



**IIBM Institute of Business Management**  
India's No. 1 Certification Courses

Learners received an average  
**Salary Hike Of 50%\***

## Master Program In **Management**

**11 Months**

**Online**



**As Featured In:**

  
**THE TIMES OF INDIA**

**Business Standard**

**hindustan**times****

**ANI**

 **dailyhunt**

**THE HANS INDIA**

**YOUR  
STORY**

31-08-21

# IIBM AWARDS



MUGHDA GODSE



A photograph of actress Dia Mirza smiling and holding a large, open book-shaped award. She is wearing a bright yellow jacket with a black and white geometric pattern on the sleeve. The background is a blurred purple and white banner with the word "Impact" visible. A yellow banner in the top right corner contains the text "IIBM AWARDS".

# IIBM AWARDS

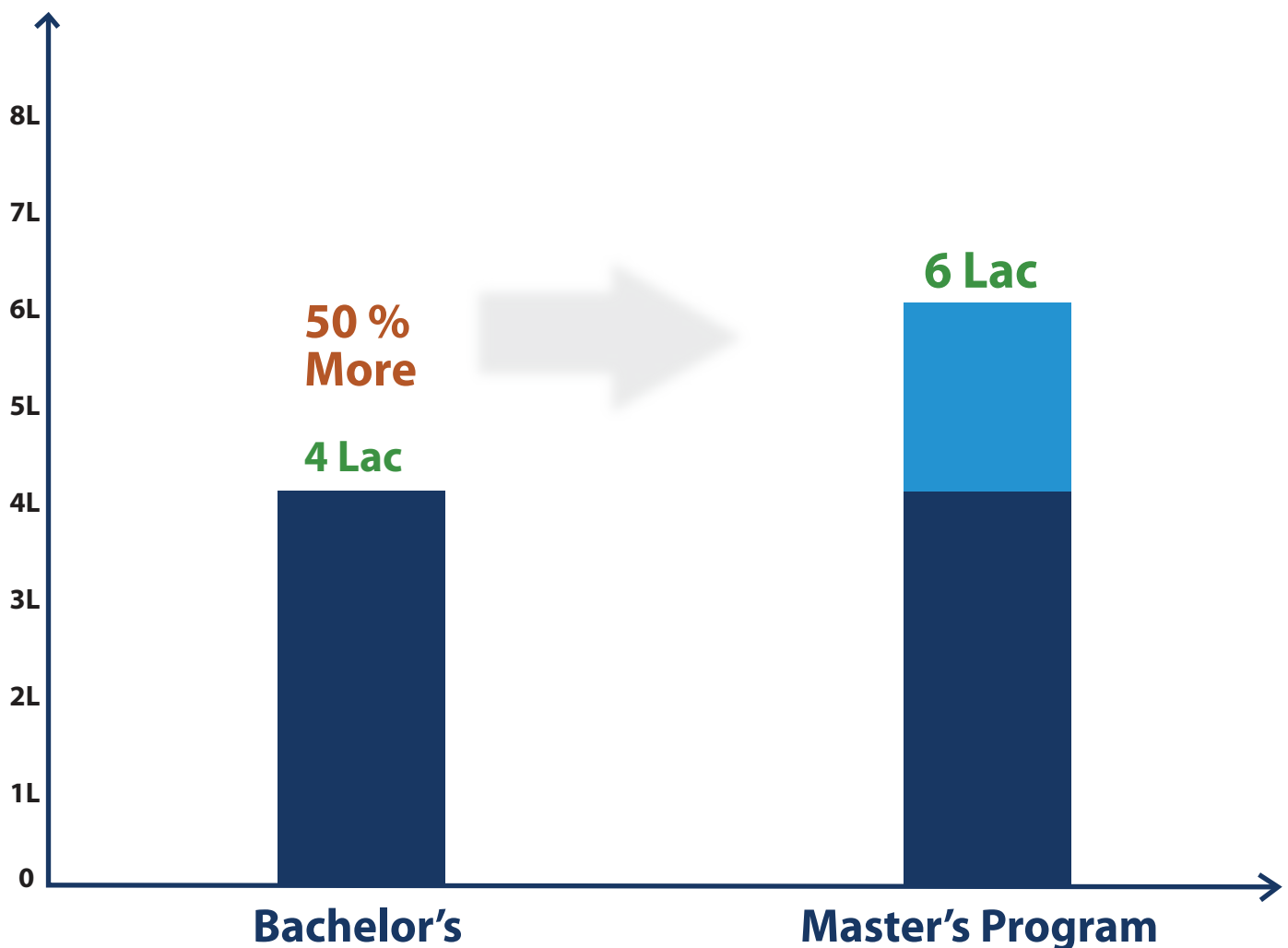
**DIA MIRZA**

# Annual Income

## Bachelors Vs Masters Program

### Annual Income

Full-time workers age 25 to 34



# IIBM INSTITUTE CANDIDATES WORKING IN COMPANIES BELOW



# ABOUT US

- Edtech Company **Since 2008**
- **25,000+** Learners
- **450+** Employees
- **40+** Courses
- **1,20,000 Sq. Ft.** Infrastructure
- Member of **AIMA, MMA, CII, D&B, FIEO**

## WHY THIS PROGRAM WITH IIBM ?

### CURRICULUM

#### EXPERIENTIAL LEARNING

Engaging case studies, projects, for effective learning.

#### INDUSTRY ENDORSED CURRICULUM

Learn and gain knowledge through our industry endorsed curriculum.

### EMPLOYMENT ASSISTANCE

#### CAREER SERVICES

Career support through mock interviews, resume building and interview preparation workshops.

#### PLACEMENT ASSURANCE

Interview opportunities with leading companies and startups.

### TECH- ENABLED LEARNING

#### SMART CLASSROOM

Learning in technologically- augmented classrooms, enhanced with live lecture recording.

#### LMS

Exclusive access to IIBM learning portal for additional learning and assessments.

### INDUSTRY CONNECT

#### INDUSTRY MENTORSHIP

Dedicated industry leaders to guide you through career- related queries.



# AWARDS AND ACCOLADES

- **"Emerging Data Science Institute of the year"**  
Awards 2021 by WBR Corporation.
- **"National Education Excellence"**  
Awards 2019 for most "Reliable Online Education & Training Institute."
- **"Education Leadership Award"**  
winner by "BBC Knowledge" 2017 at Taj Lands End Mumbai.
- **"Indian Education Congress Award"**  
winner for "Excellence in Distance Learning Education" 2017.
- **"Pride of Indian Education Awards"**  
for "Best Online Institute for Management Courses 2019."
- **"Education Leadership Award 2018"**  
for Innovation by most "Promising Online Education & Training Institute."
- **"Global Education Awards 2018"**  
for "Emerging Management Education Online Solution."
- **"World Education Award 2017"**  
winner in "Innovation by Management Institute."
- **"Higher Education Review Institute of the year 2016"**  
for providing excellent opportunity to management students.

## IIBM's MANAGEMENT

- Advanced Job Skills
- 100% Placement
- Industry Assessed Projects
- Online Training





# WHO SHOULD ENROLL ?

**This program caters to graduates in any discipline and working Professionals from diverse backgrounds. Candidates need not have any prior experience to enroll in this program :-**

- Learners who are willing to increase their average salary hike of 50% in management programs.
- 1-2 Years professional working in sales/marketing/advertising industry.
- Mid-career professionals looking to transition into a digital marketing career.
- Industry veterans who would like to move into Project Leadership roles.
- Senior executives who would like to keep up with the pace of the business transformation.
- Project/Product/Program professionals, managers, who want to gain the right digital-age skills and credentials to put their careers on an accelerated growth path.

## TALK TO ADMISSION COUNSELLOR

We have a team of dedicated admissions counselors who are here to help guide you in applying to the program. They are available to:

- Address questions related to the application
- Assist with financial aid (if required)
- Help you resolve your questions and understand the program

# MANAGEMENT PROGRAMS

S.NO.	Course Name	Duration	Certificates	Lumpsum	Installment	Page No.
1.	Master Program in Logistics and Supply Chain Management	11 Months	• Master Program in Logistics and Supply Chain Management • Lean Six Sigma Black Belt • Supply Chain Analytics	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	1-7
				USD 800		
2.	Master Program in Total Quality Management	11 Months	• Master Program in Total Quality Management • Business Data Analyst	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	8 -13
				USD 800		
3.	Master Program in Lean Six Sigma Management	11 Months	• Master Program in Lean Six Sigma Management • Lean Six Sigma Black Belt • Business Data Analyst	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	14 - 20
				USD 800		
4.	Master Program in Export and Import Management	11 Months	• Master Program in Export and Import Management	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	21 - 23
				USD 800		
5.	Master Program in Project Management	11 Months	• Master Program in Project Management	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	24 - 26
				USD 800		
6.	Master Program in Accounting and Finance Management	11 Months	• Master Program in Accounting and Finance Management	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	27 - 28
				USD 800		
7.	Master Program in Digital Marketing and Sales	11 Months	• Master Program in Digital Marketing and Sales	Rs. 48,000 +18% GST	Rs. 54,000 +18% GST	29 - 35
				USD 800		

# CERTIFICATION

Upon completion of the Master Program in Lean Six Sigma Management aspirants will receive an Industry-endorsed certificate.



**IIBM Institute of Business Management**

## Certificate of Achievement

This is to certify that

**Malay Kumar Ghosh**

Has successfully completed training program  
and study requirements of the Institute and awarded

**MASTER PROGRAM IN  
LEAN SIX SIGMA MANAGEMENT**



G20/07/DL1234

CERTIFICATE ID

July - 2020

MONTH-YEAR

A handwritten signature in black ink, likely belonging to the Program Director.

PROGRAM DIRECTOR

1.

MASTER PROGRAM IN  
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE HIGHLIGHTS

- Video Tutorials : 130+ Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 20+
- No. Of Quiz : 450+

ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

COURSE DURATION

11 Months

CURRICULUM

- MODULE 1 Logistics and Supply Chain Management
- MODULE 2 Operations Management
- MODULE 3 Certified Lean Six Sigma Green Belt
- MODULE 4 Certified Lean Six Sigma Black Belt
- MODULE 5 Supply Chain Analytics

COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

Installment Rs. 54,000 + GST 18 % applicable				
Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

CERTIFICATE AWARDED

- Master Program in Logistics and Supply Chain Management
- Lean Six Sigma Black Belt
- Supply Chain Analytics



# CURRICULUM

Module 1 LOGISTICS AND SUPPLY CHAIN MANAGEMENT	
Topic	Content Covered
<b>Business Fundamentals</b>	Indian Economy   Sectors- Agriculture   Industry   Services  Business Cycle  Types of Businesses- B2B, B2C, C2C; Operating Environments  Different Functions in Business  Production Systems  Importance of Supply Chain Management
<b>Basics of Supply Chain Management</b>	History and Evolution of Logistics  Supply Chain Management- Definition  Functions Objectives; Process Views of Supply Chain Management – Cyclic View Pull-Push view; Decision Phases- Strategic  Tactical   Operational;Drivers of Supply Chain- Logistical and Cross Functional; Types of Supply Chain  Achieving Strategic Fit  Implied Demand Uncertainty
<b>Logistics – Transportation &amp; Warehousing</b>	Logistics Functions- Transportation–Significance in SCM  Modes of Transportation– Rail, Road, Pipelines, Water, Air, Multimodal   Advantages & Limitations  Types of Truckload FTL  LTL  Inbound and Outbound distribution  Types of Distribution networks- Direct Shipping  Milk Run and Cross Docking Strategies Warehousing – Objectives, Functions  Types Concept of SKUs  Warehousing Principles & Best Practices in Receiving  Shipping  Order Picking  Storage & Put away  Warehouse Layout Planning  Order Processing –Role of IT Material Handling  Warehouse Management Systems
<b>Inventory Management</b>	Inventory – Concept  Need  Types- Raw Materials  WIP  Finished Goods  Inventory models- Probabilistic and Deterministic models  Lot sizing  EOQ  EPQ, Safety Stock  Complete Aggregation  Tailored Aggregation Selective Inventory Control Techniques- ABC, FSN, VED, SDE, GOLF, SOS, HML analysis
<b>Procurement and Supplier Management</b>	Concept of In-house and Outsourcing  Types of Outsourcing  Purchase Procedures  Introduction to Export and Import  INCO terms  Supplier Development  Supplier Assessment and Vendor Rating  Negotiation Strategies  Tenders  Frameworks for managing suppliers and outsourced products/ services 3PL and 4PL
<b>Logistics Modeling and Optimization</b>	Modelling by using Microsoft's Solver ADD-IN Logistics Modelling - Transportation Model  Transshipment model  Route optimization- Traveling Salesman Problem Vehicle Routing Problem  Network Design - Warehouse Optimization Facility Location Models
<b>Role of IT and Technology in SCM</b>	ERP- Enterprise Resource Planning, Barcode and QR-Code Technologies  RFID applications in Inventory and Transactions Management Digital Supply Chains  E-Commerce Supply Chain  Role of Artificial Intelligence & Machine Learning in to Supply Chains Block Chain Technology- Traceability  Decentralized Distributed Systems
<b>Special Types of Supply Chain</b>	Closed Loop Supply Chains  Cold Supply Chain- Cold storage and Cold movement in Food & Pharmaceutical Industry  Liquid Supply Chains  Reverse Logistics- e-Commerce  Green and Sustainable models  Global Supply Chain Management  Agile/ Flexible supply chains

Topic	Content Covered
<b>Learn Supply Chain Management</b>	Learn Management Philosophy and Principles, Toyota's Production System, Blend of Lean Concepts and Supply Chain, Supply Chain Risk Management, Innovations in Supply Chain Management and Industry Case Studies

## Module 2

## OPERATIONS MANAGEMENT

Topic	Content Covered
<b>Essentials Elements of Business &amp; Organization</b>	How businesses work? How they operate differently?   Every Business is done in UNIQUE way but GOAL of all businesses is to make profit today and tomorrow   Functions in Business and Role of Operations in Business Global Operations
<b>Basics of Operations Management</b>	Concept of Process and Operation in Manufacturing and Services   Process Mapping SIPOC (Supplier Input Process Output Customer)   5 M Resources Man, Machine, Material, Methods , Measure   Efficiency & Effectiveness, Utilization, Productivity Types Labor , Capital, Material   Corporate & Business Strategy, Operations Strategy Framework   Functions in Operations Production, Planning, Quality, Maintenance etc.
<b>Process Design and Selection</b>	Manufacturing Environment Types ETO, MTO, ATO & MTS   Production Systems Project Type, Job shop, Batch Production, Mass Production, Continuous Production   Characteristics and Applicability of each Production System   Competitive Strategies Cost Leadership, Differentiation, Best Value Strategy   Order Winners & Order Qualifiers Competing on Cost,Quality, Flexibility, Speed   Process choice Select the appropriate production system, Process Planning
<b>Facility &amp; Layout Planning</b>	Importance of Location in Business to become successful   Nature of Location Decision   Factors affecting Facility Location   Single & Multiple Facility Location Models   Plant Layout, Types of Plant Layout: Product, Process, Fixed Position, Hybrid Cellular, FMS etc   Systematic Layout Planning P Q Analysis, Flow of Materials Analysis  Service Operations
<b>Demand Forecasting</b>	Demand, Types Dependent and Independent  Forecasting Need in business, Methods of Demand Forecasting   Qualitative Forecasting Survey & Judgmental, Delphi, Expert Opinion   Quantitative Forecasting Causal Methods Input Output Method, Leading Indicators Method   Time Series Analysis Moving Average, Exponential Smoothing, Regression Method   Holts Model, Winters Model ( Seasonality , Trend )   Measuring Errors in Forecasting MAD, MFE, MSE & MAPE   Forecasting , Data Analytics and Decision Making in Business

Topic	Content Covered
<b>Sales &amp; Operations Planning ( S&amp;OP)</b>	Scope of Sales & Operations Planning ( Aggregate Planning )   Need and Advantages of Aggregate Plan   How to Develop an Aggregate Plan   Detailed Capacity Requirement Planning   Exercises based on Aggregate Planning   Aggregate Planning Strategies, Pure Strategies Chase, Level, Mixed Strategies   Capacity Planning and Investment Decisions   Long term and Short term Capacity Planning strategies, Equipment Selection
<b>Material Requirement Planning ( MRP ) &amp; ERP</b>	Operations/ Production Planning Control PPC   Functions, Operations Planning Control Framework   Material Requirement Planning (MRP I)   Inputs to MRP Master Production Schedule( MPS), Bill of Materials (BOM Types of BOM, BOM   Explosion, Inventory Transaction Files, MRP Processin Time Phased Operation Plan   Numerical on BOM Explosion Netting Requirements, Lot sizing methods  Enterprise Resource Planning Operations Module Production Planning
<b>Operations Scheduling and Sequencing</b>	Scheduling v/s Loading, Scheduling Types Forward Scheduling Backward Scheduling   Scheduling Techniques Single machine scheduling SPT, WSPT, Slack per operations, Critical Ratio, EDD Evaluate lateness, tardiness   Minimizing tardiness heuristics, LPT for multiprocessing machines  Johnson's method Johnson's rule for 2 3 and M machines sequencing problem   Job shop scheduling, Flow shop Modeling   Minimize machine Idle Machine Method   Network scheduling of jobs on parallel processing similar Machines
<b>Line Balancing Management Theory of Constraints</b>	Line Balancing Concept   System Concept Local and Global Optima   Line Balancing Process Takt Time, Inventory and Process details   Theory of Constraints Approach by Dr. Eliyahu Goldratt   Bottleneck Identification  TOC Methodology, Traditional and Throughput Accounting Methods
<b>Quality Control and Maintenance Management</b>	Quality Concept and Perception, Need of Controlling Quality   QC Tools Cause and effect diagram (also known as the "fishbone diagram" or Ishikawa diagram), Check sheet,Control chart, Histogram, Pareto chart, Scatter diagram, Stratification   Quality Control Techniques, Control Charts For Variable and Attributes   Inspection, Acceptance Sampling   Six Sigma Methodology DMAIC Approach   Maintenance Types : Breakdown, Preventive, Predictive, Autonomous Maintenance   Reliability of Equipment, Replacement Analysis  Total Productive Maintenance TPM 8 Pillars
<b>Operational Analytics</b>	Statistics for Engineers and Managers   Descriptive , Prescriptive and Predictive Analytics   Operations Research Optimizations Methods   Product Mix Strategies using Linear Programming   Queuing and Scheduling Simulations in factory   Data Visualization, Interpretation and Decision Making   Use of Free Optimization Engines for Analytics
<b>Modern Techniques of Operation Management</b>	Just in Time Manufacturing   Total Quality Management   Lean Management Computer Integrated Manufacturing System   Enterprise Resource Planning, Cloud ERP   Industry 4.0 , IoT in Business Operations   Linking Operations strategy to Corporate strategy

**Module 3****CERTIFIED LEAN SIX SIGMA GREEN BELT**

Topic	Content Covered
<b>Introduction to Lean Six Sigma</b>	Basics and History of Six sigma   Need of Six sigma tool to any Industry   Six Sigma and organizational Level Hierarchies, Business targets   DMAIC overview and Lean principles, Calculations of six sigma levels   Difference between Lean & six sigma   DMAIC and DMADV /DFSS
<b>Define Phase</b>	Define Phase overview   How to identify the project as Six sigma Green Belt Project   Voice of Customer   Determine CTQ   Develop project charter   Process mapping - SIPOC , COPIS , Flow chart applications   DPMO Calculations and Exercise on Sigma Levels Calculation   COPQ calculations   One Case study on Define phase
<b>Measure Phase</b>	Measure phase Overview   Data Types   Basics on Probability and statistics definitions   Population and sampling   Data collection Plan   Gemba Audit   Measurement system Analysis basics   Process capability Indices and calculations on Cp , Cpk.   One case Study on Measure Phase
<b>Analyse Phase</b>	Analyse Phase overview   Data Analysis   Histogram , Box Plot , Project Examples   Root Cause Analysis -Cause and effect diagram , Why Analysis (5 Whys)   Hypothesis testing, Basics on each tool applications   Minitab oriented case study on Hypothesis testing a. One sample T test b. Two sample T test
<b>Improve Phase</b>	Improve Phase overview   Generating creative solution ideas concepts   Lean Tools application while selecting solutions   FMEA Concept   Basics on Design of Experiments   Case study on Improve phase
<b>Control Phase</b>	Control Phase overview   Statistical Process Control (SPC)   Control Charts and different types of charts and applications   Applications of Lean tools in control phase   Standardization , Horizontal Deployment concept   Control Plan , Work instructions   Case study on Control Phase

**Module 4****CERTIFIED LEAN SIX SIGMA BLACK BELT**

<b>Overview of Lean Six Sigma</b>	Pre –Requirements/Requisites for LSSBB Course   Difference Between Green Belt and Black Belt and Master Black Belt   Roles and Responsibilities of Six Sigma Teams in each level   Data Driven Six sigma concepts and traditional Quality concepts   How to Select Project as Black Belt project
<b>Define Phase</b>	Define Phase overview for DMAIC , DFSS   Concept of DMAIC , DFSS for any project   VOC , Quality Function deployment   Kano Model   Concept of DMAIC , DFSS Projects and Examples   Case study project on DFSS project
<b>Measure Phase</b>	Measure phase Overview   Data Types and Measures of Central tendency   Dispersion concept   Central Limit Theorem   Measurement system Analysis Concept   Gage R&R Concept   Continuous MSA , Attribute MSA   Normal and Non Normal data   One case Study on Measure Phase



Topic	Content Covered
Analyse Phase	Analyse Phase overview I Data Analysis I Normal data I Non Normal data I How to check Normality in data through Minitab I Hypothesis Testing Criteria I Null and Alternate Hypothesis I Type I Error Type II Error I Significance Level ( $\alpha$ ), $\beta$ and Power I P Value, and Acceptance and Rejection Conditions I Sample Size Determination for Tests, Sample z Test, Test of Equality of Variances I Sample t Test, Paired T Test I Correlation, Regression Analysis I Simple/Linear Regression Analysis I Multiple Regression Analysis I Anova - 1 way Anova I 2 way Anova with replicates I Non Parametric Hypothesis Test a. Mann Whitney Test b. Wilcoxon Test c. Kruskal Wallis d. Mood's Median I Case study on each tool through Minitab
Improve Phase	Improve Phase overview I Solution Generation, Design of Experiments a. Generate solutions, Brainstorming the solutions prioritization b. Out of the box thinking c. Design of experiments I Design of Experiments a. Two Level factorial experiments b. Full factorial experiments c. DOE with Curvature d. Response surface methods i Piloting techniques and FMEA analysis a. Risk Mitigation b. Test solutions c. Pilot solutions d. Refine solutions e. FMEA, Error proofing I Measurement System Reanalysis a. Gage R & R b. Cost benefit analysis I Case study on applicable tools through Minitab
Control Phase	Control Phase overview I Statistical Process control a. SPC Chart selection b. SPC Chart analysis I Documentation I Control Plan I Case study on applicable tools through Minitab

## Module 5

## SUPPLY CHAIN ANALYTICS

Topic	Content Covered
Supply Chain Analytics	Forecasting- Time Series methods, Aggregate Planning- Chase, Level and Hybrid strategy, Trend Analytics, Supply analytics, Inventory analytics, Demand analytics, Logistics and Distribution Analytics and practical case studies

IIBM gave me opportunity to work and learn. The online classes are very useful and informative. Study materials are damn good. Language is easy to understand. The certificate courses has helped me in promotion as well.

Thank You IIBM.

**RAHUL KUMAR**

**Sr. Executive Flight Safety**

**BIG CHARTER PVT. LTD. (flybig)**



# CAPSTONE PROJECTS

## Logistics and Supply Chain Management

Detailed working of any company and interdependence of various departments in the company
Comprehensive analysis of end to end supply chain of Apple, GE Healthcare, Amazon & McDonalds
Freight Calculation for various modes of transport by using various online relevant platforms
Warehouse Design and Layout selection
Inventory Control by using Selective Inventory Control Techniques like ABC, VED, FSN analysis etc.
Inventory Reduction through Consolidation ( Centralization) and SKU rationalization (Postponement )
Supplier Selection by using Multicriteria Decision Making tool AHP
Supply Chain Network Optimization by using Microsoft's Solver ADD-In
Supply Chain Optimization by using IT and Technology
Implementation of Sustainable Supply Chain practices
Supply Chain Analytics based Projects in Inventory / Supply / Demand Planning

## Operations Management

Process Planning
Demand Forecasting
Aggregate & Capacity Planning
Operations Scheduling
Material Requirement Planning
Line Balancing
Sales & Operation Planning
Optimization using Microsoft Solver

It was such a great experience to be a student in IIBM Institute. It's been a great experience for me and learning with this institution is awesome.



I prefer to all the candidates who are looking for an institution management certification, IIBM Institute is the best solution. Learning through online mode is so easy and very effective. Lectures are very easy to learn and with an easy language.

My experience here is good. Thanks to the IIBM Institute !

**-RAJENDRA KUMAR JANGID**

**Centre Head**

**AMERICAN INSTITUTE PVT. LTD.**

## COURSE HIGHLIGHTS

- Video Tutorials : 80+ Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 15+
- No. Of Quiz : 400+

## ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

## COURSE DURATION

11 Months

## CURRICULUM

**MODULE 1** Total Quality Management

**MODULE 2** Certified Lean Six Sigma Green Belt

**MODULE 3** Certified Lean Six Sigma Black Belt

**MODULE 4** Business Analysis

## COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

<b>Installment</b> Rs. 54,000 + GST 18 % applicable				
Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

## CERTIFICATE AWARDED

- Master Program in Total Quality Management
- Business Data Analyst

# CURRICULUM

Module 1 TOTAL QUALITY MANAGEMENT	
Topic	Content Covered
TQM Basics & philosophies	Concepts Introduction   Development of the Importance of Quality Management   Quality and Public; Factors Affecting Quality   Total Quality Management: Introduction   Approach to Quality: Deming, Juran, Crosby, Kaizen, Shigeo Shingo, Ishikawa, Taguchi
TQM Principles & Quality Circles	Strategic quality planning   Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward   Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen   Supplier partnership – Partnering, Supplier selection, Supplier Rating   Quality circles Introduction & History   Quality circles Implementation   Quality circles Problem solving methodology
TQM Tools & Techniques	The seven traditional tools of quality   New management tools   Bench marking – Reason to bench mark, Bench marking process   FMEA   Control Charts –process Capability   QFD   Taguchi Quality Loss function   TPM –Concepts
Six Sigma Overview & Black Belt	Six Sigma Overview   Define Phase   Measure Phase   Analyse Phase   Improve phase   Control phase   Minitab Introduction and Applications
Quality Standards	Quality systems   Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation   ISO 14000 – Concepts, Requirements and Benefits   TQM Implementation in manufacturing Sector
Module 2 CERTIFIED LEAN SIX SIGMA GREEN BELT	
Topic	Content Covered
Introduction to Lean Six Sigma	Basics and History of Six sigma   Need of Six sigma tool to any Industry   Six Sigma and organizational Level Hierarchies, Business targets   DMAIC overview and Lean principles, Calculations of six sigma levels   Difference between Lean & six sigma   DMAIC and DMADV /DFSS
Define Phase	Define Phase overview   How to identify the project as Six sigma Green Belt Project   Voice of Customer   Determine CTQ   Develop project charter   Process mapping - SIPOC , COPIS , Flow chart applications   DPMO Calculations and Exercise on Sigma Levels Calculation   COPQ calculations   One Case study on Define phase
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Topic	Content Covered
Analyse Phase	Analyse Phase overview I Data Analysis I Histogram , Box Plot , Project Examples I Root Cause Analysis -Cause and effect diagram , Why Analysis (5 Whys) I Hypothesis testing, Basics on each tool applications I Minitab oriented case study on Hypothesis testing a. One sample T test b. Two sample T test
Improve Phase	Improve Phase overview I Generating creative solution ideas concepts I Lean Tools application while selecting solutions I FMEA Concept I Basics on Design of Experiments I Case study on Improve phase
Control Phase	Control Phase overview I Statistical Process Control (SPC) I Control Charts and different types of charts and applications I Applications of Lean tools in control phase I Standardization , Horizontal Deployment concept I Control Plan , Work instructions I Case study on Control Phase

### Module 3

## CERTIFIED LEAN SIX SIGMA BLACK BELT

Overview of Lean Six Sigma	Pre –Requirements/Requisites for LSSBB Course I Difference Between Green Belt and Black Belt and Master Black Belt I Roles and Responsibilities of Six Sigma Teams in each level I Data Driven Six sigma concepts and traditional Quality conceptsHow to Select Project as Black Belt project
Define Phase	Define Phase overview for DMAIC , DFSS I Concept of DMAIC , DFSS for any project I VOC , Quality Function deployment I Kano Model I Concept of DMAIC , DFSS Projects and Examples I Case study project on DFSS project
Measure Phase	Measure phase Overview I Data Types and Measures of Central tendency I Dispersion concept I Central Limit Theorem I Measurement system Analysis Concept I Gage R&R Concept I Continuous MSA , Attribute MSA I Normal and Non Normal dataOne case Study on Measure Phase
Analyse Phase	Analyse Phase overview I Data Analysis I Normal data I Non Normal data I How to check Normality in data through Minitab I Hypothesis Testing Criteria I Null and Alternate Hypothesis I Type I Error Type II Error I Significance Level ( $\alpha$ ) , $\beta$ and Power I P Value, and Acceptance and Rejection Conditions I Sample Size Determination for Tests , Sample z Test ,Test of Equality of Variances I Sample t Test ,Paired T Test I Correlation ,Regression Analysis I Simple/Linear Regression Analysis I Multiple Regression Analysis I Anova -1 way Anova I 2 way Anova with replicates I Non Parametric Hypothesis Test a. Mann Whitney Test b. Wilcoxon Test c. Kruskal Wallis d. Mood's Median I Case study on each tool through Minitab
Improve Phase	Improve Phase overview I Solution Generation, Design of Experiments a. Generate solutions , Brainstorming the solutions prioritization b. Out of the box thinking c. Design of experiments I Design of Experiments a. Two Level factorial experiments b. Full factorial experiments c. DOE with Curvature d. Response surface methods i Piloting techniques and FMEA analysis a. Risk Mitigation b. Test solutions c. Pilot solutions d. Refine solutions e . FMEA, Error proofing I Measurement System Reanalysis a. Gage R & R b. Cost benefit analysis I Case study on applicable tools through Minitab

Topic	Content Covered
Control Phase	Control Phase overview   Statistical Process control a. SPC Chart selection b. SPC Chart analysis   Documentation   Control Plan   Case study on applicable tools through Minitab
<b>Module 4 BUSINESS ANALYSIS</b>	
BA Introduction and Fundamentals	Business Analyst – Who, What, Why?   BA – qualities, skills, roles, responsibilities   Fundamentals of Business Analysis Hierarchical Structure of IT Team   IIBA, BABOK, CBAP, CCBA Overview   CMMI Overview   Project Stakeholder   Types of Stakeholder   Software Project and Types of Software Project   Software Contract and Types of Software Contract
Software Development Life Cycle (SDLC)	Introduction of SDLC   Need of a BA in SDLC   Phases of SDLC "SDLC Methods --> Waterfall Model and Agile, Scrum --> Iterative and Incremental --> V Model and Spiral Model" "SDLC --> Pre-requisites and Activities --> Common Criteria and Deliverables" Software Maintenance lifecycle model Software testing lifecycle model
Requirement Engineering	Why do we need good Requirements   Why do Project Fail?   Importance of Requirement – Statistics   What is Requirements Engineering   Role of a Business Analyst
Requirements	What are requirements? And Characteristics of Requirements   Types of Requirements   Business Requirements   User Requirements and System Requirements   Functional Requirements and Non-Functional   Requirements   Implementation Requirement and UI Requirements
Requirements Process Flow and Requirements Framework	Initial Exploration   Form Business Requirements   Provide Solution to satisfy Business Requirements   Create Functional Specifications/ Use Cases   Validate Requirements with Customer   Form SRS and Seek Approval Requirements Framework
Requirements Elicitation	Sources of Requirement Elicitation   Skills for Requirement Elicitation   Stakeholder Identification   Surveys and Questionnaire   Interviewing and Focus Group Interviews Brainstorming and Reverse Engineering   Prototyping and Wire Frames   JAD – Joint Application Development   Observation and Task Analysis   Domain Analysis and Personal Challenges in Requirement Elicitation
Requirements Analysis	Classifying and Prioritizing Requirements   Fish Bone Diagram – Causal Effect   Pareto's Diagram – 80:20 Rule   Moscow Prioritization   Kano Analysis   Requirements Allocation and Validation   Requirements Pre-Review and Review Requirements Walkthrough and Sign Off

Topic	Content Covered
<b>Requirements Specification</b>	How to write Business Requirement document?   How to write Software Requirement specification   Introduction to Software Requirement Specification   Understanding SRS syntax with IEEE Standards   What are Use Case and Use Case Narrative?   Relationship between Use Cases   How to write Use Cases?   Use Case Narrative Flows - Primary Flow, Alternative Flow,   Exceptional Flow   Activity Diagram, Class Diagram, E-R Model, Sequence Diagram, State Diagram, Collaboration Diagram
<b>Requirement Engineering Project with Cases – Phase 1</b>	Business Process of existing system   GAP Analysis – PIECES Framework   Domain Properties and Stakeholders Feasibility Study   Evaluation of Alternatives using Cost – Benefit Analysis
<b>Requirement Engineering Project with Cases – Phase 2</b>	Use case Description and Use Case Diagram   Activity Diagram   What are Use Case and Use Case Narrative?   Relationship between Use Cases   How to write Use Cases? Use Case Narrative Flows - Primary Flow, Alternative Flow, Exceptional Flow   Pre-condition, Post-condition, Exception handling and Triggers
<b>Requirement Engineering Project with Cases – Phase 3</b>	Sequence Diagram   Class Diagram   Software Requirement Specification
<b>Scope Management</b>	Different dimensions of scope   Managing Scope at different stages of the Project   Product Scope and Project Scope   Issues in scope management   Measurement of Scope and Metrics
<b>Risk Management</b>	Steps in Risk Management   Risk Identification   Risk Analysis and Prioritization   Risk Response – Strategy, Actions & Response Owners   Risk Monitoring and Control Risk Management Documents
<b>Estimation Management</b>	Introduction to Estimation   The Importance of Estimation   What is Estimation?   The Estimation Process Overview Problems with Estimations   Estimation Techniques
<b>Customer Expectation Management</b>	Importance of CEM   Traditional and modern view   Understanding Customer and Managing Expectations   Issues in Customer Expectation Management   Handling Difficult Situations   Expectation Management Life-Cycle
<b>Quality Process Awareness</b>	Quality Management System   Concept of Quality   Metrics and Measurements   Defect Preventions   Defect analysis tools and techniques
<b>Business Communication Management</b>	Communication: Introduction   Email Communication   Teleconference and Meetings   Assertiveness and Scenarios
<b>Requirement Process, Planning and Management</b>	Understanding IT project hierarchy   Project Charter and Requirements Process   RACI Matrix and Requirements Planning   Work Efforts & Estimations   Managing Requirements   BA's plan to feed into Project Plan
<b>Prototyping</b>	Define prototyping and importance of prototyping   Types of Prototyping   Prototyping as methodology   User Interface Prototyping   Advantage and Disadvantages of Prototyping

Topic	Content Covered
<b>BA Deliverables - Documentation and Templates</b>	Business Requirement Document (BRD)   Use case document (USD)   Software Requirement Specification Document (SRS)   Change Request Process Document   Functional Requirement Specification (FSD)   Business Process Questionnaire Document   Project Requirement Management and development process Document   Scope management Document   Requirement Traceability matrix document
<b>UML Diagram</b>	Use Case Diagram and Class Diagram   Sequence Diagram and Collaboration Diagram   Activity Diagram and State Diagram
<b>Business Analysis Tools</b>	Rational Requisite Pro   Microsoft Visio – UML Tool   Team Foundation Server (TFS)   JIRA – Agile Tool   SVN – Configuration Management Tool   Axure – Prototype Tool
<b>Agile Methodologies</b>	The Product Backlog Creation   High-level Project and Process Plan   Sprint Planning Meeting   The Sprint and Daily Scrum Meetings   Sprint Review Meeting   Sprint Retrospective   Next Sprint and Repeat   Post-Sprint Functional Testing by PO   Pre-release Testing prior to Release to Customer   Release to Customer
<b>Business Analysis Process</b>	Requirement Development Process – For New Development Project   Requirement Management Process – For Maintenance Project   Change Request (CR) Process
<b>Software Project Management</b>	What is Project Management?   Project Management Phases   Project Management Knowledge Areas   Project Management Tools
<b>BABOK Structure – CBAP Certification Knowledge Areas</b>	BABOK Introduction   BABOK Knowledge Areas   Business Analysis Planning   Enterprise Analysis   Requirement Elicitation   Requirement Analysis   Solution Assessment and Validation Requirement Management and Communication
<b>Business Analysis Perspectives</b>	Agile Perspectives   Business Intelligence Perspectives   Information Technology Perspectives   Business Architecture Perspectives   Business Process Management Perspectives

# CAPSTONE PROJECTS

<b>Lean Six Sigma Management</b>	Lean Six Sigma Project in Manufacturing Process
	Lean Six Sigma Project in Non Manufacturing Process
	Lean Six Sigma Project in Service Sector
	Lean Six Sigma Project in Pharmaceutical
<b>Business Analysis</b>	Online Recruitment Process



### 3. MASTER PROGRAM IN LEAN SIX SIGMA MANAGEMENT

#### COURSE HIGHLIGHTS

- Video Tutorials : 140+ Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 15+
- No. Of Quiz : 800+

#### ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

#### COURSE DURATION

11 Months

#### CURRICULUM

**MODULE 1** Lean Six Sigma Management

**MODULE 2** Minitab- Statistical Software Tool

**MODULE 3** Digital Transformation

**MODULE 4** Certified Lean Six Sigma Green Belt

**MODULE 5** Certified Lean Six Sigma Black Belt

**MODULE 6** Business Analysis

**MODULE 7** Data Analytics in Lean Six Sigma

#### COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

**Installment** Rs. 54,000 + GST 18 % applicable

Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

#### CERTIFICATE AWARDED

- Master Program in Lean Six Sigma Management
- Lean Six Sigma Black Belt
- Business Data Analyst

# CURRICULUM

Module 1		LEAN SIX SIGMA MANAGEMENT
Topic	Content Covered	
Introduction to Lean Management	Definition of Lean Management   Need of Lean Management in different types of Industries   History of Lean Evolution   Lean Principles and types of wastes   Examples of Wastes in different Industrial scenario	
Lean Management concepts	5S (Basic Lean tool )   Value stream Mapping   Pokayoke   SMED Kaizen , Kanban   Industrial applications of above tools in Manufacturing , Service , Non-Manufacturing sectors	
Lean concept in Manufacturing	Background   Case study of one project in Lean Manufacturing	
Lean Concept in Non Manufacturing (Service/Office)	Background   Case study of One project in Non Manufacturing (Office )   Case study of one project in Service industry	
Key Lean concepts Metrics	Lead time Concept   Cycle time Concept   Lead time concept   OEE concept and application in Industries   Other miscellaneous concepts   Theory of constraints   Lean Maturity Matrix and conclusions	
Key Lean concepts Metrics	Lead time Concept   Cycle time Concept   Lead time concept   OEE concept and application in Industries   Other miscellaneous concepts   Theory of constraints   Lean Maturity Matrix and conclusions	
Module 2		MINITAB - STATISTICAL SOFTWARE TOOL
Topic	Content Covered	
Minitab	Introduction to Minitab tool   Basic statistics in Minitab   All Minitab based applications in Six sigma Green and Black Belt a. Regression Analysis b. ANova c. Hypothesis Testing d. Design Of experiments	
Module 3		DIGITAL TRANSFORMATION
Topic	Content Covered	
Introduction to Digital Transformation	Digital revolution History   The stages of Digital Maturity   Critical factors to consider   Strategic planning in Digital technology   Challenges in driving digital transformation   Importance of Digital transformation in Industries	
Robotic Process Automation	Introduction to RPA   Difference between RPA and other tools   Benefits of RPA   Identify opportunities for Automation   Process Reengineering concepts   Best Practices at Enterprise Level   Case study on RPA in industrial oriented	
Robotic Process Automation		
Cloud and Devops		
Digital Marketing and other digital concept		
Case study related to Digital transformation different applications in industries		

**Module 4****CERTIFIED LEAN SIX SIGMA GREEN BELT**

Topic	Content Covered
<b>Introduction to Lean Six Sigma</b>	Basics and History of Six sigma   Need of Six sigma tool to any Industry   Six Sigma and organizational Level Hierarchies, Business targets   DMAIC overview and Lean principles, Calculations of six sigma levels   Difference between Lean & six sigma   DMAIC and DMADV /DFSS
<b>Define Phase</b>	Define Phase overview   How to identify the project as Six sigma Green Belt Project   Voice of Customer   Determine CTQ   Develop project charter   Process mapping - SIPOC , COPIS , Flow chart applications   DPMO Calculations and Exercise on Sigma Levels Calculation   COPQ calculations   One Case study on Define phase
<b>Measure Phase</b>	Measure phase Overview   Data Types   Basics on Probability and statistics definitions   Population and sampling   Data collection Plan   Gemba Audit   Measurement system Analysis basics   Process capability Indices and calculations on Cp , Cpk.   One case Study on Measure Phase
<b>Analyse Phase</b>	Analyse Phase overview   Data Analysis   Histogram , Box Plot , Project Examples   Root Cause Analysis -Cause and effect diagram , Why Analysis (5 Whys)   Hypothesis testing, Basics on each tool applications   Minitab oriented case study on Hypothesis testing a. One sample T test b. Two sample T test
<b>Improve Phase</b>	Improve Phase overview   Generating creative solution ideas concepts   Lean Tools application while selecting solutions   FMEA Concept   Basics on Design of Experiments   Case study on Improve phase
<b>Control Phase</b>	Control Phase overview   Statistical Process Control (SPC)   Control Charts and different types of charts and applications   Applications of Lean tools in control phase   Standardization , Horizontal Deployment concept   Control Plan , Work instructions   Case study on Control Phase

**Module 5****CERTIFIED LEAN SIX SIGMA BLACK BELT**

<b>Overview of Lean Six Sigma</b>	Pre –Requirements/Requisites for LSSBB Course   Difference Between Green Belt and Black Belt and Master Black Belt   Roles and Responsibilities of Six Sigma Teams in each level   Data Driven Six sigma concepts and traditional Quality concepts   How to Select Project as Black Belt project
<b>Define Phase</b>	Define Phase overview for DMAIC , DFSS   Concept of DMAIC , DFSS for any project   VOC , Quality Function deployment   Kano Model   Concept of DMAIC , DFSS Projects and Examples   Case study project on DFSS project
<b>Measure Phase</b>	Measure phase Overview   Data Types and Measures of Central tendency   Dispersion concept   Central Limit Theorem   Measurement system Analysis Concept   Gage R&R Concept   Continuous MSA , Attribute MSA   Normal and Non Normal data   One case Study on Measure Phase

Topic	Content Covered
Analyse Phase	Analyse Phase overview   Data Analysis   Normal data   Non Normal data   How to check Normality in data through Minitab   Hypothesis Testing Criteria   Null and Alternate Hypothesis   Type I Error Type II Error   Significance Level ( $\alpha$ ), $\beta$ and Power   P Value, and Acceptance and Rejection Conditions   Sample Size Determination for Tests , Sample z Test ,Test of Equality of Variances   Sample t Test ,Paired T Test   Correlation ,Regression Analysis   Simple/Linear Regression Analysis   Multiple Regression Analysis   Anova -1 way Anova   2 way Anova with replicates   Non Parametric Hypothesis Test a. Mann Whitney Test b. Wilcoxon Test c. Kruskal Wallis d. Mood's Median   Case study on each tool through Minitab
Improve Phase	Improve Phase overview   Solution Generation, Design of Experiments a. Generate solutions , Brainstorming the solutions prioritization b. Out of the box thinking c. Design of experiments   Design of Experiments a. Two Level factorial experiments b. Full factorial experiments c. DOE with Curvature d. Response surface methods   Piloting techniques and FMEA analysis a. Risk Mitigation b. Test solutions c. Pilot solutions d. Refine solutions e . FMEA, Error proofing   Measurement System Reanalysis a. Gage R & R b. Cost benefit analysis   Case study on applicable tools through Minitab
Control Phase	Control Phase overview   Statistical Process control a. SPC Chart selection b. SPC Chart analysis   Documentation   Control Plan   Case study on applicable tools through Minitab

## Module 6

## BUSINESS ANALYSIS

BA Introduction and Fundamentals	Business Analyst – Who, What, Why?   BA – qualities, skills, roles, responsibilities   Fundamentals of Business Analysis Hierarchical Structure of IT Team   IIBA, BABOK, CBAP, CCBA Overview   CMMI Overview   Project Stakeholder  Types of Stakeholder   Software Project and Types of Software Project   Software Contract and Types of Software Contract
Software Development Life Cycle (SDLC)	Introduction of SDLC   Need of a BA in SDLC   Phases of SDLC "SDLC Methods --> Waterfall Model and Agile, Scrum --> Iterative and Incremental --> V Model and Spiral Model" "SDLC --> Pre-requisites and Activities -->Common Criteria and Deliverables" Software Maintenance lifecycle model Software testing lifecycle model
Requirement Engineering	Why do we need good Requirements  Why do Project Fail?   Importance of Requirement – Statistics   What is Requirements Engineering   Role of a Business Analyst
Requirements	What are requirements? And Characteristics of Requirements   Types of Requirements   Business Requirements   User Requirements and System Requirements   Functional Requirements and Non-Functional   Requirements   Implementation Requirement and UI Requirements

Topic	Content Covered
<b>Requirements Process Flow and Requirements Framework</b>	Initial Exploration   Form Business Requirements   Provide Solution to satisfy Business Requirements   Create Functional Specifications/ Use Cases   Validate Requirements with Customer   Form SRS and Seek Approval Requirements Framework
<b>Requirements Elicitation</b>	Sources of Requirement Elicitation   Skills for Requirement Elicitation   Stakeholder Identification   Surveys and Questionnaire   Interviewing and Focus Group Interviews Brainstorming and Reverse Engineering   Prototyping and Wire Frames   JAD – Joint Application Development   Observation and Task Analysis   Domain Analysis and Personal Challenges in Requirement Elicitation
<b>Requirements Analysis</b>	Classifying and Prioritizing Requirements   Fish Bone Diagram – Causal Effect   Pareto’s Diagram – 80:20 Rule   Moscow Prioritization   Kano Analysis   Requirements Allocation and Validation   Requirements Pre-Review and Review Requirements Walkthrough and Sign Off
<b>Requirements Specification</b>	How to write Business Requirement document?   How to write Software Requirement specification   Introduction to Software Requirement Specification   Understanding SRS syntax with IEEE Standards   What are Use Case and Use Case Narrative?   Relationship between Use Cases   How to write Use Cases?   Use Case Narrative Flows - Primary Flow, Alternative Flow,   Exceptional Flow   Activity Diagram, Class Diagram, E-R Model, Sequence Diagram, State Diagram, Collaboration Diagram
<b>Requirement Engineering Project with Cases – Phase 1</b>	Business Process of existing system   GAP Analysis – PIECES Framework   Domain Properties and Stakeholders Feasibility Study   Evaluation of Alternatives using Cost – Benefit Analysis
<b>Requirement Engineering Project with Cases – Phase 2</b>	Use case Description and Use Case Diagram   Activity Diagram   What are Use Case and Use Case Narrative?   Relationship between Use Cases   How to write Use Cases? Use Case Narrative Flows - Primary Flow, Alternative Flow, Exceptional Flow   Pre-condition, Post-condition, Exception handling and Triggers
<b>Requirement Engineering Project with Cases – Phase 3</b>	Sequence Diagram   Class Diagram   Software Requirement Specification
<b>Scope Management</b>	Different dimensions of scope   Managing Scope at different stages of the Project   Product Scope and Project Scope   Issues in scope management   Measurement of Scope and Metrics
<b>Risk Management</b>	Steps in Risk Management   Risk Identification   Risk Analysis and Prioritization   Risk Response – Strategy, Actions & Response Owners   Risk Monitoring and Control Risk Management Documents
<b>Estimation Management</b>	Introduction to Estimation   The Importance of Estimation   What is Estimation?   The Estimation Process Overview Problems with Estimations   Estimation Techniques
<b>Customer Expectation Management</b>	Importance of CEM   Traditional and modern view   Understanding Customer and Managing Expectations   Issues in Customer Expectation Management   Handling Difficult Situations   Expectation Management Life-Cycle

Topic	Content Covered
Quality Process Awareness	Quality Management System   Concept of Quality   Metrics and Measurements   Defect Preventions   Defect analysis tools and techniques
Business Communication Management	Communication: Introduction   Email Communication   Teleconference and Meetings   Assertiveness and Scenarios
Requirement Process, Planning and Management	Understanding IT project hierarchy   Project Charter and Requirements Process   RACI Matrix and Requirements Planning   Work Efforts & Estimations   Managing Requirements   BA's plan to feed into Project Plan
Prototyping	Define Prototyping and Importance of prototyping   Types of Prototyping   Prototyping as methodology   User Interface Prototyping   Advantage and Disadvantages of Prototyping
BA Deliverables - Documentation and Templates	Business Requirement Document (BRD)   Use case document (USD)   Software Requirement Specification Document (SRS)   Change Request Process Document   Functional Requirement Specification (FSD)   Business Process Questionnaire Document   Project Requirement Management and development process Document   Scope management Document   Requirement Traceability matrix document
UML Diagram	Use Case Diagram and Class Diagram   Sequence Diagram and Collaboration Diagram   Activity Diagram and State Diagram
Business Analysis Tools	Rational Requisite Pro   Microsoft Visio – UML Tool   Team Foundation Server (TFS)   JIRA – Agile Tool   SVN – Configuration Management Tool   Axure – Prototype Tool
Agile Methodologies	The Product Backlog Creation   High-level Project and Process Plan   Sprint Planning Meeting   The Sprint and Daily Scrum Meetings   Sprint Review Meeting   Sprint Retrospective   Next Sprint and Repeat   Post-Sprint Functional Testing by PO   Pre-release Testing prior to Release to Customer   Release to Customer
Business Analysis Process	Requirement Development Process – For New Development Project   Requirement Management Process – For Maintenance Project   Change Request (CR) Process
Software Project Management	What is Project Management?   Project Management Phases   Project Management Knowledge Areas   Project Management Tools
BABOK Structure – CBAP Certification Knowledge Areas	BABOK Introduction   BABOK Knowledge Areas   Business Analysis Planning   Enterprise Analysis   Requirement Elicitation   Requirement Analysis   Solution Assessment and Validation Requirement Management and Communication
Business Analysis Perspectives	Agile Perspectives   Business Intelligence Perspectives   Information Technology Perspectives   Business Architecture Perspectives   Business Process Management Perspectives

## Module 7

## DATA ANALYTICS IN LEAN SIX SIGMA

Topic	Content Covered
Fundamental of Data Analytics	Data Analytics across Domains   What is Analytics?   Types of Analytics   AI vs ML vs DL vs DS



Topic	Content Covered
Basics concepts in Statistics for Data Analytics	Introduction to statistics and Central Limit Theorem   Measures of Central Tendencies and Measures of Spread   Descriptive Statistics with Real Time Examples   Measuring Scales   Inferential Statistics with Real Time Examples
Advanced concepts in Statistics for Data Analytics	Hypothesis Testing and Goodness of Fit test   Introduction to Statistical Tests Statistical Test with Real Time Example   Analysis of Variance(ANOVA) & Analysis of Covariance(ANCOVA)   Probability Theory for Data Analytics  Types of Probability Distribution
Python essential for Data Science	Python Intro,IDE and Python Packages   Python Programming   Python Data Types - Dictionary, List and Set   Numpy Packages - Array Handling and Manupulation   Pandas Packages - Dataframe and Loading Excel, CSV File   Matplotlib Packages - Line graph and Visualisation   Histogram, Scatter Diagram, Box Plot and Bar Graph   Area Chart, Dual Axis, Array reshaping, reverse matrix analysis   Python - Operators and String Manupulation   Control Structures (IF,IF-ELSE,IF-ELIF-ELSE,WHILE & FOR LOOP) Python - Data Preparation Process Python - Functions WITH and WITHOUT arguments Python - File Processing and Data Collection Methods Python - Time Series Analysis and Forecasting Python - Simple Predictive Analysis
Data Science With Python	Data Science with Python   Data Science Application across Multiple Domain and Business Function   Data Science Project LifeCycle   Multiple Predictive Model using Python   Python - Simple and Multiple Predictive Model in Practical   Python Correlation Analysis   Python Classification Model Building Data Science - Experimental Design Analysis   Classification Technique - Discriminant Analysis   Data Science - Association Rule - Apriori Algorithm   Data Science - Building Recommendation System - (Market Basket Analysis)   Data Architecture Design, Data Warehousing and it's Schema Design   Image Processing and Image Extraction   Image Processing and Object Recognition Summarisation of Data Science Algorithm (Data Science Process)

# CAPSTONE PROJECTS

Lean Six Sigma Management	Lean Six Sigma Project in Manufacturing Process
	Lean Six Sigma Project in Non Manufacturing Process
	Lean Six Sigma Project in Service Sector
	Lean Six Sigma Project in Pharmaceutical
Business Analysis	Online Recuitment Process

## COURSE HIGHLIGHTS

- Video Tutorials : 55 Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 5+
- No. of quiz : 200+

## ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

## COURSE DURATION

11 Months

## CURRICULUM

**MODULE 1** Export and Import Management

## COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

<b>Installment</b> Rs. 54,000 + GST 18 % applicable				
Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

## CERTIFICATE AWARDED

- Master Program in Export and Import Management

# CURRICULUM

## Module 1

## EXPORT AND IMPORT MANAGEMENT

Topic	Content Covered
<b>Policy framework for India's Foreign Trade in pre- and post-liberalization era</b>	Policy framework for India's Foreign Trade in pre- and post-liberalization era Export-Import, Policy  Infrastructural support for India's foreign trade; policy formulation  Consultative and deliberative bodies  EPCs commodity boards and product development authorities  Support organizations and services: IIFT; ITPO  export inspection agencies  Indian Council of Arbitration; FIEO; Commercial Representatives Abroad  State Governments and their role ,Canalization Policy and role of public sector organizations
<b>Setting up Export Company</b>	Setting up Export Company: IEC Number / RCMC from Export Promotion Council  Benefits and costs; Export Sales Contracts: terms and conditions; terms of shipment  Processing of export order  Documentation: Proforma invoice; commercial invoices and its attestation  Packing list  Inspection Certificate  Certificate of Origin Shipping Bills  AR4 Form  Mate's Receipt  GR Form  Marine Insurance Policy  ECGC Policy  Bill of Exchange  Bank Realization Certificate  Bill of Lading  Airway Bill  BSP Certificate / Special Consular Invoice and other related documents
<b>Modes of Transport in Export Import Business</b>	Sea   Air   Rail   Road   Pipeline   Multi Modal Transport  ICD
<b>Methods and terms of payments for exports</b>	Credit and foreign exchange risks: procedure for filing claims  Quality control and pre-shipment inspection  Excise and custom clearance  Export incentives: major incentives and procedures for claiming them  Procurement for exports: planning and methods of procurement for exports  Custom clearance of imports: regulations and procedures  Managing risks involved in importing  Duty exemption schemes: objectives  Benefits procedures and documentation  Schemes for import of capital goods: procedures for new/second hand capital goods
<b>Overview of various export promotion schemes</b>	Merchandise Exports from India Scheme (MEIS), Export Credit and Guarantee Corporation (ECGC), Duty exemption & Remission Schemes, Advance Authorization Scheme Advance Authorization for annual requirement, Duty Free Import Authorization (DFIA) Scheme, Duty Drawback of Customs, Interest Euqlisation Scheme (IES), EPCG SCHEME Zero duty EPCG scheme, Post Export EPCG Duty Credit Scrip Scheme, EOU/EHTP/STP & BTP SCHEMES, Towns of Export Excellence (TEE), Market Access Initiative (MAI) Scheme, Status Holder Scheme, Gold Card Scheme
<b>International Financial Management</b>	Concept  Role of international finance manager in multinational corporations  International financial environment  International transactions and financial market Trade and capital flow  Inflation  Exchange control and currency devaluation  Ex-proprietary action  Different types of risks  Country risk analysis

Topic	Content Covered
<b>Foreign trade financing and insurance schemes</b>	Foreign trade financing and insurance schemes: pre-and post-shipment  Export credit scheme Import financing schemes  Role of EXIM Bank and commercial banks  Export Credit and Foreign Exchange Covers  Financial guarantees  Export/trading/star-trading/superstar trading houses: objective  Criteria and benefits  Procedures and documentation; policy for EOU/FTZ/EPZ units: objectives  Criteria and benefits  Procedures and documentation
<b>Multinational Corporations and their involvement in International Business</b>	Multinational Corporations and their involvement in International Business: Issues in foreign investments, technology transfer, pricing and regulations International collaborative arrangements and strategic alliances. Emerging Developments and Other Issues: Growing concern for ecology; Counter trade
<b>Foreign direct investment and foreign institutional investment</b>	Foreign collaboration trends since liberalization  Financial operations of multinational corporations  Sources and investment  Short, medium & long term; national currency financing  Foreign currency financing  Regional and national development finance  Private investment companies  Multilateral financial institutions: WB/IMF, ADB  Export and import financing: role of commercial banks  Basic instruments  Private non-bank sources of finance
<b>Role of Informational technology in Export Import Business</b>	RFID   Research and Development   ICT  Telecommunication Across Borders  Transportation  Global Human Resources   Advancements in Manufacturing   E-commerce and Digital Payment SystemsSupply Chain Management

The course is very user friendly and even the course materials so nicely designed which makes me feel better in understanding them.

I recommend IIBM Institute to anyone who wants to really grow their career. The experience with IIBM Institute is excellent. Very good, approachable and response from staff is excellent.

Thanks for giving me opportunity to increase my salary and upgrade my qualification.

**-SATYA RAMAKRISHNA KUAR**

**Senior Quantity Surveyor**

**THEME ENGINEERING SERVICES PVT. LTD.**



**COURSE HIGHLIGHTS**

- Video Tutorials : 35+ Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 5+
- No. Of Quiz : 200+

**ELIGIBILITY**

Fresh Graduates/ Diploma in any discipline.

**COURSE DURATION**

11 Months

**CURRICULUM**

**MODULE 1** Project Management

**MODULE 2** Agile Scrum Master

**COURSE FEES**

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

<b>Installment</b> Rs. 54,000 + GST 18 % applicable				
Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

**CERTIFICATE AWARDED**

- Master Program in Project Management

# CURRICULUM

Module 1		PROJECT MANAGEMENT
Topic	Content Covered	
Introduction & Project Environment	What is project I Program I Portfolio I Details of PMP exam	
Role of PM & Processes	Role of PM with respect to Industry I Disciplines I Project I Organization	
Integration Management	Develop Project Charter I Develop Project Management Plan I Direct and Manage Project Work I Manage Project Knowledge I Monitor and Control Project Work I Perform Integrated Change Control I Close Project	
Scope Management	Collect Requirements I Define Scope I Create WBS I Validate Scope I Control Scope	
Schedule Management	Plan Schedule Management I Define Activities I Sequence Activities I Estimate Activity Durations I Develop Schedule I Control Schedule	
Cost Management	Plan Cost Management I Estimate Costs I Determine Budget I Control Costs	
Quality Management	Plan Quality Management I Manage Quality I Control Quality	
Resource Management	Plan Resource Management I Estimate Activity Resources I Acquired Resources I Develop Team I Manage Team I Control Resources	
Communication Management	Plan Communications Management I Manage Communications I Monitor Communications	
Risk Management	Plan Risk Management I Identify Risks I Perform Qualitative Risk Analysis I Perform Quantitative Risk Analysis I Plan Risk Responses I Implement Risk Responses Monitor Risks	
Procurement Management	Plan Procurement Management I Conduct Procurements I Control Procurements	
Stakeholder Management	Identify Stakeholders I Plan Stakeholder Engagement I Manage Stakeholder Engagement I Monitor Stakeholder Engagement	
Module 2		AGILE SCRUM MASTER
Agile Mindset and Principals	This will cover introduction to Agile, Agile Mindset, Agile Manifesto and 12 principal on which Agile is based on I This will also cover other Agile Framework	
Scrum Event and Artifacts	This will cover introduction to Scrum Process Flow I Scrum Framework I Scrum values I Scrum Roles & Responsibilities I Common Artifacts like Product Backlog	
Agile Planning, Monitoring and Control	This will cover introduction will cover Product Incremental I Sprint Planning Sprint Execution I Daily Scrum I Sprint Review Meeting I Retrospective Meeting I Burndown charts	
Scaling Agile	This will cover introduction will cover Agile Framework I Scrum for complex projects and options for Scaled Agile	



# CAPSTONE PROJECTS

## Project Management

Create Project Charter

Stakeholder Assessment Matrix

Procurement- Calculate Cost Payable

## Business Analysis

Burndown Chart

Create Velocity

Sprint Backlog

As a student of IIBM Management Program, I gained both the skills and confidence to thoughtfully use a variety of quantitative approaches in my work. The instructors in each course is patient, understanding and highly skilled.

I would highly recommend this program to anyone wanting to expand their quantitative repertoire and career for the better. It is one of the best investments I have made.

Big thanks to the IIBM Institute.

**-ASHISH MOHANTY**  
Assistance Manager  
**KONKOLA COPPER MINES**

This course with IIBM Institute has helped me expand my horizon in the areas of management. Before taking the course, I was more oriented towards the technical aspects, but with this course, I am able to see other dimensionsof a project and a comapny.

Thanks IIBM team for the support and vision.

**-HEMANT KHANDADE**  
Solution Architect  
**TECH MAHINDRA LTD.**

## COURSE HIGHLIGHTS

- Video Tutorials : 85 Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 10+
- No. Of Quiz : 250+

## ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

## COURSE DURATION

11 Months

## CURRICULUM

**MODULE 1** Accounting and Finance Management

## COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

<b>Installment</b> Rs. 54,000 + GST 18 % applicable				
Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

## CERTIFICATE AWARDED

- Master Program in Accounting and Finance Management

# CURRICULUM

Module 1 ACCOUNTING AND FINANCE MANAGEMENT	
Topic	Content Covered
Accounting in Business	Accounting and Finance functions within business   Financial systems & procedures   The relationship between accounting and other business functions
Financial Accounting	Introduction to Real Annual Report   Introduction to Journal, Ledger, TB, P&L, BS   Creating Journal, Ledger, TB, P&L and BS   Interaction between Journal and Final accounts   Creating Cashflow statements   Introduction to Financial reporting - IFRS   The regulatory framework – IFRS   Explanation to selected IFRS Accounting standards - Inventory, Non-current assets, Intangible assets, Contingent liabilities
Cost & Management Accounting	Introduction to Cost & Management Accounting   Cost classification   Accounting for overheads   Job, batch and Service costing   Process costing   Activity-based costing   Life-cycle costing   Target costing   Marginal costing   Budgeting - Theory   Budgeting - Problem   Standard costing
Financial Management	Introduction to financial management   Investment appraisal techniques   Sources of finance   Dividend policy   The cost of capital   Capital structure
Financial Analysis	Profitability, Solvency, Liquidity Analysis   Activity Analysis, Investibility Analysis   Trend Analysis   Cash Flow Analysis   Comparative Analysis, Common-size Analysis   Overtrading Analysis   Bankruptcy Analysis   Non-Financial Performance Indicators
Strategic Accounting & Finance	Fraud, fraudulent behaviour, and their prevention in business   Accounting Manipulation   Audit and Internal control   Corporate Governance   Integrated Reporting   Future Accountant – Career Guidance

## CAPSTONE PROJECTS

Accounting and Finance	Bankruptcy prediction model: Altman Z Score analysis of a company
	Profitability analysis
	Working capital analysis
	Impact of Gearing on 3 companies
	Analysing application Integrated reporting of an MNC in India vs Indian Company
	Non financial performance indicators used in annual report of an International Not for profit organization vs MNC.

## COURSE HIGHLIGHTS

- Video Tutorials : 170+ Hours
- Doubt Clearing Sessions : Yes
- Case Studies : 15+
- No. Of Quiz : 500+

## ELIGIBILITY

Fresh Graduates/ Diploma in any discipline.

## COURSE DURATION

11 Months

## CURRICULUM

**MODULE 1** Digital Marketing

**MODULE 2** Marketing Management

## COURSE FEES

**Lumpsum Fees** Rs. 48,000 + GST 18 % applicable

**Installment** Rs. 54,000 + GST 18 % applicable

Registration Amount	EMI 1	EMI 2	EMI 3	Exam Fees + GST 18%
10,000	15,000	15,000	14,000	6,000+ 9,720

\*Exam Fees of 6000/- applicable for complete course.

\*EMI has to be paid every month. If not paid, fine of 500/- Rs. is applicable.

## CERTIFICATE AWARDED

- Master Program in Digital Marketing and Sales

Module 1		DIGITAL MARKETING
Topic	Content Covered	
Introduction of Marketing & Digital Marketing	Brief Introduction about Digital Marketing   Scope of Digital Marketing   Who can Learn Digital Marketing	
Website Planning	What is website? & Types of Website   Basics of Html   What is Domain? Different types   How to purchase domain?   What is Hosting ? Different types of hosting   How to purchase hosting?   How to integrate domain to hosting? Introduction to Word press?   How to install word press site using Xampp   How to create categories and pages?   Creating Menus to website?   How to choose themes for website?   How to install themes?   How to Customization Business website theme?   How to Customization Entertainment website theme?   How to create posts?   Installing necessary plugins	
Content Writing	What is Content marketing?   How to get Content ideas?   How to rewrite the content	
Keyword Research	Selection Methods of Best Keywords   Google Keyword planner tool   Google Trends	
Search Engine Optimization (SEO)	What is a Search Engine?   How search engine works?   Structure of SERP   What is SEO?   Types of SEO and Techniques   What is On page?   Factors of on   Meta tags Optimization   Url Optimization   Content Optimization   Image Optimization   How to create Robot. txt _le   How to create Sitemap xml Use of Internal Link & External link   Canonicalization and permalinks   What is Off page ? Factors Link building techniques   Directory Submission   Social book marking submission   Article submission   Forum posting   Guest posting   PDF Submission   Rss Submission   Image Submission   Classified Submission   Video Submission   Blog Commenting   Web 2.0   Press Release Submission   Types of Link Juices	
Local Seo/ Google My Business	What is Local SEO?   How to create Google my business?   How to optimize GMB   How to increase reviews   Increase citation for GMB	
Google Webmaster Tool	Use of Google Webmaster   How to Verify Google webmaster tool to webiste? Crawl – Fetch as Google   How to index pages in search engines using Google Webmaster   What is Data Highlighter?   What is Rich snippets or Schema? What is HTML Improvements?   What is AMP (Accelerated Mobile Pages)?   Site Links   What is Crawl Stats & Crawl Error   How to remove pages from Google Search results   How to Check Robots.txt   Google Index – Index Status	
Bing Webmaster	Verify Ownership   Crawl Errors   How to Remove a URL or Page from the Bing Index?	

Topic	Content Covered
<b>Google Analytics</b>	Introduction to Google Analytics   How to link Google Analytics with your website?   Google data Studio   How to check visitors through Google Analytics?   Difference between Session & Page views   Demographics and Interests Report   Geo Report (Language and Location )   How to check user behavior in Google Analytics?   How to check user browser & from where he is coming to your website?   How to check from where user coming i.e. Organic, Social or direct?   How to create Goals?
<b>Social Media Optimization (SMO)</b>	What is Social Media   Social Media Uses   Different Social Media Platforms   Benefits of social media   What is Social Media Optimization?   Dimensions of Social media images   How to increase the reach of organic posts?   How to increase engagements?   Social media tools   What is Hoot suite and Buffer?
<b>Facebook Marketing</b>	What is Social Media Marketing?  How to Create a Facebook business page? Optimization of Facebook page   How to Connect instagram to fb page?  How to create Facebook Ads?   Struture of Facebook Ads   Different types of ads in Fb   How to run Branding ad?   How to genrate more traffic to website? How to select the right audience   How to use Facebook for lead generation
<b>LinkedIn Marketing</b>	Introduction to LinkedIn Marketing   When to use LinkedIn Marketing?  How to create Company page?   How to Create LinkedIn Ads   How to generate B2B Leads?
<b>Twitter Marketing</b>	Introduction to Twitter Marketing   How to create Twitter ads   Increase followers with Twitter Ads   Increase website visitors through twitter ads App installation with Twitter Ads
<b>Instagram Marketing</b>	Introduction to Instagram Marketing   How to create Instagram ads   How to Generate leads through Instagram Marketing   Drive traffic to your website using Instagram Ads
<b>Search Engine Marketing(SEM)</b>	Introduction to Google Ad Words.   Creating Google Ads Account and settings   Struture of Google Ads   What is Campaign?Types of Campaigns Differnet Goals  Keyword Match Types   How to create Search Ads?   How to select the right keywords for search Ads?   Different methods to control fraud click on your ad
<b>Display Marketing</b>	Introduction to Display Marketing   How to create Banner ads?   Create Re-marketing with Display Ads
<b>Video Marketing ads</b>	Introduction to Video Marketing   Difference between Video Marketing and Video Optimization   What is CPV and CPM   How to promote videos by using Google Ad words   How to promote videos by using Facebook
<b>App Marketing</b>	Introduction to Mobile App Marketing   How to generate downloads through Facebook?   How to target customers through search engine marketing?   How to generate downloads through twitter
<b>Email Marketing</b>	Introduction to Email Marketing   Types of Email Marketing   Mail champ for Email Marketing   Email Template creating   How to setup Newsletter and templates   How to extract customer's data



Topic	Content Covered
<b>Content Marketing</b>	Introduction to Content Marketing   Types of Content Marketing   What is writer   Content Marketing Do's and Don'ts   What is Content Planning   How to find the right keywords for content marketing
<b>Youtube Optimization</b>	How to create youtube channel?   Introduction to Optimization Basics   Different ways to create video   Tools to create video   How to upload video to youtube and setting   Youtube Seo   How to monetize your YouTube video?   How to increase your views on YouTube?   How to use cards in video How to add annotations   Audience Retention. YouTube Analytics   Social media impact on YouTube video ranking
<b>Google Adsense</b>	What Is Google AdSense?  Difference between Google Ad words & Google Analytics   How to create Google AdSense account   Different types of Adunit   Plugin for AdSense integration   Difference between Google AdSense & Affiliate Marketing
<b>Affiliate Marketing</b>	Introduction to Affiliate Marketing   Minimum eligibility for Affiliate Marketing   Methods to start earning from Affiliate Marketing   How to get affiliate links   How to apply for Commission Junction
<b>Earn as a Freelancer</b>	What is mean by Freelancing?   How to get a project on Freelancer?   How to get a project on Upwork?   How to create gigs on Fiverr?
<b>Image Creation</b>	
<b>Ecommerce Marketing</b>	Introduction to Ecommerce Marketing   Basic difference between Normal SEO and e-commerce website SEO   The role of reviews in e-commerce marketing   How to think as a customer   How to increase e-commerce sales through Facebook   Effective strategy plan for the Ecommerce website
<b>How to Write Google Certification exams</b>	
<b>Resume Writing &amp; Job Hunting</b>	

## Module 2

## MARKETING MANAGEMENT

Topic	Content Covered
<b>Basics of Marketing</b>	Nature, Scope and Importance of Marketing   Evolution of Marketing   Core marketing concepts  Marketing Environment: Micro and Macro Environment Target Market and Product Positioning   Bases for Segmenting Consume Markets, Product Positioning Tools   Need and Limitations for Developmentof a New Product   Reasons for Failure of a New Product   Stages in New Product Development and Consumer Adoptions Process   Concept of Product Product Life cycle   PLC marketing strategies   Product Marketing Strategies  Product Classification   Product Line Decision   Product Mix Decision   Concept of Promotion Mix   Distribution: Designing Marketing Channels Channel functions   Types of Intermediaries

Topic	Content Covered
<b>Marketing Research</b>	Definition of Marketing Research   Factors that influence Marketing Research   Scope of Marketing Research   Limitations of Marketing Research   Marketing Research Process   Role of Marketing Research in Marketing decision making   the process of defining the problem and developing an approach   Defining an Marketing Research problem exploratory Descriptive, Casual Research Design, Marketing Research Proposal   Sampling Design Process   Sample Size Determination   Data Preparation   Data Preparation Process
<b>Consumer Behaviour</b>	Defining consumer behaviour   Need for consumer behavior   Rural Consumer Behaviour   Consumer Segmentation   Targeting and Positioning   Segmentation and branding   rural marketing influence for culture, sub culture Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behaviour   Problem Recognition   Search and Evaluation   Purchasing processes   Post purchase behaviour   Models of consumer decision making consumers and the diffusion of innovations
<b>Sales Management</b>	Importance   types of selling   difference between selling and marketing   Sales Activities   Selling Skills   Selling Strategies   Selling Process   Sales Planning Process   Sales Forecasting Methods   Sales Budgeting Process   Sales Force Management - Recruitment and selection   Training, sales force motivation, compensation, sales force control and evaluation   Types of Sales Promotion   Cross Promotion   Distribution Channels   Need for Channels   Channel Intermediaries and Functions   Channel Structure   Channel for consumer products, Channels for Rural Markets
<b>Retail Management</b>	Introduction   meaning of retailing   Economic significance of retailing   Product Retailing vs. Service Retailing   Types of Retailers   Types of Retail Stores Location   Location Based Retail Strategies Target Market and Retail Format   Understanding Merchandising Management   Activities of a Merchandiser   Retail Merchandising Management Process   Introduction to E-retailing   Technology in Retail Marketing Decisions   Structure and developments in E- retailing   Factors influences the growth of E- retailing   Advantages & Disadvantages of E-Tailing, Future of Electronic Retailing
<b>Service Marketing</b>	Services- Concepts  Characterstics   Classification of services   Good vs. Services   Services Marketing Mix   Service Marketing Triangle   Factors responsible for Growth of Services sector   Understanding Consumer Requirements-listening to customers through research   Building customer relationships   Customer Feedback   Service Quality   Gaps model of Service Quality- Customer Gap   Provider Gap and Closing Gap, Participants in Services - Employee's roles in Service Delivery   Customer's roles in Service Delivery   Managing Distribution Channels in Service Industry – Strategies for Distribution

Topic	Content Covered
<b>Advertising and Brand Management</b>	Concept, nature, scope & classification   importance and functions of Advertising   Promotion Mix   Role of Advertising   AIDA model   DAGMAR Approach   Types of Media – Print, Electronic, Other Media   Types of Advertising   Strategy and culture   Brand Personality and Positioning   Brand Life Cycle   Brand Identity   Branding for commodities   Brand ambassadors   Brand as personality   Brand Extension   Brand Positioning   Brand Image Building, Branding impact on buyers-competitors   Brand Loyalty   Brand equity- Role of Brand Manager
<b>Customer Relationship Management</b>	Concepts, Evolution, Need, understanding goals and objectives of CRM   Components of CRM  Benefits, Emergence of CRM practice   CRM Cycle   Stakeholders in CRM   Significance of CRM Types of CRM   Success factors of CRM   Definition, Significance of Customer Satisfaction   Customer Satisfaction Models   Technology Dimensions - E- CRM in Business   Management: Database Construction   Data Warehousing   Data Mining Characteristics   Data Mining tools and techniques   Meaning , significance, Advantages, Important CRM Softwares
<b>International Marketing</b>	Scope   Importance of World Trade, Features, Opportunities and Challenges in International Marketing, Comparison of Domestic with International Marketing   WTO and Globalization  Types - Political, Economic, Social, Legal and Technological Environments   EXIM Policy, Globalization Drivers – Market, Cost, Environmental, Competitive Factors   International Marketing Mix   Pricing Strategies - factors influencing pricing decisions  International Product Life Cycle   Export Documentation   Export Procedures Steps in processing an Export Order
<b>Digital Marketing</b>	Concept   Components of Digital Marketing   Need and Scope of Digital Marketing   benefits of digital marketing   digital marketing platforms   Comparison of Marketing and Digital Marketing   Digital Marketing Trends   Website Marketing   Search Engine Marketing   Online Advertising   Email Marketing   Blog Marketing   Social Media Marketing   Importance of SEM   Understanding Web Search   Keywords   Online Advertising vs. Traditional Advertising   Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format   Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Micro blogging with Twitter   Social Sharing with YouTube   Social Media for Customer Reach   Acquisition and Retention

I Had a great time doing this course and everyone involved in the IIBM Institute has made it a great experience. I look forward to doing more courses with you guys in the future and have been recommending you to everyone I know.



Thank you for all the assistance and feedback, it has been delightful and gratifying.

**-PRAKASH PATIL**

Executive Accounts

**LARSEN & TOURBO SAUDI ARABIA LLC**

# CAPSTONE PROJECTS

## Digital Marketing

Create Your own blog, write content for your niche & post and share in social media

Do keyword research for 5 different companies & search volume for keywords

SEO Project for companies

Create Business page in fb and integrate instagram account and create lead generation ad

Create Facebook ads, Google ads for educational institutes

## Marketing Management

Consumer Behavior - Buying Behavior Of Customers

Effectiveness of Advertising and Sales

Marketing Mix

Advertising and sales promotional activities

Dealers and Retailers Satisfaction

# TOOLS YOU WILL LEARN



# IIBM INSTITUTE PLACEMENT ACTIVITIES

## 1. Job Mailer facility

The placement cell's Job Mailer facility delivers weekly job opportunities through their emails based on the course the candidate completed. It helps in sending applications/sorting job interviews for career progression.

## 2. Live Placement Orientation Sessions

Live interactive sessions by IIBM mentors to assist the candidates on job search and to help them to understand the nuances of getting quick success in the placement procedure. Live sessions are conducted on Sundays and Mondays by their placement experts.

## 3. Career Assistance videos

IIBM Institute Placement Department archived more than 50+ Hours of Recorded course on motivation and career orientation as a free add-on. The video course is offered by many recognized corporate veterans to help the students to build excellent and contemporary careers.

## 4. LinkedIn Profile

Nowadays, LinkedIn plays a vital role in talent hunt by the employers. The scope of it can be optimally extracted only by a career professional. IIBM's career/placement cell guides the students to create an impactful LinkedIn profile to get noticed easily by the Employers.

## 5. Promotional videos

Promotional videos are mailed to all IIBM India students, and these videos will help students to stay focused on the road to success, new job opportunities, and personal grooming. These videos will allow students to stay charged and energized until they crack the job challenge.

## 6. Personalized Guidance by IIBM Institute

The placement officers of IIBM Institute offers their industry experience to help the students get the job. Personalized counselling helps the students to secure a job based on their skill level, basic education qualification and other competencies and preferences. and resume. The guidance can help in getting a better foothold in the industry.

## 7. Mock interviews

IIBM's recruitment experts conduct mock sessions replicating a professional interview session, and it will prepare the candidates to face the most challenging interview sessions. This practice session will help them to finetune the body language, quick answering/responding ability, brush up on your communication skill, etc.

## 8. Resume Preparation

Creating a well-formatted resume helps in pulling the attention of the employers. IIBM offers professional guidance and training for creating a well-formatted resume to attract the best review/impression from potential employers.

# MENTORSHIP

Our Industry mentor and a dedicated placement team will guide you with :

## ACADEMIC ASSISTANCE

- Provide unparalleled support and guidance.
- Help execute in- class assignments and case studies.
- Discuss & identify learning gaps and other solutions such as refresher sessions and one-on-one project feedback.

## CAREER ASSISTANCE

- Maintain close interaction with students during the career assistance and placements phase of the program.
- Talk you through industry insights and best practices.
- Provide you with interview tips and job search advice.

## MONITOR PROGRESS

- Set learning Goals.
- Discuss your progress status with trainers and other industry mentors on a regular basis to ensure consistent advancement.

# PROGRAM FACULTY & TRAINERS

ANKIT WALIA



7 years of rich and extensive experience in Institution Management.  
Had worked with different teaching and non-teaching organization.  
**Qualifications:** MBA

MUGULA PARSHURAM YADAV



7 + Years Experience as Digital Marketing Analyst  
**Qualifications:** B. Tech (Electrical and Electronics)





### GAJANAN GAMBHIRE

Assistant Manager Purchase & Supplier Development  
9+ Years Experience (Industry Exp. 2.5 Years + Academic & Research Exp. 6.5 Years)

**Qualifications:** Masters (Industrial Engg.), B.E ( Mechanical)



### MANDAR A. DESHPANDE

1. Result oriented Project Manager with 16+ years of experience managing and delivering Business Intelligence / Data warehousing/ Data Analytics projects.
2. Experience in Training in Project Management Methodologies including PMP,CAPM, Agile, Scrum, Kanban, Business Analysis.
3. Experience in Training Project Management Tools like JIRA, Microsoft Project.
4. Conducts technology workshop for BI tools like Tableau, Power BI

**Qualifications:** Master in computer science



### RAJESH.M

1. Has been associated with industries, training institutes as consultant in the areas of 5S , Six sigma , Lean certification , Quality Improvement.
- 2.Trainer for CII (Confederation of Indian Industries) – Andhra Pradesh for Quality tools, Six sigma.

**Qualifications:** Master degree in Production technology  
Bachelor degree in Mechanical Engineering, Diploma in Training & Development, currently doing MBA program in Data Analytics and Business Excellence.



### RAJENDRA BABU DARA

- 1.13 years of Experience, as a Marketing Manager in corporates and Industry.
2. Attended Several Faculty Development Programs, International and National Seminars.

**Qualifications:** Post Graduate Diploma In Marketing Management, M.com, MBA, B.Com



### ANUBHAV SINGH

11+ years of Teaching and Research Experience in IIM Lucknow, Lucknow University, Lovely Professional University, Amity University and Sharda Institute.

Mentored more than 1k+ students for UGC NET in Commerce, Management and Economics Students  
Cracked UGC NET/JRF 4 times in Commerce and Management

Published more than 20 research Paper in indexed Journals like Scopus, Thomsom Reuters , UGC Care and UGC List

**Qualifications:** MBA ( International Business ) M.com ( IB )  
MA ( Economics )  
Ph.D ( Applied Economics)



### R. SHYAM PRASAD

- 3 Years of experience as Assistant Professor in
- Management Accounting
- Financial Management
- Basics of Financial Accounting
- Business Management
- 0.5 Years of experience as Lecturer in
- Security Analysis & Portfolio Management
- Accounting & Financial Management (MCA)
- Accounting for Managers

**Qualifications**

PhD (Marketing) - Pursuing

## PLACEMENT MENTORS

### ANOOP MATHEW



He has trained more than 500 teachers on Engineering Pedagogy and Digital Transformation. He guided nearly 60 PG projects and 40 UG projects. He dealt teaching engineering to approximately 1500 students in his teaching career.

**Qualifications:** M.Tech (power electronics), MBA-HR, PhD in power quality improvement

### DEVENDRA KUMAR



He is an extra ordinary performer in the field of training & placements from last 8 years . He has worked with many well known colleges/Universities, Has got exceptional performance award in the domain of students career counseling and mentoring. With high level of networking in corporates.

**Qualifications:** M.B.A(Marketing & Finance

**NOTE\*** : Faculty & Curriculum can change as per prevailing conditions

## DIVERSE JOB POSITIONS

Supply Chain Manager

Quality Process Manager

Operations Analyst

Lean Six Sigma Consultant

Business Analyst

Project Engineer

Search Engine Optimizer

Sales Manager

Export Accounting Manager

Import/Export & Material Planning

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