monetary aptitudes are particularly significant for send out/import supervisors working with independent ventures in light of the fact that such associations regularly work on little spending plans, and any deviations from affirmed spending plans can hurt the business.**

### **Technology Savvy**

- **The candidate must know how to utilize essential innovation, for example, PCs and work areas, cell phones, cloud stages and online applications.**
- **In addition to other things, innovative technology has helped independent companies influence capital proficiently, improve client assistance, limit costs via robotizing routine undertakings, taking documentation on the web and getting to worldwide business sectors.**
- **It has assisted these associations with getting effective and serious.**
- **Fare/import administrators must be acquainted with the accompanying innovation apparatuses specifically:**
- **Stock Administration programming - This product permits organizations to follow stocks, plan creation, acquirement and deals and even forestall stock-outs or overabundance stocks. This assists with expanding profitability, proficiency, improves income and hence prompts cost reserve funds.**

### **Comprehension of Worldwide Exchange consistence prerequisites**

- **Understanding of complex standards of overseas import and fare of products between nations.**

- **Exchange consistency is the way toward understanding and adjusting to the import and fare laws and guidelines of a nation and any economic deals it has marked.**
- **In many associations, exchange consistency is the duty of the fare/import administrator. These supervisors need to guarantee that they and other association representatives know about the nation's refreshed import and fare laws and guidelines.**

**Inability to do so can bring about reviews, punishments, and examinations of shipments at the fringe all of which can demonstrate expensive in a larger number of ways than one.**

### **Systems Administration Aptitude**

- **One of the obligations of a fare/import director is communicating with numerous partners, for example, clients, merchants, cargo forwarders, transport specialist co-ops; and delegates of government offices and customs authorities. These connections must be kept up and sustained.**
- **The job entails the duty to construct client reliability.**

### **Insightful abilities**

- **Each business needs to draw in more clients and cut expenses. Information examination will assist them with doing that.**
- **Organizations produce information consistently as do whole businesses.**
- **Information investigation has three key segments:**
  - **Gathering information**
  - **Breaking down information**
  - **Acquiring bits of knowledge from information.**

## **EXPORT IMPORT MANAGEMENT COURSES**

### **MBA (IMPORT & EXPORT)**

#### **(1). ABOUT THE COURSE**

**MBA IN IMPORT & EXPORT IS A TWO-YEAR POSTGRADUATE SOFTWARE THAT OFFERS THE ELEMENTS AND BASICS OF OVERSEAS TRADES AND LAWS. MBA IN IMPORT & EXPORT PATH IS A STRONGER SOFTWARE THAT CONSISTS OF INFORMATION ABOUT THE CHANGE GAINS, STYLES OF CHANGE, COURTING AMONG FUNDING AND TRADING, ETC. THIS PATH HAS MANY EXPERT ACTIVITY DESIGNATIONS WHICH INCLUDE EXPORT MANAGER, FOREIGN TRADE MANAGER, GLOBAL TRADE COMPLIANCE ADVISOR, RELATIONSHIP MANAGER, AND PLENTY MORE.**

**MBA IN IMPORT & EXPORT IS SOPHISTICATED SOFTWARE THAT INCLUDES ALL OF THE OMBA (Import & Export)**

**(1). About the Course**

**MBA in Import & Export is a two-year postgraduate software that offers the elements and basics of overseas trades and laws. MBA in Import & Export path is a stronger software that consists of information about the change gains, styles of change, courting among funding and trading, etc. This path has many expert activity designations which include Export Manager, Foreign Trade Manager, Global Trade Compliance Advisor, Relationship Manager, and plenty more.**

**MBA in Import & Export is sophisticated software that includes all of the overseas standards with basics and offers all of the viable understanding approximately the Import & Export world. It has been designed in this sort of manner so the freshmen could have the capacity statistics concerning their subject matter of hobby which includes the trade of goods, change gains, investments, and numerous styles associated with this software.**

**The path falls beneath the umbrella of an MBA Course. MBA in Import & Export path is turning into one of the maximum sought-after guides specifically due to its call for and to be-had activity prospects. Students will locate employment within the non-public and public sectors associated with, for example, worldwide marketing, distribution, and export and import after finishing the path. So, if an applicant desires to paint in this kind of field, they have to take this path.**



**A few institutes supply an MBA in Import & Export path this is an incorporated specialization of the grasp of enterprise management software. The path's most important aim is to assist college students to the advantage of higher expertise in the exclusive strategies, facets, and complexities of Forex and worldwide enterprise. In a nutshell, this path combines factors of management, change, distribution, marketing, law, and economics.**

### **What is Export Import Management?**

**The export/Import Management direction aids in expertise in worldwide marketing, trade, and the idea of overseas exchange. Export is the promotion of products or offerings from one united states to another. Import is whilst one united states buys items or offerings from another. Exports and Imports are important additives that hold the financial health of the united states.**

**Exports and Imports set up a dating between the 2 countries. This is how critical Exports and Imports are. The Export/Import Management direction imparts information in this kind of manner that one could discover overseas markets, product development, payments, monetary processes, and documentation. Export/import control, operations control, and worldwide resources are regions wherein export and import control graduates work.**

**The significance of expertise export/Import control is developing every day because of accelerating globalization and advanced trade. Those pursuing this direction get the privilege of running in top-notch international firms.**

### **Course Highlights**

**Highlights of the MBA in Import & Export Management are given in the tabulated form below with basic information related.**

<b>Particulars</b>	<b>Value</b>
<b>Course Name</b>	<b>Master of Business Administration in Import &amp; Export</b>
<b>Course Level</b>	<b><u>Postgraduate</u></b>
<b>Course Duration</b>	<b>2 Years</b>

<b>Eligibility Criteria</b>	<b>A bachelor's degree in any discipline or any other equivalent with 50% aggregate</b>
<b>Admission process</b>	<b>Entrance exams like CAT, XAT, IIFT, GMAT, GRE, etc. along with GD &amp; PI</b>
<b>Skills Required</b>	<b>Communication skills, creative, management skills, stress management, con</b>
<b>Age</b>	<b>No Age Limit</b>
<b>Entrance Exam</b>	<b>CAT, CMAT, MAT, XAT, GMAT, SNAP, IIFT, ATMA, BMAT, KMAT</b>
<b>Average Fees</b>	<b>Rs. 1,20,000- Rs 15,00,000</b>
<b>Average Salary</b>	<b>Rs. 5,00,000-10,00,000 PA</b>
<b>Top Recruiters</b>	<b><u>Walmart</u>, <u>Standard Chartered Bank</u>, <u>Citigroup</u>, <u>Prada</u>, <u>Goldman Sachs</u>, <u>Morgan S</u></b>
<b>Job Profiles</b>	<b>Foreign Trade Zone Analyst, Global Trade Manager, Export Manager, Export Development Manager, Export Marketing Manager, Head of International S Marketing, Foreign Trade Consultant</b>

### **Why study An MBA in Import & Export?**

**We are positive you'll have positive doubts approximately whether or not an MBA in Import & Export could be useful for you and if it will likely be really well worth the investment. There is an ever-developing call for experts on this zone in particular due to the fact each organization calls for individuals who are well-versed with inside the dynamics of the export-import thing of the trade, in addition to knowledge of the logistics at the back of it.**

**An MBA in this area may be a profitable monetary prospect and one truly wouldn't need to overlook that opportunity. An MBA in Import & Export is turning into one of the maximum sought-after publications in particular due to its call for and to be had task prospects. Students will locate employment within the personal and public sectors associated with overseas exchange, global marketing, distribution, and export and import after finishing the course. So, if an applicant desires to paint in the sort of field, they ought to take this course.**

### **(2). Admission Process**

**MBA in import & export admission is possible through both entrance examination and merit-based selection. Many universities offer direct and entrance exam-based admission to the MBA in import & export courses. Candidates applying for the MBA in Import & export degree should have their results from the respective entrance exam boards required by the selected/opted universities.**

### **Types of MBA in Energy & Environment Management Courses**

**The Import & Export Management course deals with a thorough study of material-related activities and how to carry them out in a cost-effective manner. Communication and negotiation skills required for the import-export industry are imparted through the course to the students. The main goal of the import-export manager is to reduce the cost without compromising the quality, the task to do that is taught in import & export management courses. Understanding of the function that increases the profitability of a business organization is inculcated into the students. The importance of the import-export department in an organization is understood well by the end of the course and candidates develop themselves as able managers in the evolving import/export industry.**

**Aspirants can pursue the MBA in Import & Export Management path in a full-time, part-time, or distance path.**

#### **(1). Distance**

**Distance Education schools permit college students to earn their degrees whilst running. This is often the maximum adaptable form of diploma application. An MBA in Import & Export Management isn't always supplied as distance education.**

#### **(2). Part-Time**

**Part-time ranges permit the scholar to finish their diploma application on their personal time. The path is established for running professionals. Colleges do provide an MBA in Import & Export Management as a part-time path.**

#### **(3). Full-Time**

**A full-time MBA in Import & Export Management is a standard application. During this time, college students ought to attend classes, put up assignments, and take assessments on campus. When enrolled in a full-time MBA in Import & Export Management path, college students advantage of greater exposure, experience, and information by interacting immediately with colleagues and faculty.**

### **Eligibility Criteria**

- (i). Postgraduate courses require a Bachelor's degree as eligibility. The Bachelor's degree must be completed at a recognized university.**
- (ii). The Bachelor's degree must be for a minimum of 3 years. 45% of marks must be obtained in the Bachelor's degree.**
- (iii). Some colleges offer admissions through the qualifying examination, whereas others conduct an entrance exam to offer admissions.**
- (iv). There are colleges that offer admissions with scores in national-level entrance examinations.**

### **Admission Process**

**Admission to this course is based on performance in graduate examinations. In the case of merit-based selection, marks obtained by the student in the exams are the parameter for admission. Below are the steps that should be taken into account for admission into the course:**

- (i). Registration**
- (ii). Filling up of application form**
- (iii). Scan and upload documents**
- (iii)Application fee**
- (v). Admission**

### **Accepted Entrance Exam**

**Entrance assessments are a not unusual place and famous manner for a few schools to have a screening to determine which pupil needs to be admitted to the course. Many famous schools across the nation have made a call for themselves by undertaking the world over acclaimed studies projects.**

These schools regularly behavior front assessments because the call to go into those schools is better than the variety of seats available. Listed underneath are a number of famous assessments:

<b>MAH CET</b>	<b><u>MAT</u></b>	<b><u>CAT</u></b>
<b>TANCET</b>	<b><u>XAT</u></b>	<b>CMAT</b>
<b>CET</b>	<b>NMAT</b>	<b>GMAT</b>
<b>KMAT</b>	<b>SNAP</b>	<b>MAT</b>

### Skills Required

Whenever you are looking at an academic program, you want to make sure that program will suit your needs and strengths. There are certain skills that one must possess before one enroll in a program. For an MBA in Foreign Trade it is important that you possess the following skill:

<b>Leadership qualities</b>	<b>General awareness about the business sector</b>	<b>Analytical Ability</b>
<b>Logical Thinking</b>	<b>Good interpersonal skills</b>	<b>Communication Skills</b>
<b>Management Skills</b>	<b>Good leadership skills</b>	<b>Knowledge of finance budgets</b>
<b>Networking Skills</b>	<b>Interest in foreign languages</b>	<b>Knowledge about inter business</b>
<b>Technical Knowledge</b>	<b>Interest in updating one's knowledge of the present business trends</b>	<b>Knowledge of various economies</b>
<b>Ability to handle stress</b>	<b>An aptitude for business</b>	

### Fee Structure

The MBA in Import & Export course fee is not fixed and depends on many factors. Some of the factors which affect the MBA in Import & Export fees include location, faculty, demand, infrastructure, and the facilities available to the students. The average MBA in Import & Export course fee in India is around INR 2 - 15 LPA.

<b>Name of College</b>
<b><u>Indsearch, Pune</u></b>
<b>Mohan Lal Uppal DAV College, Phagwara</b>
<b><u>Chandigarh University, Chandigarh</u></b>

**IBS, Hyderabad**

**Shri Jagdishprasad Jhabarmal Tibrewala University, Jhunjhunu**

**SIMMC Pune**

**SHCTPT**

**Medi-Caps University, Indore**

**BHU, Varanasi**

**Shri Krishna University, Madhya Pradesh**

### **Selection Process**

**The choice technique for the publications beneath the MBA in Import & Export path in India is typically equal no matter the specialization. Generally, as soon as the software for the path is received, schools determine at the very last choice of the applicants primarily based totally on the marks acquired through them with inside the front exams.**

**Additionally, the advantage acquired through the applicants of their undergraduate ranges additionally performs a critical role.**

### **(3). Course Comparison**

#### **MBA in Import & Export v/s MBA in Finance**

**The table below showcases the differences between MBA in Import & Export Management and MBA in Finance:**

<b>Parameters</b>	<b>MBA in Import &amp; Export Mgt</b>	<b>MBA in Financial Mgt</b>
<b>Course Name</b>	<b>Master of Business Administration in Import &amp; Export Management</b>	<b>Master of Business Administration in Financial Management</b>
<b>Course Overview</b>	<b>MBA in Import &amp; Export is a two-year postgraduate software that offers the elements and basics of overseas trades and laws. MBA in Import &amp; Export path is a stronger software that consists of information about the change gains, styles of change, courting among funding and trading, etc.</b>	<b>MBA in Financial Management is a two-year postgraduate program with the management of finances of a company and certain financial objectives. It prepares students with skills of pricing, assets management, financial planning, etc.</b>
<b>Course Duration</b>	<b>2 years</b>	<b>2 Years</b>

<b>Eligibility Criteria</b>	<b>Bachelor's degree in any stream with 50% aggregate</b>	<b>Bachelor's degree from a recognized university in India</b>
<b>Course Stream</b>	<b>Management</b>	<b>Finance</b>
<b>Entrance Exams</b>	<b><u>XAT</u>, <u>XMAT</u>, <u>MAT</u>, <u>GMAT</u>, <u>CAT</u></b>	<b><u>MAT</u>, <u>GMAT</u>, <u>CAT</u>, <u>XAT</u>, <u>SAT</u></b>
<b>Selection Process</b>	<b>Entrance exams like <u>CAT</u>, <u>XAT</u>, <u>IIFT</u>, <u>GMAT</u>, <u>GRE</u>, etc. along with <u>GD &amp; PI</u></b>	<b>Entrance Exam + Score of Entrance Exam</b>
<b>Course Fees</b>	<b>INR 2-15 LPA</b>	<b>INR 4-20 LPA</b>
<b>Job Profiles</b>	<b>Foreign Trade Zone Analyst, Global Trade Manager, Export Manager, Export Business Development Manager, Export Marketing Manager, Head of International Sales and Marketing, Foreign Trade Consultant</b>	<b>Finance Manager, Credit Manager, Financial Advisor, Financial Planner, Asset Manager, etc.</b>
<b>Top Colleges</b>	<b><u>Lovely Professional University</u>, <u>Ambedkar Institute of Management Studies</u>, <u>Chandigarh University</u></b>	<b><u>Christ University</u>, <u>Amity University</u></b>
<b>Top Recruiters</b>	<b>Walmart, Standard Chartered Bank, Citigroup, Prada, Goldman Sachs, Morgan Stanley</b>	<b>Merrill Lynch, Bain &amp; Company, Goldman Sachs, J.P. Morgan Chase Bank, McKinsey, etc.</b>

#### **(4). Top Colleges**

India is home to some of the best MBA in Import & Export colleges in the world. Aspirants have many options to choose from in terms of the best MBA in Import & Export courses as per their preferences. Depending on the type of MBA in Import & Export programs offered, candidates will have to make the appropriate choice.

Below is the list of top colleges in India to pursue an MBA in Import & Export:

<b>Name of College</b>	<b>Average Annual Fees( INR)</b>	<b>Location</b>
<b><u>Teerthanker Mahaveer University</u></b>	<b>Rs. 3,53,000</b>	<b>Moradabad</b>
<b><u>S P More College</u></b>	<b>Rs. 3,00,000-5,00,000</b>	<b>Navi Mumbai</b>
<b><u>Chandigarh University</u></b>	<b>Rs. 3,50,000</b>	<b>Chandigarh</b>
<b><u>Birla Institute Of Management Technology</u></b>	<b>Rs. 9,00,000</b>	<b>Noida</b>

<b>S.C.M.S School of Technology and Management</b>	<b>Rs. 6,00,000-7,00,000</b>	<b>Kochi</b>
<b>Institute of Chartered Financial Analysts of India (ICFAI)</b>	<b>Rs. 8,00,000</b>	<b>Hyderabad</b>
<b><u>Indian Institute of Foreign Trade</u></b>	<b>Rs. 15,00,000</b>	<b>New Delhi</b>
<b>Ambedkar Institute of Management Studies</b>	<b>Rs. 1,50,000-2,00,000</b>	<b>Delhi</b>
<b>MICA The School Of Ideas</b>	<b>Rs. 18,50,000-19,00,000</b>	<b>Ahmedabad</b>
<b>LCBF - London College of Business and Finance</b>	<b>Rs. 15,00,000</b>	<b>Kochi</b>
<b>Park's College</b>	<b>Rs. 1,69,000</b>	<b>Tirupur</b>
<b>Sankalp Business School</b>	<b>Rs. 3,75,000</b>	<b>Pune</b>
<b><u>Shri Rawatpura Sarkar University</u></b>	<b>Rs. 30,200</b>	<b>Raipur</b>
<b><u>Institute for Management Studies</u></b>	<b>Rs. 86,500</b>	<b>Delhi</b>
<b><u>Hindustan Institute Of Technology And Science</u></b>	<b>Rs. 2,50,000</b>	<b>Chennai</b>
<b><u>Medi-Caps University</u></b>	<b>Rs. 85,000-90,000</b>	<b>Indore</b>
<b>IMU Chennai Indian Maritime University (IMUC)</b>	<b>Rs. 4,00,000</b>	<b>Chennai</b>
<b><u>Xavier Institute Of Management</u></b>	<b>Rs. 11,00,000</b>	<b>Bhubaneswar</b>
<b><u>Lovely Professional University</u></b>	<b>Rs. 3,00,000</b>	<b>Jalandhar</b>
<b><u>Shri Krishna University</u></b>	<b>Rs. 38,500- 40,000</b>	<b>Madhya Pradesh</b>
<b><u>Banaras Hindu University</u></b>	<b>Rs. 31,000</b>	<b>Varanasi</b>

### **Top MBA in Import & Export Government Colleges**

**Here are several top Government Colleges offering quality MBA in import & export programs across the country. Check the table below for the top MBA in import & export government and private colleges in India:**

<b>Type of College</b>	<b>Name of College</b>
<b>Government</b>	<b><u>Sydenham College of Commerce and Economics, Mumbai</u></b>
	<b><u>Madras Christian College, Chennai</u></b>
	<b><u>Jamia Millia, Delhi</u></b>
	<b><u>IGNOU, Delhi</u></b>
<b>Private</b>	<b><u>Christian Eminent College, Indore</u></b>



	<b><u>Alakh Prakash Goyal Shimla University, Shimla</u></b>
	<b><u>Prestige Institute of Management &amp; Research, Indore</u></b>
	<b><u>UPES, Dehradun</u></b>

## **(5). Job & Placements**

**Completion of the route will permit the applicants to stable activity in export processing zones, export advertising councils, export-orientated units, buying and selling houses, export departments, improvement government and commodity boards, and marine coverage companies.**

### **Job Profiles**

**International alternate has grown rapidly. As a result, many possibilities have sprung up for professional export and import managers. Export managers are recruited for pricing, sourcing, costing, export market, export finance, documentation, and overseas exchange.**

**Job profiles that appear attractive to export/import control aspirants are referred to underneath for reference in conjunction with their activity description.**

<b>Job Profile</b>	<b>Job Description</b>
<b>Import Analyst</b>	<b>Prepares various shipping documents as per the fo import/ export laws.</b>
<b>International Supplies Logistics Manager</b>	<b>The logistics manager takes care of the smooth fl between two countries through the supply chain.</b>
<b>Custom Officer</b>	<b>Inspects imports and exports to ensure their nicet procedures.</b>
<b>Operations Executive</b>	<b>The operation executive works in the dispatching the goods.</b>
<b>Export Manager</b>	<b>An export manager keeps a proper record of expor organization he/she works for.</b>
<b>Import In-charge</b>	<b>She/he inspects the imports to ensure the quality a the goods.</b>

### **Top Recruiters**

**An export/import management graduate can find a job in the export department, export houses, trading houses, star trading houses,**

export processing zones, export-oriented zones, cargo clearing, marine insurance companies, and packaging industries.

<b>Mahindra &amp; Mahindra</b>	<b>ITC</b>	<b>Bharat Heavy Elec</b>
<b>Oil &amp; Natural Gas</b>	<b>Sun Pharma Industries</b>	<b>Bharat Petroleum</b>
<b>Rajesh Exports</b>	<b>Tata Motors</b>	<b>Coal India</b>
<b>Reliance Industries</b>	<b>Tata Steel</b>	<b>Hindalco</b>
<b>Steel Authority of India</b>	<b>Vardhaman Textiles</b>	<b>Indian Oil</b>
<b>Bajaj International Private Limited</b>	<b>International Lace Trade Center</b>	

### **Average Salary**

Job profiles which include Export Sales Manager, Import Manager, International elements Logistic Manager, and Export Manager are presented to the candidate. MBA in Import Export Course Salary levels from INR 4,00,000-6,00,00 p.a.

It is essential to test the income earlier than choosing a course. The income is the final result of the attempt that each scholar places into college. Salaries are cited for some activity profiles in export/import management.

<b>Job Profile</b>
<b>Export Manager</b>
<b>Import Analyst</b>
<b>Import In-Charge</b>
<b>Export Executive</b>
<b>Operations Executive</b>
<b>Custom Officer</b>

### **(6). Career/Scope**

Exports and Imports are additives without which the financial system of a rustic might not survive. They play a critical element in the enterprise today. International exchange entails giant enterprises, and lots of products are exported and imported thru a number of transportation. Depending on the position you need to play in this sector, you could pick your designation. Those who've to enjoy operating abroad, and communicating overseas languages have separate energy and authority.

**Being multilingual provides cost while operating within the export/import control sector. Export/Import control graduates can paint in lots of countries; therefore, they are able to journey throughout the globe. They assist improve monetary increase and efficiency.**

### **Career Options after MBA in Import & Export**

**Following is a list of some of the areas where a student can work after completing an MBA in import & export:**

<b>Shipping Companies or Companies</b>	<b>Engineering Goods Companies</b>
<b>International Department of Multinational Companies</b>	<b>Export Units</b>
<b>MNCs Departments</b>	<b>International Trade Regulatory B</b>
<b>Research &amp; Educational Institutions</b>	

**An applicant with an MBA in Import & Export would have a plethora of work opportunities. Companies and organizations active in the international business sector employ applicants with an MBA in Import & Export from a variety of fields. Some of the famous Job profiles for an MBA in Import & Export are mentioned below:**

<b>Global Trade Manager</b>	<b>Export Marketing Manager</b>	<b>Foreign Trade Zone Anal</b>
<b>Manager Operations- Export</b>	<b>Head of International Sales and Marketing</b>	<b>Global Trade Manager</b>
<b>Trading Strategist</b>	<b>Foreign Trade Consultant</b>	<b>Export Manager</b>
<b>Foreign Trade and Business Analyst</b>	<b>International Business Consultant</b>	<b>Export Business Developp Manager</b>
<b>Foreign Exchange Specialist</b>	<b>Associate Relationship Manager</b>	<b>Foreign Trade Represent</b>

### **Scope of Export/Import Management in India and Abroad**

**Students who're obsessed with studying business, exchange, and control have to choose the Export/Import Management route. Those who dream of turning into an entrepreneur are suited for this route. Candidates who want a profession in delivery control can pick out this route Students who love studying approximately income and advertising can pursue export and import control courses.**

**There are possibilities in abundance for Export/Import Management graduates. Multinational companies, delivery chain control companies, transport companies, worldwide exchange companies,**

**production companies, and advertising companies are a number of the various companies that rent export managers, customs officers, worldwide supplies, and logistic managers.**

**Demand for those positions appears to grow as the sector wishes for folks that can manage dangers in worldwide exchange. Export/Import Management graduates play their element in logistics, warehousing, transport operations, port control, and worldwide exchange transactions. The domain names referred to above show that export and import control has a huge scope and lots of professional choices.**

### **VSkills that make you the Best MBA in Import & Export Graduate**

**There are many complicated and tender abilities that MBA in import & export graduates want to own to achieve their careers. These aren't always abilities that scholars can get in a study room setting. Instead, those are abilities that might be found out thru revel in.**

**Therefore, college students must constantly be positioned in the attempt to exit in their consolation sector and benefit as a great deal revel in as possible. Some of those abilities include:**

- (i). The Ability to Work Under Pressure**
- (ii). Interpersonal Skills**
- (iii). Quantitative Analysis Skills**
- (iv). Research Skills**
- (v). Analytical Skills**

### **(7). FAQs**

#### **(1). What is MBA in Import Export?**

**Ans. MBA in Import & Export is a 2 years postgraduate software program that gives the factors and fundamentals of remote places trades and laws. MBA in Import & Export course is a more potent software program that includes facts approximately trade gains, forms of trade, relationships between investment and trading, and so on.**

#### **(2). What are a few high-quality establishments for certification publications in Export/Import Management that have correct recruitment alternatives as well?**

**Ans. Firstly, the export-import area calls for in-intensity expertise to**

**live on as an export and import professional. A degree may be executed in FIEO, the apex export advertising employer of India. It has publications. One route is with BIMTECH, and the other one is with Welingkar Institute.**

**(3). Is Import Export a Good Career?**

**Ans. No matter the size of the agency you pick out Import Export is an extremely good profession and assists you to land correct jobs withinside the marketplace.**

**(4). What is the cause of Export Management?**

**Ans. The foremost motivation in the back of fare the executives is to make certain approximately fare orders and to make certain for an appropriate conveyance of merchandise in step with concurred requirements of fee and distinctive details which include phrases and situations consented to among the exporter and the merchant.**

**(5). What are the cons of Export/Import Management?**

**Ans. One of the dangers in export/ import control is political tensions. Trading among nations entails you paying near interest to the connection between the 2 nations. Foreign items are changing home items markets, so home industries are omitted. Low fee-delivered exports can handiest fetch a small profit. Exports will pave the manner for the lack of middle technologies. The change deficit will purpose foreign money devaluation and inflation.**

**(6). How to begin an export/import enterprise from home?**

**Ans. Choose your merchandise and create an internet site for you. Stay energetic online to discover companions to paint with. Paperwork should be taken care of, and the cargo technique must be established. English is number one and primarily utilized in instances of worldwide change. In case your English isn't always correct, there are translation applications to be had in your comfort.**

**(7). What is the high-quality university for Export Import Management publications?**

**Ans. There are diverse control publications for import and export however it's a plus factor in case you do the route from a reputed institute. You can follow to the Indian Institute of Foreign Trade in New Delhi, to start with as it's miles one of the high-quality schools for the route.**

**(8). What are the advantages of studying Export/Import Management?**

**Ans. Students have many possibilities after graduating from export/import control publications because the changing enterprise is flourishing. One can begin his/her personal enterprise in export/import. Job possibilities in customs, export houses, and main worldwide companies are to be had.**

**(9). What are the high-quality Institutes that provide Import Export Courses?**

- Ans. (i). International Council for Management Studies, Chennai  
(ii). Xavier Institute of Business Management Studies, Bangalore  
(iii). National Institute of Management, Mumbai  
(iv). IDEA Institute of Management and Technology, Ahmedabad  
(v). IICT Business School, Lucknow  
(vi). Exim Business School, Punjab  
(vii). K.C. College of Management Studies, Mumbai  
(viii). Indian School of Business Management and Administration, New Delhi  
(ix). IIFT, New Delhi**

**(10). Are there any online Export Import Management Courses for beginners?**

**Ans. Yes, you could discover many online publications for Export Import Management. Online systems like Udemy, Coursera, edX, and so on provide certificate publications that might be very innovative and knowledgeable.**

**(11). What talents are wanted for a hit export coordinator?**

**Ans. Enthusiasm and interest in detail, talent to welcome variations in how enterprise is executed internationally are requirements for an export coordinator. In addition to these, delivery chain, interpersonal talents, time control, product portfolio, workplace coordination, and customer support are wanted.**

**E Post Graduate Diploma In Export Import Management (PGDEXIM)**

**PROGRAMME CURRICULUM**

**1 | P a g e Semester**

## **1. Principles & Practices of Management**

- 1. Business - the Purpose of Management**
- 2. Designing Organization for Business**
- 3. Need for Managing Organization & Business**
- 4. Management of Standard Functions**
- 5. Managing Resources**
- 6. Planning**
- 7. Decision Making**
- 8. Organizing**
- 9. Staffing 1**
- 0. Leading: Directing • Communicating • Motivating**
- 11. Controlling**
- 12. Coordinating (Synchronizing)**
- 13. Evolution of Management Thought**

## **14. Pursuing Managerial Career 2.**

### **EXIM Policy Framework**

- 1. Foreign Trade Policy**
- 2. Export & Import Procedures**
- 3. Documents Related to Export & Import**
- 4. Instruments & Terms of Payment in Export – Import**
- 5. Methods of Export - Import Financing**
- 6. Letter of Credit & Bill of Exchange**
- 7. Foreign Exchange Regulations & Formalities**
- 8. Cargo Insurance**
- 9. International Commercial Terms**
- 10. Procedure & Documentation for Availing**

### **Export Incentives**

## **3. International Business Environment**

- 1. Theories of International Trade**
- 2. Globalisation**
- 3. Trade Barriers & Trade Block**
- 4. Country Risk Analysis**
- 5. Export-Import Finance**
- 6. Balance of Payments**
- 7. Multi-National Corporations**

- 8. Export Promotion Schemes in India**
- 9. Raising Money in International Markets**
- 10. World Trade Organization**
- 11. International Marketing - Entry Strategies**
- 12. International Monetary Fund**
- 13. World Bank**

#### **4. International Marketing**

- 1. Introduction to International Marketing**
- 2. Challenges of Globalisation**
- 3. Why Firms Go International**
- 4. The Task of International Marketing**
- 5. Environmental Factors Affecting International Marketing**
- 6. Foreign Market Entry Strategy**
- 7. International Product Strategy**
- 8. International Distribution Strategy**
- 9. International Promotion Strategy**
- 10. International Pricing Strategy**
- 11. Outsourcing & Strategic Relationships**
- 12. International Marketing Research**
- 13. E-Marketing & E-Commerce**
- 14. Future Trends**

#### **Semester II**

##### **1. International Supply Chain Management**

- 1. Introduction to Supply Chain Management (SCM)**
- 2. International Supply Chain Management**
- 3. Scientific Purchasing**
- 4. Strategic Sourcing for Effective Global SCM**
- 5. Inventory Management**
- 6. Warehouse Management**
- 7. Transport Management**
- 8. Warehouse Management**
- 9. Supply Chain Integration Coordination & Collaboration**
- 10. Packaging & Labelling for Global Supply Chain**
- 11. Information Technology & Information Systems in Supply Chain Management**
- 12. Current Trends in SCM & SCM performance Measures Post**



## **Graduate Diploma In Export Import Management (PGDEXIM)**

### **PROGRAMME CURRICULUM 2 |**

#### **P a g e 2. Procedures & Practices in EXIM Mgmt.**

- 1. Overview of International Marketing**
- 2. Starting the Exim- Registering for Exim/ Exim Duties (Customs) & Valuation**
- 3. Export Financing**
- 4. Import Financing**
- 5. Export Contracts**
- 6. Preparing Goods for Export– Packaging/Inspection/Fumigation**
- 7. Export Material Flow Process**
- 8. Exim Documents & Document Flow Process**
- 9. Customs Process for Export**
- 10. Customs Process for Import**
- 11. Warehousing in Customs**
- 12. Provisions Related to Export**
- 13. Baggage Import & Export**
- 14. Offences & Penalties in Customs**

#### **3. Export Import Regulations**

- 1. Regulations Related to Export**
- 2. Regulations Related to Import**
- 3. Foreign Trade (Development & Regulation) Act, 1992**
- 4. Foreign Trade Policy**
  - 5. Regulations Related to Excise & Customs**
- 6. International Regulations in Exim**
- 7. Export Promotion Councils & Commodity Boards**
- 8. Trade Barriers**
- 9. International Chamber of Commerce**
- 10. GATT-1947 & WTO-1995**
  - 11. Exim Regulations of Emerging Markets**
  - 12. Future Trends in Exim**
  - 13. Supplies to Nepal & Bhutan**

#### **4. Risk Management in Import Export Business**

- 1. Introduction**
- 2. Evaluation of Risk**
- 3. Classification of Risk**
- 4. Export Credit Guarantee Corporation**

- 5. Marine Insurance Policies to Cover Transit Risk Against Loss or Damage of Goods**
- 6. Method of Claim Under Marine Policies**
- 7. Project Export**
- 8. Quantitative Techniques for Risk Management**
- 9. Hedging Techniques**
- 10. Exchange Rate Forecasting**
- 11. Regulations Governing Derivatives in India**
- 12. Risk Related to Service Export & Import**
- 13. Derivative Disasters**

### **Semester-III 1. Export Import promotional schemes in India**

- 1. Advance Authorisation Scheme (Duty Exemption Schemes)**
- 2. Export Promotion of Capital Goods Scheme (EPCG)**
- 3. Duty Drawback Scheme**
- 4. SEZ**
- 5. Export Oriented Units (EOUs), Electronics Hardware Technology Parks (EHTPs), Software Technology Parks (STPs) & BioTechnology Parks (BTPs)**
- 6. EOU Procedures**
- 7. Trade Facilitation & Ease of Doing Business**
- 8. Merchandise Export from India Scheme (MEIS)**
- 9. Service Exports from India Scheme (SEIS)**
- 10. Schemes for Exporters of Gems & Jewellery**
- 11. Deemed Exports**
- 12. Supplies to SEZ**

### **2. Foreign Exchange Management**

- 1. Foreign Exchange Markets**
- 2. The International Monetary System**
- 3. Exchange Rate Determination**
- 4. Regulatory Framework in India**
- 5. Imports**
- 6. Exports**
- 7. Financing Exports**
- 8. Methods of Payments**
- 9. Facilities for Non-Residents**
- 10. Export Credit Guarantee Corporation & Exim Bank**

### **3. International Trade logistics**

- 1. Marketing Logistics: An Introduction**
- 2. International Commercial Terms (Incoterms)**
- 3. Organisation of Overseas Transport Services**
- 4. Liner Shipping Services**
- 5. Chartering Principles & Practices**
- 6. Containerisation & Multi-modal Transportation of Goods**
- 7. Ports System & its Role in India's Foreign Trade**
- 8. Air Transport**
- 9. Transport Intermediaries**
- 10. Carriage of Goods by Sea & Multimodal Transport - Legal Aspects**
- 11. Maritime Fraud**

### **Post Graduate Diploma In Export Import Management (PGDEXIM) PROGRAMME CURRICULUM 3 |**

#### **P a g e 4. Entrepreneurship Development & Management**

- 1. Introduction to Entrepreneurship**
- 2. Business Ideas**
- 3. Developing a Business Plan**
- 4. Exchanging a Small-Scale Enterprise**
- 5. Functional Strategies for a new business**
- 6. Enterprise Planning**
- 7. Issues & Challenges**
- 8. Human Resource Management**
- 9. E-Commerce & E-Business**

#### **Semester IV**

- 1. Insurance & Inspection in Foreign Trade**
- 1. Introduction to Risk & Insurance**
- 2. Legal Aspects of Insurance with Specific Reference to Marine Insurance**
- 3. Introduction - Marine Cargo Insurance**
- 4. Marine Cargo Insurance**
- 5. Marine Insurance Policies**
- 6. Marine Insurance Clause**
- 7. Marine Cargo Claims**
- 8. Export Quality Control & Pre-Shipment Inspection**

- 9. Export Credit Guarantee Corporation**
- 10. Reinsurance 2**
- 11. Piracy Insurance & Marine Case Laws**
- 12. Aviation –**

### **Risk Exposures & Insurance**

- 2. Research Methodology**
  - 1. Understanding Research**
  - 2. Scientific Methods & Research**
  - 3. Formulating Research Problem & Hypothesis**
  - 4. Research Design**
  - 5. Data Collection & Measurement**
  - 6. Sampling & Sampling Technique**
  - 7. Observation & The Interview Method**
  - 8. The Questionnaire Method**
  - 9. The Survey Method**
  - 10. The Experimental Method**
  - 11. Scaling Techniques & Attitudes Measurement Techniques**
  - 12. Data Presentation, Processing & Analysis**
  - 13. Hypothesis Testing & Interpretation of Data**

**3. Project Students are required to submit a project by the end of the Semester IVRSEAS STANDARDS WITH BASICS AND OFFERS ALL OF THE VIABLE UNDERSTANDING APPROXIMATELY THE IMPORT & EXPORT WORLD. IT HAS BEEN DESIGNED IN THIS SORT OF MANNER SO THE FRESHMEN COULD HAVE THE CAPACITY STATISTICS CONCERNING THEIR SUBJECT MATTER OF HOBBY WHICH INCLUDES THE TRADE OF GOODS, CHANGE GAINS, INVESTMENTS, AND NUMEROUS STYLES ASSOCIATED WITH THIS SOFTWARE.**

**THE PATH FALLS BENEATH THE UMBRELLA OF AN MBA COURSE. MBA IN IMPORT & EXPORT PATH IS TURNING INTO ONE OF THE MAXIMUM SOUGHT-AFTER GUIDES SPECIFICALLY DUE TO ITS CALL FOR AND TO BE-HAD ACTIVITY PROSPECTS. STUDENTS WILL LOCATE EMPLOYMENT WITHIN THE NON-PUBLIC AND PUBLIC SECTORS ASSOCIATED WITH, FOR EXAMPLE, WORLDWIDE MARKETING, DISTRIBUTION, AND EXPORT AND IMPORT AFTER FINISHING THE PATH. SO, IF AN APPLICANT DESIRES TO PAINT IN THIS KIND OF FIELD, THEY HAVE TO TAKE THIS**

# **Performance Collaboration: Leadership, Teamwork, and Negotiation**

## **WHEN YOU Build your subject-matter expertise**

This course is part of the [Organizational Leadership Specialization](#)

When you enroll in this course, you'll also be enrolled in this Specialization.

- **Learn new concepts from industry experts**
- **Gain a foundational understanding of a subject or tool**
- **Develop job-relevant skills with hands-on projects**
- **Earn a shareable career certificate There are 4 modules in this course**

**There are 4 modules in these course .**

**Are leaders born or made? Learn the essential skills to develop and expand your leadership repertoire, design teams for collaboration, and craft win-win negotiation strategies. High Performance Collaboration: Leadership, Teamwork, and Negotiation focuses on leadership, teamwork, and negotiation. Students will engage in self-assessments to analyse their leadership style, develop team charters to optimize their groups, and develop a game plan for effective negotiation.**

**INTR This course is the first in Northwestern's Organizational Leadership Specialization which represents a collaboration between four of Northwestern's schools. Watch these videos with four of Northwestern's deans for their perspectives on leadership and what you will learn in the specialization.**

**Learn how to cultivate your leadership skills and coach others.**

**Learn how to optimally design a team for success.**

**Learn how to negotiate in a collaborative fashion in large and small business situations.**

### **13. Digital Banking and Leadership Course Overview**

**The Advanced Programme in Digital Banking and Leadership, offered by NIBM in collaboration with TalentSprint, is an ideal opportunity for banking and finance professionals in the public and private sectors, as well as tech and consulting professionals working with or for the BFSI domain. This comprehensive 6-month executive program is specifically designed to enhance your leadership capabilities and equip you with the necessary expertise to excel in the dynamic field of digital banking.**

**Throughout the program, you will develop a leadership mindset that is essential for effectively managing the challenges and leveraging the opportunities in the digital banking sector. The course curriculum focuses on building a strong foundation in digital technologies that are transforming the BFSI industry, enabling you to capitalize on new growth opportunities and drive organizational growth.**

**As a participant, you will benefit from live interactive sessions conducted by experienced faculty from NIBM and digital banking practitioners and 3 Days NIBM campus visit along with certification ceremony. The program provides access to best-in-class self-learning content, allowing you to deepen your knowledge and skills at your own pace. Engaging in group projects and capstone projects will provide practical hands-on experience, enabling you to apply your learnings to real-world scenarios in the digital banking landscape.**

**his programme is ideal for you, if you are**

**A banking or finance professional in the public/private sectors**

**A tech or consulting professional working with/for BFSI domain**

**Eligibility**

**Graduation in any discipline, with a minimum of 5 years of experience.**

**Any Bachelor/Master's degree in any discipline with a minimum 50% marks.**

## **AAFM**

**The American Academy of Financial Management™ is the international professional organization for Wealth Managers, Private Bankers, Portfolio Managers, Investment Advisors, Asset Managers, Project Manager and Trust and Estate Practitioners Worldwide.**

**AAFM® has set up its Indian Chapter American Academy of Financial Management India Private Limited., (AAFM India) (AAFMI) as a Standard Setting Body in India with the objective to promote Financial Advisory & Wealth Management in the country. AAFM India is responsible for establishing Curriculum Design, Certification of membership and licensing standards in India. AAFM India has exclusive rights to offer various Financial Courses, International Financial Certifications, Designations and other Educational Programs offered by AAFM® including the prestigious and highest designation globally recognized in the Field of Wealth Management and Private Banking Chartered Wealth Manager(CWM®).**



**AAFM India promotes Financial Advisory and Wealth Management Advisory Standards in the country by actively engaging with all the stake holders including the Government, Regulators, Educational Institutes, Training Providers, Financial Services Companies, Banks, etc.**

**AAFM India™ mission is to serve its membership and stakeholders as a world leader in educating and reinforcing the Local and international knowledge of executives and potential leadership of financial based institutions.**

**AAFM India in association with AAFM® offers its Global Expertise to build and promote the International Best Practices in the field of**



**Finance and Financial Advisory. AAFM® has presence in over 151 Countries globally and sets Global Standards and Processes for Financial and Wealth Advisory.**

**The AAFM main role is to award international certifications in finance, offer global finance courses like the Chartered Wealth Manager Certification (CWM®) and other designations, which are delivered as per global standards in partnership with associate organizations worldwide. AAFM India programs combine state-of-the-art knowledge and skills in wealth management, private banking, family office management, financial and equity analysis with practical experience and insights into the functioning of the financial sector. All AAFM India certifications and education events have an intense and pragmatic curriculum. Participants are exposed to the latest developments within the financial services sector.**



**Scenario of Wealth Management Advisory Services Industry in India**



**Background: The Indian Economy is growing at a robust rate. Indian Financial Services Industry gets a rub-off of this growth, but also has some complexities to shoulder along the way. The challenges are a transition from Commission based to Advisory based services as a result of “No load” regime in Mutual Fund schemes. The investor today is not only looking for a financial product in isolation but in a holistic manner for meeting his/her life goals and risk factors. Therefore, there is a crying need to enhance and upgrade the skill set of the financial product advisor in order to protect and safeguard the interest of the investor and develop a long term relationship with him.**

**The Wealth Management industry in India is a prime example of the success of free competition in the country. Wealth Management is one of the fastest growing disciplines of the banking sector and with a GDP growth rate hovering around the 9% mark and a strong future outlook, India’s growth story is making it an increasingly attractive market for wealth management firms. This trend is expected to continue, with India estimated to become the third largest global economy by 2030.**

**Given the nascent stage of the market and a demographic and regulatory environment that is significantly different from elsewhere**

**in the world, Wealth Management Business Houses consider the following to succeed in the Indian market:**

- **Building of brand and focus on overcoming the trust barrier.**
- **Invest in advisor technology to improve advisor productivity and retention.**
- **Evaluate a partnership-based model, coupled with innovative use of technology, to increase reach.**
- **Focus on transparency and compliance, while targeting customers with attractive, segment focused products.**

### **CURRENT PRIMARY FOCUS OF WEALTH MANAGEMENT BUSINESS HOUSES**

- **Qualified advisors will be the best brand ambassadors for new firms seeking to gain a competitive edge against established players.**
- **Investor education programs could deliver information pertaining to various asset classes and the associated risks, fee structures and benefits of each.**
- **Establishing trust is a vital component for any successful brand-building exercise in India.**

### **STRATEGIES OPTED BY WEALTH MANAGEMENT BUSINESS HOUSES**

- **Invest in brand building to build trust.**
- **Invest in advisor technology to improve productivity and advisor retention.**
- **Offer a 360-degree view.**
- **Shifting to a profit-sharing model (where the advisor's fees are based on the overall performance of the portfolio) would help mitigate issues to some extent.**

### **IMMEDIATE ISSUES BEFORE WEALTH MANAGEMENT BUSINESS HOUSES**

- **Difficulty in putting a value to your service & advice.**
- **Building the right business model.**
- **Maintaining brokerage structure may be difficult and cumbersome and bulky.**
- **Technology – Online platforms with direct investments.**

- **Immediate cash-flow concerns.**

### **NEED FOR QUALIFIED ADVISORS!**

- **The Current Indian Financial Advisory Market is looking for Brand building through its “Qualified Advisors” as Brand Ambassadors.**
- **Qualified Advisors shall develop trust with the clients on a better footings.**
- **Qualified advisors will be the best brand ambassadors for new firms seeking to gain a competitive edge against established players.**
- **Advisor platforms that offer lead management, portfolio management, financial profiling, asset allocation and transaction management capabilities can integrate multiple touch points and improve advisor experience.**
- **IFA’s require a qualification to equip themselves with the required skill set and knowledge to call themselves as Qualified Advisors.**



### **FINANCIAL ANALYSTS**

**In the financial services industry, one of the most coveted careers is that of the Financial Analyst. Financial Analysts or Financial Research Analysts as they are sometimes called can work in both junior and senior capacities within a firm and it is a niche that often leads to other career opportunities. The financial services industry**

**is competitive, and it can be tough to break into the analyst field, but there are some preparations you can make to position yourself for this career. If you're interested in a career as a financial analyst, there are certain things you need to know to groom yourself for the job.**



## **WHAT FINANCIAL ANALYSTS DO?**

**Financial Analysts conduct quantitative analyses of information affecting investment programs of public or private institutions. They assess the performance of stocks, bonds, and other types of investments. Thus they provide guidance to businesses and individuals making investment decisions.**

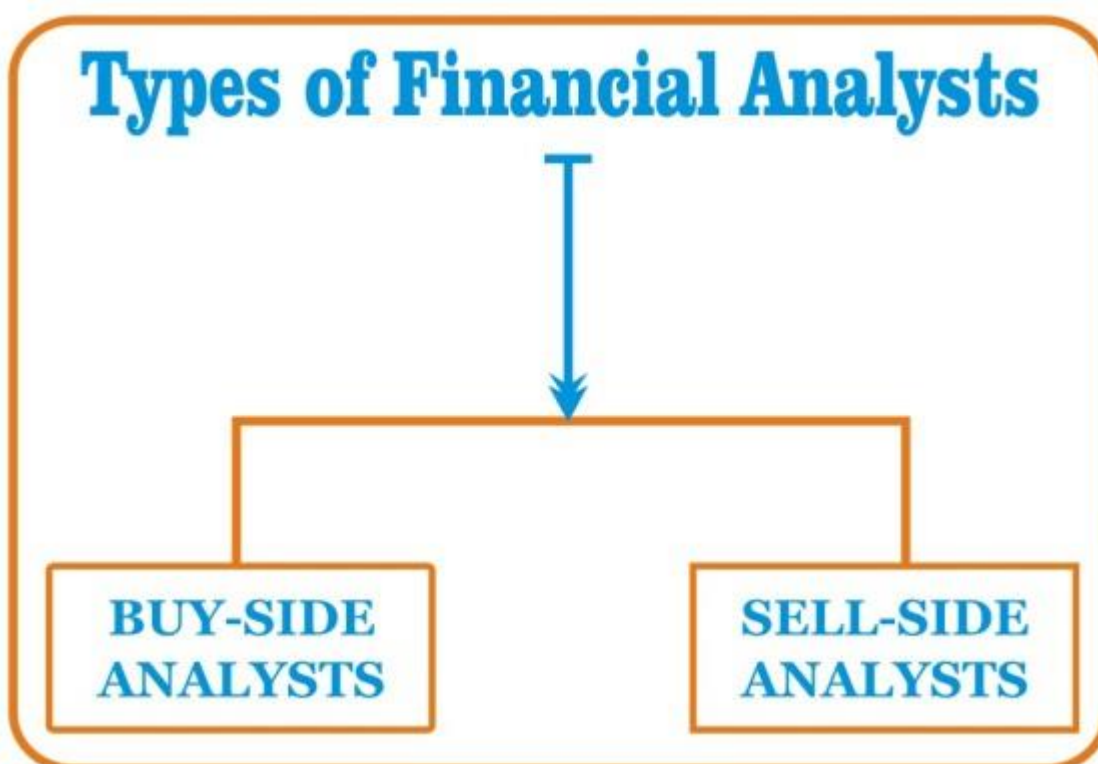
## **FINANCIAL ANALYSTS TYPICALLY DO THE FOLLOWING**

- **Recommend individual investments and collections of investments, which are known as portfolios**
- **Evaluate current and historical data.**
- **Study economic and business trends.**
- **Study a company's financial statements to determine its value.**
- **Meet with company officials to gain better insight into the company's prospects and management.**
- **Prepare written reports.**
- **Meet with investors to explain recommendations.**

**In a nutshell we can say that Financial Analysts evaluate investment opportunities. They work in banks, pension funds, mutual funds, securities firms, insurance companies, and other businesses. They are also called securities analysts and investment analysts.**

## **TYPES OF FINANCIAL ANALYSTS**

**There are several different kinds of financial analysts. Some are called investment analysts. They can function internally to a company representing the buy-side (These could be investment banking analysts, or analysts for mutual funds). They could also be sell side analysts, Who are specialists in their given sector or area of expertise. These are the people write most of your analyst reports you read in the popular financial media.**



**Financial Analysts normally deal with financial planning and analysis, or FP&A (Forecasting, cost structures, and capital budgeting for projects.) Investment analysts come from an economics or finance background usually, and financial analysts come from a strong accounting background.**

## **FINANCIAL ANALYSTS CAN BE DIVIDED INTO TWO CATEGORIES**

## **1. BUY-SIDE ANALYSTS**

## **2. SELL-SIDE ANALYSTS**

**Buy-Side Financial Analysts develop investment strategies for companies that have a lot of money to invest. These companies, called institutional investors, include mutual funds, hedge funds, insurance companies, independent money managers, and non-profit organizations with large endowments, such as some universities. So they work in helping “Buying Investments”**

**Sell-Side Financial Analysts advise financial services sales agents who sell stocks, bonds, and other investments. They help in pricing and selling Investments Your typical Investment Bankers fall in this category.**

**Some analysts work for the business media and belong to neither the buy side nor the sell side.**

**Financial Analysts generally focus on trends affecting a specific industry, geographical region, or type of product. For example, an analyst may focus on a subject area such as the energy industry, a world region such as Eastern Europe, or the foreign exchange market. They must understand how new regulations, policies, and political and economic trends may affect investments. Investing is becoming more global, and some financial analysts specialize in a particular country or region. Companies want those financial analysts to understand the language, culture, business environment, and political conditions in the country or region that they cover.**

## **TYPICAL NOMENCLATURES OF FINANCIAL ANALYSTS**

**Portfolio Managers supervise a team of analysts and select the mix of products, industries, and regions for their company’s investment portfolio. These managers not only are responsible for the overall portfolio, but also are expected to explain investment decisions and strategies in meetings with investors.**

**Fund Managers work exclusively with hedge funds or mutual funds. Both fund and portfolio managers frequently make split-second buy or sell decisions in reaction to quickly changing market conditions.**

**Ratings Analysts evaluate the ability of companies or governments to pay their debts, including bonds. On the basis of their evaluation, a management team rates the risk of a company or government not being able to repay its bonds.**

**Risk Analysts evaluate the risk in investment decisions and determine how to manage unpredictability and limit potential losses. This job is carried out by making investment decisions such as selecting dissimilar stocks or having a combination of stocks, bonds, and mutual funds in a portfolio.**

### **SCENARIO OF FINANCIAL ANALYSIS**

**According to US Department of Labour the Employment of financial analysts is projected to grow 16 percent YOY from 2012 to 2022, faster than the average for all occupations. A growing range of financial products and the need for in-depth knowledge of geographic regions are expected to lead to strong employment growth.**

**Investment portfolios are becoming more complex, and there are more financial products available for trade. In addition, emerging markets throughout the world are providing new investment opportunities, which require expertise in geographic regions where those markets are located.**

**The continued implementation of financial regulatory reform could constrict growth in the industry, as rule-making bodies place a greater emphasis on stability. Restrictions on trading by banks may shift employment of financial analysts from investment banks to hedge funds and private equity groups.**

### **FINANCIAL ANALYSTS CAN BE DIVIDED INTO TWO CATEGORIES**

**Despite employment growth, strong competition is expected for these high-paying jobs. Growth in financial services should create new positions, but there are still far more people who would like to enter the occupation than there are jobs in the occupation. Having certifications like Accredited Financial Analyst from a Global Body like American Academy of Financial Management USA and a graduate degree can significantly improve an applicant's prospects.**



## **HOW TO BECOME A FINANCIAL ANALYST?**

**Financial analysts typically must have a bachelor's degree, but a master's degree is often required for advanced positions.**

### **EDUCATION**

**Most positions require a bachelor's degree. A number of fields of study provide appropriate preparation, including accounting, economics, finance, statistics, mathematics, and engineering. For advanced positions, employers often require a master's in business administration (MBA) or a master's degree in finance. Knowledge of options pricing, bond valuation, and risk management are important.**

### **LICENSES, CERTIFICATIONS, AND REGISTRATIONS**

**The Financial Industry Regulatory Authority (FINRA) is the main licensing organization for the securities industry in USA. It requires licenses for many financial analyst positions. Most of the licenses require sponsorship by an employer, so companies do not expect individuals to have these licenses before starting a job. In India there is no such Licensing Requirement as on Date but Certification is often recommended by employers and can improve the chances for advancement.**

**An example is the Accredited Financial Analyst (AFA) certification from the AAFM USA, which financial analysts can get if they have a bachelor's degree, and pass two exams.**

### **ADVANCEMENT**

**Financial analysts typically start by specializing in a specific investment field. As they gain experience, they can become portfolio managers, who supervise a team of analysts and select the mix of investments for the company's portfolio. They can also become fund managers, who manage large investment portfolios for individual investors. A master's degree in finance or business administration can improve an analyst's chances of advancing to one of these positions.**

## **IMPORTANT QUALITIES**

**Analytical Skills.** Financial analysts must process a range of information in finding profitable investments.

**Communication Skills.** Financial analysts must explain their recommendations to clients in clear language that clients can easily understand.

**Computer Skills.** Financial analysts must be adept at using software packages to analyze financial data, see trends, create portfolios, and make forecasts.

**Decision Making Skills.** Financial analysts must provide a recommendation to buy, hold, or sell a security. Fund managers must make split-second trading decisions.

**Detail Oriented.** Financial analysts must pay attention to details when reviewing possible investments, as small issues may have large implications for the health of an investment.

**Math Skills.** Financial analysts use mathematical skills when estimating the value of financial securities.

To be successful, financial analysts must be motivated to seek out obscure information that may be important to the investment. Many work independently and must have self-confidence in their judgment.



**Ch.E.® Chartered Economist® Designation offered by the American Academy of Finance and Management® (AAFM®) is recognized in**

**over 150+ countries via 800 training providers, universities, colleges and business schools**

**It is the Worlds' First Graduate Economics Designation.**

**The Chartered Economist® Ch.E® Designation program is designed by leading economists globally to bridge the gap between what is learned in an academic setting and the knowledge needed to succeed as a practitioner.**



**If you practice economics in your work or want to make a career in 'Economics' earning the Chartered Economist® Designation enhances your skills & knowledge in your chosen domain area of Economics. It serves to verify your achievements. The designation holders enjoy distinct professional advantages and are considered as 'Leaders in the Field of Economics'.**

**Ch.E®s are trusted by employers to deploy their skills, tools, and experience in bringing out clarity to decision-making processes, enhancing outcomes for their organizations.**

**The Ch.E® Designation is the verification that you have the skills, knowledge, ethics, and dedication to deliver this value in the workplace.**

**“Life without The Economist would be life without a global perspective.”**

**– Dr. Eric Schmidt, Executive Chairman, Alphabet**

**A chartered economist is a “professional, objective and critical and is able to contribute effectively to national discourse and development”. Economists use statistics, mathematical analysis, and economic theory to conduct studies concerning such issues as unemployment, inflation, industrial productivity, farm policies, and international trade.**

### **WHAT CHARTERED ECONOMIST® DO?**

**Among many things the Chartered Economists do most important is that they collect and scrutinize information in order to study, research, predict, and evaluate business and revenue trends in most industries. They identify current events in the production and availability of goods, services, and other resources in order to track history and predict the future. Economists often gather and analyze information, using the data to assist in the control and regulation of costs, interest rates, and distribution of products.**

**Thus, they provide guidance to businesses and individuals making enterprise decisions.**

### **CHARTERED ECONOMIST® NORMALLY DOES THE FOLLOWING:**

- **Study how society distributes resources, such as land, labor, raw materials, and machinery, to produce goods and services.**
- **Conduct research, collect and analyze data, monitor economic trends, and develop forecasts on a wide variety of issues, including energy costs, inflation, interest rates, exchange rates, business cycles, taxes, and employment levels, among others.**
- **Develop methods for obtaining the data they need. For example, sampling techniques may be used to conduct a survey, and various mathematical modeling techniques may be used to develop forecasts.**
- **Prepares reports, including tables and charts; on research results also is an important part of chartered economist's job,**

**as is presenting economic and statistical concepts in a clear and meaningful way for those who do not have a background in economics. Some economists also perform economic analysis for the media.**

- **Working in economic consulting or research firms sometimes perform the same tasks as economists working for corporations.**
- **Consulting firms also perform much of the macroeconomic analysis and forecasting and their analyses and forecasts are frequently published in newspapers and journal articles.**

**The following are examples of types of economists:**

**Econometricians develop models and use mathematical analyses to test economic relationships. They use techniques such as calculus, game theory, and regression analysis to explain economic facts or trends in all areas of economics.**

**Financial Economists analyze savings, investments, and risk. They also study financial markets and financial institutions.**

**Industrial Organization Economists study how companies within an industry are organized and how they compete. They also examine how antitrust laws, which regulate attempts by companies to restrict competition, affect markets.**

**International Economists study international trade and the impact of globalization. They also examine global financial markets and exchange rates.**

**Labor Economists study the supply of workers and the demand for labor by employers. Specifically, they research employment levels and how wages are set. They also analyze the effects of labor-related policies, such as minimum wage laws, and institutions, such as unions.**

**Macroeconomists and Monetary Economists examine the economy as a whole. They may research trends related to unemployment, inflation, and economic growth. They also study fiscal and monetary policies, which examine the effects of money supply and interest rates on the economy.**

**Microeconomists study supply and demand decisions of individuals and firms. For example, they may determine the quantity of products consumers will demand at a particular price.**

**Public Finance Economists study the role of government in the economy. Specifically, they may analyze the effects of tax cuts, budget deficits, and welfare policies.**

## **BENEFITS OF CHARTERED ECONOMIST® CERTIFICATION**

**The Chartered Economist designation sets the global standard in the Economics profession and is a symbol of excellence. The Designation allows you to gain a general as well as Specialized Designation in Economics.**

## **WHY SHOULD YOU EARN THE CHARTERED ECONOMIST®?**

**The key benefit for Chartered Economist certification holders is obviously the ability to add a professional designation and post nominal to your list of resume qualifications:**

- **Add a Professional Designation to your name, business cards, letter heads, email signatures etc.**
- **Access top Economist and financial professional networks around the globe; providing the opportunity to network with charters and members throughout the world.**
- **The membership certificate of the Chartered Economists is awarded directly by the most prestigious American Academy of Financial Management (AAFM) and as such, it's fully recognized in USA and in 150+ countries worldwide.**
- **As part of the AAFM Certification package, members are to receive scholarship to pursue a Masters (LLM in Taxation, Economics and Finance) and Doctorate Degree at Thomas Jefferson School of Law at San Diego in California.**
- **AAFM provides an online system that will confirm / authenticate your membership and certification to employers or other interested parties.**
- **AAFM provides opportunity of being linked to some corporate bodies who request for specialist through the AAFM Corporate tie-up.**
- **Higher salaries; earn up to 16% more than your non-certified peers.**

- **Increases job security; validates your competency in economics management functions.**
- **Better career flexibility; prepares you for greater on-the-job responsibilities.**
- **Improves marketability; stand out against other applicants in a tough job market.**
- **Boosts credibility; attaining the Globally Coveted Designation helps in boosting your credibility.**

**Cutting edge skills and knowledge; the knowledge and skills you gain on pursuing the program improves your on job performance.**

### **JOB PROSPECTS OF CHARTERED ECONOMIST®**

- **Investment Banking**
- **Actuarial Services**
- **Assets Management**
- **Professional Consulting Services**
- **Local and National Government**
- **Public and Private Banks**
- **Insurance Companies**
- **Think-tanks Large Multinational Companies**
- **Actuarists**
- **Financial Consultancies**
- **Accountancy Firms**
- **Local Authorities**
- **Business Administration**
- **Lobbying**
- **Non – or – Not-for-profit Organization**
- **Some economists work for companies with major international operations such as the World Bank, International Monetary Fund, and United Nations**

### **CERTIFIED CHARTERED ECONOMIST® IS RIGHT FOR....**

**Chartered Economist® typically must have a bachelor's degree, but a master's degree is often required for advanced positions.**

### **WHO SHOULD ATTEND?**

**Enhance your professional status by joining Chartered Economists® certification course by AAFM, today.**

- **Economists & Managers / Directors**
- **Research Analysts**
- **Heads of Department**
- **Credit and Risk Analysts**
- **Corporate Financiers**
- **Financial Analysts**
- **Investment Bankers**
- **Individuals Involved in Economic Policy Formations Analysts**
- **Actuarists**
- **Wealth & Fund Managers**
- **PhD, MPhil, MBA, MA, M.Sc., B.A, B.Sc., B.Com, B.Ed., Diploma (Economics, Accounting, Management, Banking and Finance, Statistics, Mathematics, Agriculture Economics, Business Administration, Marketing, Logistics and Supply) etc.**



**Chartered Trust and Estate Planning™ (CTEP™)**

**Distinguish yourself with knowledge, expertise, and get a clear career advantage – become a CTEP® Charterholder. CTEP® Chartered Trust & Estate Planner is the globally recognized credential for**



**professionals advising on Wills, Trusts, Estate Planning, Succession Planning & Inheritance Planning.**



**CHARTERED TRUST & ESTATE PLANNER™ (CTEP™) is unique and the only Trust Planning certification in India.**

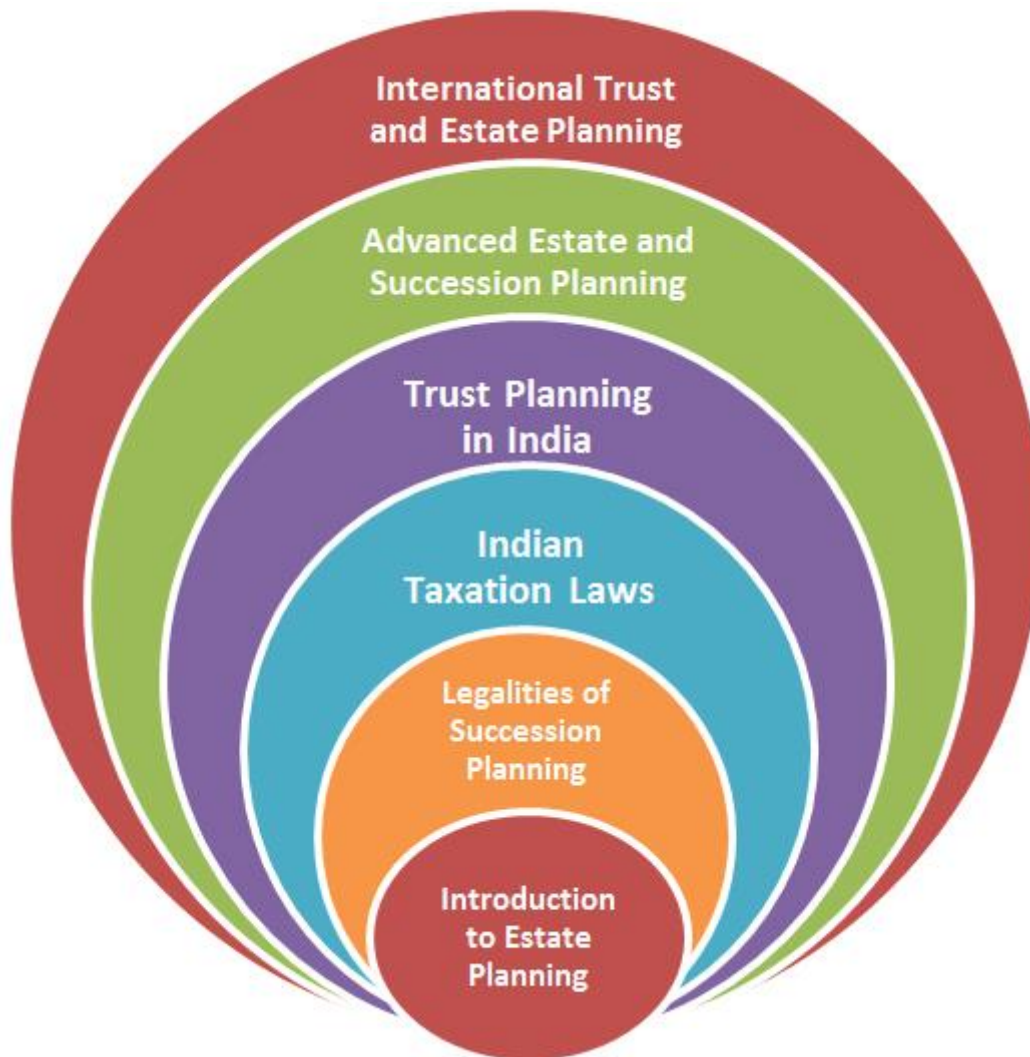
**This certification comprehensively deals with all the aspects of Estate Planning and Trust Planning like Asset Protection, Intergenerational Wealth Transfer, Succession Planning, Creation of Trusts, Trust Management, International Trust Structures, Philanthropic Planning, Cross Border Estate Planning, Maintenance of Dependents and Estate Tax Planning Issues Globally. The participants get in depth view of Wills, Power of Attorneys and Succession Laws etc.**

**This certification enables the candidates to meet the current skill set needed by the industry and stand out of the crowd.**

**Areas of Learning Include:**

- **Advise on the different types of wealth that may be transferred**
- **Deepen relationships with high net worth clients and become a partner in planning**
- **Consult on taxation and estate planning strategies**
- **Advise on the roles of Wills, Powers of Attorney, Living Wills and Probate in a wealth transfer plan provide succession planning for small business and identify the appropriate solution for each unique situation**
- **Learn more about Trusts, Estate Planning Process, Estate Planning Products, Tax Planning through Trusts etc.**
- **Understand the various Wealth Transfer Techniques**
- **Drive the Set-Up of the Estate Planning advisory in Private Banking and Wealth Management Domains.**
- **Start Catering to HNI & UHNI Clients along with your existing clientele on Estate Planning.**
- **Understanding the environment in which wealth management and advanced financial planning operates focusing on the range of products that may be used to develop a client's intergenerational wealth transfer plan.**
- **In-depth knowledge of international Wealth Management, Financial Advisory and Estate Tax Planning that reflects the cross-border connections and wealth transfer alternatives available to wealth owners**
- **Providing advisory support to clients on trust planning, business succession planning, estate tax planning.**
- **Issues like how to create estate plans for minors, handicapped and other special situations.**
- **Philanthropy and Charitable Planning.**
- **Developing higher level skills in Estate Planning, Trust Formation, Succession Planning, Family Governance Structure and interpretation of family dynamics for effective succession-planning.**

- **Building estate planning proposition for consumer banking domain and creating an estate planning platform for estate advisory services**



# CTEP BENEFITS

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**TRUST  
OFFICERS**



**FINANCIAL  
PLANNERS**



**PRIVATE  
BANKERS**



## Who Should Pursue?

- **Financial Advisors, Wealth Managers, Attorneys, Private Bankers, Relationship Managers**
- **People from Banks, NBFCs, Broking houses, Mutual Funds, Insurance and Distribution houses.**
- **Suitable for all those with a finance background who wish to move into Wealth Management business**
- **Product Heads and Managers who wish to learn or reinforce all the technical aspects of the business**

- **Business Heads from Banks, Mutual Fund Houses, Distribution, Wealth Management, Family Office, Advisory firms etc.**
- **Existing Relationship Managers in Wealth Management/Private Banking who wish to cement their knowledge and achieve a professionally recognized International certification**
- **Independent Advisors who manage HNI clients and wish to enhance their technical skills**
- **Students undergoing their undergraduate or post-graduation course**





## What are the Benefits to Financial Advisors?

The Chartered Trust and Estate Planning Certification will help financial advisors to:

- ✓ **Bridge the Relationship Gap:** Leverage the CTEP™ Designation to open new doors of HNI, Ultra HNI and Private Banking Clients, earn trust by sharing your expertise, and enhance your credibility with a CTEP™ designation.
- ✓ **Distinguish Your Practice:** Your ability to deliver “real value” further differentiates you from your competition. Your enhanced skills to advise on Estate, Trust and Succession Planning would help you to add new revenue streams to your advisory business.
- ✓ **Create Top-of-Mind Awareness:** Nurturing relationships with your client network is simplified by becoming a valuable resource on estate and trust planning a virgin area in Financial Advisory services in India.
- ✓ **Create Added Visibility and Credibility:** The on-line member directory allows you to be listed among other prominent client-centered wealth planners, financial advisors, lawyers and estate planners who are committed to excellence in wealth advisory and wealth planning.
- ✓ **Increase Revenue:** Estate Planning advisory is a niche area largely untapped with high growth potential. Estate Planners are one of the top paid financial advisors globally.



### **What are the Entry Requirements?**

- **12th pass, however certification will be provided on graduation**



- **Graduates with recognized degrees / diplomas in Finance, Accounting, Economics or Business, etc.**



**The Certified Personal Finance Specialist-PRO® (CPFS-PRO®) is awarded by AAFM India and this Certificate Program is designed to develop the PERSONAL FINANCE MANAGEMENT skills required by Finance Professionals including MFDs, RIAs / IFAs, Insurance Consultants, Wealth Managers, RMs, Brokers, etc. to execute critical functions related to Wealth & Investment Management & Tax Planning to assist their clients.**

### **WHY STUDY CPFS® PRO?**

**AAFM's CPFS® PRO Certification is created for ambitious Finance Professionals, who want to close the skill gap between formal education and becoming a world-class Personal Finance Specialist — one who is competent, confident, and poised to advance.**

**Becoming a CPFS® PRO does not have to take you long years of study and struggle. AAFM® 's experts have streamlined the learning process so now.....**

**The course is 100%  
online**

<b>AAFM® USA-ACER Study Platform</b>
<b>Single Exam Certification</b>
<b>Steppingstone to CWM® Certification</b>

**With the CPFS®PRO Certification, you set yourself up for career success in months instead of years.”**

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## **WHAT WILL YOU STUDY IN CPFS® PRO?**

### **CERTIFIED PERSONAL FINANCE SPECIALIST®PRO CURRICULLUM**

- **Financial Planning & Wealth Management**
- **Fixed Income Securities**
- **Equity Analysis & Capital Markets**
- **Alternative Assets**
- **Personal Tax Planning**

### **FINANCIAL PLANNING & WEALTH MANAGEMENT**

- **Understand the Verticals of the Wealth Management**
- **Explain the Functions and Role of the Wealth Manager**
- **Understand the concept of Time Value of Money**
- **Understand the concepts like NPV, IRR, YTM, etc.**
- **Advise clients on both ‘Pre & Post Retirement Planning’**

## **FIXED INCOME SECURITIES**

- **Understand the concept of Fixed Income Securities**
- **Calculate various Bond Measures including YTM, Modified Duration**
- **Use Duration to immunize a Bond Portfolio**
- **Create Bond Portfolio as per the client's financial goals**

## **EQUITY ANALYSIS**

- **Understand the different approaches to Equity Valuation**
- **Define the methodology of Relative Valuation Models**
- **Understand the concept of Asset Allocation**
- **Match Clients goals with mutual fund schemes**
- **Manage Mutual Fund Portfolio**

## **ALTERNATIVE ASSETS**

- **Introduce the concept of Alternate Assets**
- **Define the concept of Private Equity**
- **Understand the Categories & Strategies of Hedge Funds**
- **Understand various conditions and restrictions for AIFs in India**

## **TAX PLANNING**

- **Learn to compare various tax saving investments**
- **Investment decision viz a viz the Post Tax Returns**
- **Learn to compute tax under various heads of income**
- **Understand the retirement benefits and its tax treatment**
- **Know the restrictions imposed on NRI investment options**

## **STUDY PLATFORM**



## WHO SHOULD APPLY?

**The qualification is suitable for a wide range of practitioners & learners involved in managing investments:**

- **Mutual Fund Distributors, RIAs / IFAs, Financial Distributors, Insurance Consultants**
- **Wealth Managers, Private Bankers, Investment Counsellors**
- **Bankers, Executives in AMCs, Relationship Managers,**
- **Brokers, Sub-brokers**
- **Finance Professionals like CA, CS, etc.**

## CHARTERED REAL ESTATE PROFESSIONAL (CREP) CERTIFICATION

**American Academy of Financial Management India as part of their continuing efforts to upgrade the professional standards of the Real Estate Negotiators, Practitioners and Developers has partnered with IFAN and Outlook to bring in for the first time in India the prestigious Real Estate Qualification and Designation “Chartered Real Estate Professional”, this comprehensive program in Real Estate would provide the participants the much needed skills and knowledge required to be successful in this sector.**

**Chartered Real Estate Professional Designation Program is the Highest Global Designation in Real Estate Management, Estate Development, Real Estate Advisory. Chartered Real Estate Professionals are revered for their skills and expertise by top Real**

**Estate Organizations across the Globe. Top Global Real Estate Developers, Estate Agents and Boutique Firms give preference to CREP Designation Holders in their recruitment process. Being a CREP says a lot about who you are. The credential gives you the backing, the education, the colleagues, the networking system, and the power to face your clients, your partners, your employers and your competitors.**

**With CREP, you'll be part of a globally recognized family of real estate professionals. You'll have access to our full spectrum of resources, industry events and networking opportunities.**

**The CREP focuses on developing estate management, sales, communication and core real estate advisory skills to equip Students, Real Estate Advisors and Real Estate Developers with cutting edge knowledge in Real Estate Development, Real Estate Law, Real Estate Valuation and Real Estate Financing. Careers in the field of Real Estate and Property Management vary widely. Depending on what you choose to focus on you can work in areas such as valuation, management of large commercial property portfolios or developing a career in financial institutions.**

#### **BENEFITS OF CHARTERED REAL ESTATE PROFESSIONAL CREP**

- **Use of AAFM India Certified Designations after your name on your Business Card and on your Promotional Materials.**
- **Protect your job and be recognized by an independent and global authority.**
- **Get the designation that illuminates your professional education, hard work and experience.**
- **The AAFM India Credentials and Board Certifications are for those who want to rise above the rest.**
- **You can add AAFM to your Resume, Degree or Professional Licenses & Improve your image and salary potential.**
- **Publish on our site as a Certified Member.**

**The CREP Certification Program provides the broad-based knowledge professionals and students wishing to pursue a career in Real Estate Development, Management or Advisory.**

**There are a lot of individuals who intend to pursue a career path in Real Estate due to the promising pay and other opportunities.**

**Hence, people who want to stand out from the rest of the pack opt to earn a Real Estate Certification to prove that they have what it takes to be worthy of the field. A certification also strengthens one's prospects in the company they are in and can help them climb up the employment ladder.**

## **PROGRAM GOALS**

**In this program students will learn to:**

- **Explore the latest advances in real estate management strategy and law.**
- **Expand your real estate management skills by adopting international best practices.**
- **Develop a checklist of key applied techniques in real estate management that will remain with you throughout your career**
- **Become an expert in evaluation, diagnosis and planning in working with Super High Net Worth Clients**
- **Integrate optimum products and services in your real estate advisory services**
- **Maximize the impact of your client communications and reporting**
- **Appreciate the complexities of investing in global real estate markets and develop strategies for managing risk and maximizing returns**
- **Interpret the effect of Global & Local Economic Environment on Real Estate Markets and Investments**
- **Construct optimal real estate portfolios and illustrate the theory and empirical applications of asset-pricing models.**
- **Use and develop spread-sheet based Financial Modelling solutions to value real estate**
- **Laws relating to Real Estate**
- **Evaluate the Title of a Real Estate Property**

## **STUDY MATERIALS**

- **CREP Candidates get access to our proprietary Study Material.**
- **Guided overviews for each module highlight key topics**
- **Assessments identify topics a participant already knows and those areas that require more time and attention**
- **More than 500 questions for continually testing knowledge and comprehension**

- **Features real-life case study scenarios and questions to apply your knowledge**

## **CERTIFICATE REQUIREMENTS**

**In order to become a CREP Designation holder and enjoy the benefits of increased CREP salaries, candidates must pass one examination of two hours and have a bachelor's degree from an accredited institution at the time of grant of certification. To enrol for the program they need to be at least Intermediate (10+2). CREP Charter Holders are required to follow a strict code of ethics and rules that governs both their professional and personal conduct.**

## **CURRICULUM OF CREP**

**The Curriculum of CREP Consist of five Modules:**

<b>Module No.</b>	<b>Name of the Module</b>
<b>Module 1</b>	<b>Introduction to Real Estate</b>
<b>Module 2</b>	<b>Legalities of Real Estate</b>
<b>Module 3</b>	<b>Real Estate Valuation &amp; Analysis.</b>
<b>Module 4</b>	<b>Practical Aspects of Real Estate</b>
<b>Module 5</b>	<b>Advanced Real Estate Practices</b>

## **CREP EXAMINATIONS**

**There is one Examinations a Candidate has to Clear to meet the Acadmic Requirement of CREP Certification Program.**

<b>Name of Examination</b>	<b>Duration</b>	<b>Units Covered</b>	<b>No. of Questions</b>	<b>Section A</b>	<b>Section B</b>	<b>Section C</b>
<b>CREP</b>	<b>115 Minutes</b>	<b>1 to 5</b>	<b>80</b>	<b>30 (1 Marks)</b>	<b>30 (2 Marks)</b>	<b>30 (4 Marks)</b>

**THANK YOU**

**BE WISE, BE RICH**

**IICF**























