

8 JOB-ORIENTED MICRO CERTIFICATIONS

New-age, skills-based certifications for learners, over and above their regular course subjects



1 DIGITAL MARKETING

Topics covered :

- Search engine optimization (SEO)
- Social media marketing • Email marketing
- Paid advertising

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-

2 PRODUCT MANAGEMENT

Topics covered :

- Market research • Customer need identification
- Product ideation and development
- Competitive analysis • Project management
- Product metrics • Product launch

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-



3 FINANCE

Topics covered :

- Financial analysis • Budgeting
- Capital budgeting • Risk management
- Valuation • Financial decision-making

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-

4 LEADERSHIP

Topics covered :

- Effective communication • Strategic thinking
- Conflict resolution • Decision-making
- Team building • Inspiring & motivating others

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-





5 ENTREPRENEURSHIP

Topics covered :

- Business ideation and opportunity assessment
- Market analysis • Marketing and sales strategies
- Financial management and budgeting
- Legal and Regulatory considerations

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-

6 INDUSTRY CONNECT

Topics covered :

- Tableau • Excel
- Power BI • Soft Skill
- Masterclass on statistics and communication

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-



7 SUPPLY CHAIN

Topics covered :

- Strategic Planning in Supply Chain
- Logistics and Distribution
- Sourcing

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-

8 HR

Topics covered :

- Strategic HRM
- HR operations
- HR Analytics

Durations- Approx. 25 h | Certification Cost - ₹ 25,000/-

