



# **Syllabi**

## **Skill Based Short-Term Courses**

**Livelihood Business Incubator (LBI)**  
**Centre for Innovation and Entrepreneurship**  
**Jamia Millia Islamia**  
**New Delhi - 110025**

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# **Entrepreneurship Development Program (EDP)**

## **30 Hours**

### **Unit 1: Foundations of Entrepreneurship (6 Hours)**

- Meaning and Definition of Entrepreneurship
- Importance and Need for Entrepreneurship in Economic Development
- Qualities and Characteristics of Successful Entrepreneurs
- Stages in the Entrepreneurial Journey
- Types of Entrepreneurial Ventures
- Entrepreneurial Motivation and Case Discussions

### **Unit 2: Business Planning & Business Model Canvas (6 Hours)**

- Meaning and Purpose of a Business Plan
- Structure and Format of a Business Plan
- Importance of Planning for Startups and Small Businesses
- Introduction to Business Model Canvas (BMC)
  - 9 Elements of BMC
  - Difference Between BMC and Business Model Plan (BMP)
- BMC for Small vs. Large Businesses
- Case Studies Based on BMC

### **Unit 3: Marketing & Digital Marketing Essentials (6 Hours)**

- Introduction to Marketing: Nature, Scope, and Importance
- Marketing Philosophies and Concepts
- Marketing Mix: The 4Ps and Practical Applications
- Case Study: Application of Marketing Mix
- Introduction to Digital Marketing
  - Traditional vs. Digital Marketing
  - Benefits and Strategies
- Key Components: SEO, SEM, SMM, Email, Content, and Affiliate Marketing

### **Unit 4: Management & Forms of Business Organization (6 Hours)**

- Principles and Concepts of Management
- Need and Importance of Management in Entrepreneurship
- Types of Business Organizations:
  - Sole Proprietorship
  - Joint Hindu Family
  - Partnership vs. LLP
  - One Person Company (OPC) vs. Sole Proprietorship
  - Private vs. Public Limited Company
  - Co-operative Societies
- Choosing the Right Business Structure

### **Unit 5: Basics of Financial Management (6 Hours)**

- Introduction to Financial Management and Accounting
- Overview of Microeconomics and Macroeconomics for Entrepreneurs
- Budgeting and Financial Planning

- Understanding Financial Statements (Income Statement, Balance Sheet, Cash Flow)
- Sources of Business Funding
- Case Discussions: Financial Challenges in Startups

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## **Cybersecurity**

**60+30 Hours**

### **Unit 1: Introduction to Cybersecurity (12 Hours)**

- Introduction to Cybersecurity
- Need and Scope of Cybersecurity
- History of Cybersecurity and the Internet
- Cybersecurity Frameworks and Standards
- Cybersecurity Challenges in the Modern Era
- Cybersecurity as a Career: Opportunities and Growth
- Case Studies and Discussion Sessions

### **Unit 2: Fundamentals of Cybersecurity & Networking (12 Hours)**

- Types of Hackers: White, Black, Grey Hat
- Essential Skills for Cybersecurity Professionals
- Introduction to Penetration Testing and Footprinting
- OSI & TCP/IP Models in Networking
- Understanding Wireshark and Packet Analysis
- DHCP and Its Security Implications
- Basics of Cryptography: History, DES, BitLocker
- Hands-on: Packet Capture and Analysis

### **Unit 3: Cyber Threats and Attack Vectors (12 Hours)**

- Common Threats: IDS, Phishing, Password Attacks, Packet Flooding
- Drive-by-Downloads and Real-World Exploits
- Threat Detection Tools: Introduction to BluVector
- Understanding and Simulating Attacks
- Case Study: Recent High-Impact Cyber Incidents
- Hands-on: Simulated Phishing and Password Cracking Exercises

### **Unit 4: Advanced Concepts in Cybersecurity (12 Hours)**

- Roles and Responsibilities of Cybersecurity Engineers
- Keyloggers and Monitoring Tools
- SQL Vulnerability Assessment Techniques
- Analysis of Top Cyber Attacks in History
- Introduction to Proxy Chains and MAC Address Spoofing
- Cryptanalysis Lab Activities
- Hands-on: Network Vulnerability Scanning and Report Writing

### **Unit 5: Ethical Hacking & Cybersecurity Techniques (12 Hours)**

- Introduction to Kali Linux: Interface and Tools

- Cross-Site Scripting (XSS): Types, Usage, and Prevention
- SQL Injection: Concepts, Demo, and Prevention
- Steganography: Tools and Practical Implementation
- Ethical Hacking: Roles, Rules, and Tools
- Cybersecurity Interview Preparation
- Final Project: Implementing Real-World Cybersecurity Techniques
- Final Assessment and Review

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## UI/UX Design

**60+30 Hours**

### **Unit 1: Introduction to UI/UX Design (12 Hours)**

- Fundamentals of UI and UX Design
- Importance of UI/UX in Digital Product Development
- Overview of Design Thinking
- Introduction to Figma and its Features
- Exploring Figma Products: Figma vs. FigJam
- Basic Hands-on with Figma Tools
- Introduction to Design Collaboration Platforms
- Mini Project: Creating a Simple UI in Figma

### **Unit 2: Design Concepts and Ideation (12 Hours)**

- Understanding Affinity Mapping and Its Application
- Collaborative Design Techniques
- Brainstorming Strategies in UI/UX
- Empathy in User-Centered Design
- Using FigJam for Team-Based Ideation
- Leveraging Templates and Online Inspiration
- Practicing User Persona and Journey Mapping
- Group Activity: Team Ideation using FigJam

### **Unit 3: UI/UX Principles and Wireframing (12 Hours)**

- Atomic Design Principles and Their Use
- Principles of Good UI Design
- Exploring Different UI Design Styles
- Wireframing: Concepts, Tools, and Methods
- Implementing Jakob's Law, Aesthetic Usability, and UX Heuristics
- Building Low-Fidelity Wireframes in Figma
- Visual Consistency and Design Systems
- Practice Task: Wireframe a Mobile App Interface

### **Unit 4: Psychology and Behavior in Design (12 Hours)**

- Understanding User Psychology in Design
  - Hick's Law
  - Miller's Law
  - Serial Position Effect
  - Von Restorff Effect
  - Zeigarnik Effect

- Law of Common Region
- Gestalt Principles
- Applying Behavioral Science to UI/UX
- Case Studies: Behavioral Design Patterns
- Design Workshop: Applying Psychological Laws in Mock Designs

#### **Unit 5: Advanced Techniques and Project Work (12 Hours)**

- Advanced Figma Techniques: Plugins, Prototyping, Auto Layout
- Building UI Components and Responsive Interfaces
- Design Challenges and Creative Problem-Solving
- Final Group Project: Design a Full UI/UX Flow
- Critique Sessions and Peer Reviews
- UI/UX Interview Preparation:
  - Mock Interviews
  - Review of Common Questions
- Final Portfolio Review and Feedback

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## **Performance Marketing**

**60+30 Hours**

#### **Unit 1: Introduction to Performance Marketing & Google Ads Basics (12 Hours)**

- Course Overview and Expectations
- What is Performance Marketing?
- Setting Campaign Objectives and KPIs
- Measuring ROI in Digital Ads
- Introduction to Google Ads
- Navigating the Google Ads Interface
- Keyword Research Fundamentals
- Types of Ads (Search, Display, Shopping, etc.)
- Building Campaigns and Ad Groups in Google Ads

#### **Unit 2: Google Ads Campaign Management and Strategy (12 Hours)**

- Campaign Settings and Ad Group Structure
- Crafting High-Impact Ad Copy
- Quality Score and Its Components
- Budgeting and Bidding Strategies
- Keyword Match Types and Negative Keywords
- Geo and Demographic Targeting
- Display Network Targeting
- Landing Page Optimization Techniques
- Understanding Ad Rank and Position

#### **Unit 3: Google Ads Optimization and Analytics (12 Hours)**

- Conversion Tracking Essentials
- Basics of A/B Testing in Ads
- Analyzing Campaign Data
- Google Ads Optimization Techniques
- Practical Campaign Tweaks and Exercises
- Google Ads Troubleshooting and Best Practices

#### **Unit 4: Facebook Ads – Campaign Creation and Optimization (12 Hours)**

- Introduction to Facebook Ads and Business Manager
- Audience Targeting (Core, Custom, Lookalike)
- Facebook Ad Formats and Creative Tools
- Budgeting and Bidding in Facebook Ads
- Campaign Objectives and Ad Set Setup
- Writing Engaging Ad Copy
- Facebook Pixel: Setup and Use
- Dynamic Ads: Strategy and Execution
- Hands-On Facebook Campaign Practice

#### **Unit 5: Instagram Ads and Final Project (12 Hours)**

- Overview of Instagram Advertising
- Instagram Ad Formats and Story Ads
- Creating and Managing Instagram Campaigns
- Targeting Strategies and Budget Optimization
- Instagram Insights and Performance Analysis
- Ad Creative Best Practices for Instagram
- Final Hands-on Project: Multi-Platform Campaign
- Presentation, Peer Review, and Course Recap

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## **Artificial Intelligence and Machine Learning (AI & ML) 60+30 Hours**

#### **Unit 1: Foundations of AI and ML (12 Hours)**

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Importance and Real-world Applications of AI/ML
- Traditional Programming vs. Machine Learning
- Types of Machine Learning:
  - Supervised Learning
  - Unsupervised Learning
  - Reinforcement Learning
- Overview of Tools and Technologies Used in AI/ML
- Setting Up Your First ML Environment

#### **Unit 2: Machine Learning Algorithms (12 Hours)**

- Introduction to ML Algorithms
- Supervised Algorithms:
  - Linear Regression
  - Decision Trees
  - Support Vector Machines (SVM)
  - K-Nearest Neighbors (KNN)
- Unsupervised Algorithms:
  - K-Means Clustering
- Basics of Reinforcement Learning
- Hands-on Practice with Python Libraries (Scikit-learn, etc.)

### **Unit 3: Building and Evaluating ML Models (12 Hours)**

- Deep Dive into Machine Learning Models
- Linear Regression: Theory, Implementation, and Use Cases
- Multiple Linear Regression
- Decision Trees: Structure and Applications
- Support Vector Machines (SVM): Concept and Practice
- Model Evaluation Techniques (Accuracy, Precision, Recall, F1 Score)
- Hands-on: Implementing and Evaluating ML Models

### **Unit 4: Deep Learning and Neural Networks (12 Hours)**

- Introduction to Deep Learning
- Fundamentals of Neural Networks
- Overview of TensorFlow and Keras
- Building Models Using Keras
- Use Cases of Deep Learning in Industry
- Introduction to Generative Adversarial Networks (GANs)
- Hands-on: Creating Simple Neural Networks

### **Unit 5: Advanced AI Topics and Project Work (12 Hours)**

- Long Short-Term Memory (LSTM) Networks
- Advanced Deep Learning Techniques
- Emerging Trends and Challenges in AI/ML
- Applications of AI/ML in Different Sectors (Healthcare, Finance, etc.)
- Final Project Work: Real-world Problem Solving
- Presentation, Peer Review, and Feedback
- Career Guidance in AI/ML

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## **Data Science – Basic Level**

**120+30 Hours**

### **Unit 1: Foundations of Data Science (12 Hours)**

- What is Data Science?
- Scope, Importance, and Industry Relevance
- Key Roles: Data Scientist, Data Analyst, Data Engineer
- The Data Science Life Cycle
- Overview of Real-World Data Science Applications
- Introduction to Problem Formulation and Hypothesis Setting

### **Unit 2: Introduction to Python for Data Science (12 Hours)**

- Installing Python and IDEs (Anaconda, Jupyter)
- Basic Python Syntax and Data Types
- Control Structures (Loops, Conditions)
- Functions and Lambda Expressions
- Working with Lists, Dictionaries, Tuples
- Introduction to Pandas and NumPy

### **Unit 3: Data Handling and Preprocessing (12 Hours)**



- Importing and Exporting Data (CSV, Excel, etc.)
- Handling Missing Values and Outliers
- Data Cleaning Techniques
- Data Transformation and Encoding
- Feature Engineering Basics
- Introduction to Exploratory Data Analysis (EDA)

#### **Unit 4: Statistical Foundations (12 Hours)**

- Descriptive Statistics (Mean, Median, Mode, SD, Variance)
- Probability Concepts
- Types of Distributions
- Bayes' Theorem and Conditional Probability
- Statistical Inference Basics
- Visualizing Statistical Concepts with Python

#### **Unit 5: Introduction to AI & Machine Learning (12 Hours)**

- Basics of Artificial Intelligence
- Supervised, Unsupervised, and Reinforcement Learning
- Overview of Machine Learning Workflow
- Model Training and Testing Process
- Introduction to Scikit-learn
- Hands-on: First ML Model Using Scikit-learn

#### **Unit 6: Regression Analysis (12 Hours)**

- Understanding Regression and Its Importance
- Linear Regression: Concept, Assumptions, Model Evaluation
- Multiple Linear Regression
- Introduction to Logistic Regression
- Comparison of Linear vs. Logistic Regression
- Hands-on Regression Modeling and Analysis

#### **Unit 7: Classification Techniques (12 Hours)**

- What is Classification in ML?
- Decision Trees: Theory, Splitting Criteria, Pruning
- Random Forest and Ensemble Learning Techniques
- Evaluation Metrics (Accuracy, Precision, Recall, ROC)
- K-Nearest Neighbors (KNN) Overview
- Implementation of Classifiers with Scikit-learn

#### **Unit 8: Clustering and Unsupervised Learning (12 Hours)**

- K-Means Clustering: Concept and Implementation
- Choosing the Right Number of Clusters
- Introduction to Hierarchical Clustering
- Dimensionality Reduction (PCA Basics)
- Visualizing Clusters
- Hands-on Clustering Project

#### **Unit 9: Deep Learning, NLP, and Tools (12 Hours)**

- Basics of Deep Learning and Neural Networks
- Use Cases of Deep Learning

- Introduction to Natural Language Processing (NLP)
- Python Libraries Overview: Pandas, NumPy, Matplotlib, Seaborn
- Data Visualization Basics with Tableau
- Mini Project: Sentiment Analysis or Image Classification

#### **Unit 10: Career Readiness and Capstone Project (12 Hours)**

- Resume Building for Data Science Careers
- Common Interview Questions and Mock Interviews
- Capstone Project Development (Team or Individual)
- Project Presentation and Peer Review
- Discussion on Industry Use Cases
- Final Course Review and Feedback

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## **Ethical Hacking**

**60+30 Hours**

#### **Unit 1: Networking Fundamentals and Protocols (12 Hours)**

- Introduction to Ethical Hacking Course
- Basics of Networking
- Understanding IP Addresses
- MAC Address: Structure and Use
- Port Numbers and Their Functions
- Networking Protocols: Overview and Categories
- Conceptual Understanding through Visual Tools or Simulators

#### **Unit 2: Network Devices and Internet Architecture (12 Hours)**

- Hands-on with Routers: Configuration and Usage
- HTTP Requests and Responses
- DNS and Domain Name Systems Explained
- OSI Model vs TCP/IP Model
- Network Communication Flow
- Tools for Monitoring and Debugging Network Communication

#### **Unit 3: Linux Essentials for Ethical Hackers (12 Hours)**

- Introduction to Linux and Its Importance in Hacking
- Core Linux Commands for Beginners
- File System Navigation and Permissions
- Software Installation in Linux (Using APT)
- Troubleshooting APT Errors
- Setting Up a Linux Environment (e.g., Kali Linux)

#### **Unit 4: Web Servers, Anonymity Techniques, and Internet Layers (12 Hours)**

- Apache2 Web Server: Installation and Configuration
- Exploring Layers of the Internet
- Dark Web Functionality and Privacy Principles
- Changing User-Agent and MAC Address for Anonymity
- VPN vs Proxy: Differences and Best Use Cases
- Introduction to Security and Anonymity Tools

### **Unit 5: Ethical Hacking Tools, Cases, and Practical Applications (12 Hours)**

- Introduction to Ethical Hacking Methodology
- Overview of Key Anonymity and Security Tools
- Case Studies in Ethical Hacking
- Hands-on Practice: Penetration Testing and Reconnaissance
- Capstone Project: Simulating Ethical Hacking Scenarios
- Final Review, Presentations, and Q&A

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## **Basics of Tailoring & Embroidery**

**120+30 Hours**

### **Unit 1: Machine Basics & Stitching**

- Materials, machine handling, stitches
- Hemming, buttonholes, and press buttons

### **Unit 2: Garment Construction – Part 1**

- Baby frock, petticoat, blouse
- Simmy stitch, skirt, salwar

### **Unit 3: Garment Construction – Part 2**

- Frock, churidar, trousers
- Measurement techniques

### **Unit 4: Decorative Techniques**

- Tucks: cross, shell, pin, space
- Pleats and frills: knife, box, layered

### **Unit 5: EDP & Finishing**

- Basic neck designs
- Embroidery techniques
- EDP Theory and mini-project

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## **Advanced Tailoring & Embroidery**

**120+30 Hours**

### **Unit 1: Necklines, Collars, and Salwars**

- Round, V, U, sweetheart necks
- Mandarin, Peter Pan, Sailor collars
- Salwar types: Patiala, Churidar, Tulip

### **Unit 2: Blouses & Draping**

- Princess cut, side zip, U-tuck blouse
- Dupatta designs and accessories

### **Unit 3: Cutting & Drafting Techniques**

- Pattern drafting and layout
- Marking, stitching, and folding

#### **Unit 4: Designer Suits & Sleeves**

- Anarkali, Nayra, Sharara
- Designer sleeves and shirts

#### **Unit 5: Embroidery & EDP**

- Neck, dupatta, salwar, and shirt embroidery
- EDP Theory
- Project garment creation

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## **Basics of Fashion Designing**

**240+30 Hours**

### **Unit 1: Foundations of Fashion Design (48 Hours)**

- **Definition and History of Fashion Designing**
- **Scope and Importance in Modern Industry**
- **Fashion Communication Basics**
- **Fashion Terminology and Symbols**
- **Understanding the Fashion Cycle**
  - Introduction to forecasting and trend cycles
  - Role of seasons and consumer behavior
- **Fashion Market Segments and Categories**
- **Activities: Presentations, Quizzes, and Case Studies**

### **Unit 2: Pattern Making and Draping Fundamentals (48 Hours)**

- **Pattern Drafting Techniques**
  - Basic Bodice Front and Back
  - Sleeve Variations (Plain, Puff, Bell)
- **Introduction to Draping on Dress Form**
  - Draping Basic Bodice and Skirt
- **Measuring Techniques and Body Types**
- **Croquis Drawing (Male/Female)**
  - 8-head and 10-head body templates
- **Introduction to Fashion Illustration**
  - Basic Proportions and Body Movement
- **Activities: Lab Sessions, Paper Drafting, and Mini Project**

### **Unit 3: Design Elements and Principles (48 Hours)**

- **Types of Design**
  - Natural, Geometrical, Ornamental
- **Elements of Design**
  - Line, Shape, Texture, Color, Pattern
- **Color Theory and Psychology**
  - Primary, Secondary, Tertiary Colors

- Tints, Shades, and Tones
- Color Schemes (Complementary, Analogous, etc.)
- **Design Balance and Harmony**
- Practical Work: Mood Boards, Color Boards, Design Sketching

#### **Unit 4: Fashion Illustration and Rendering (48 Hours)**

- **Advanced Fashion Illustration Techniques**
  - Rendering Fabrics (Denim, Silk, Cotton, Leather)
  - Techniques for Coloring with Markers, Pencils, Watercolors
- **Stylizing Garments on Croquis**
  - Tops, Bottoms, Dresses, and Accessories
- **Garment Detailing**
  - Seams, Pleats, Ruffles, Sleeves, Necklines
- **Portfolio Creation Part 1**
- Hands-on: Weekly Illustration Assignments and Peer Review

#### **Unit 5: Final Collection Development (48 Hours)**

- **Concept Development for Final Outfit**
  - Theme, Moodboard, and Design Ideation
- **Fabric Selection and Swatch Board Creation**
- **Garment Construction (Basic Level)**
  - Cutting and Stitching Practice (Mini Garment)
- **Presentation Techniques**
  - Verbal, Visual, and Technical Sheet Creation
- **Final Portfolio Presentation**
  - Sketches, Boards, and Garment Sample
- **Assessment and Jury**

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## **Advance Fashion Designing**

**240+30 Hours**

#### **Unit 1: Computer-Aided Rendering (48 Hours)**

- Basics of Computer-Aided Design
- Tools Used in Digital Fashion Design
- Creating Basic and Complex Patterns
- Developing Fashion Templates and Flat Sketches
- Garment Illustrations:
  - T-Shirt, Skirt, Pants, Gown
- Female Croqui (Front, Back, Sitting Pose)
- Rendering Facial Features and Hairstyles
- Draping, Shaping, and Color Rendering
- Design Concept & Presentation Boards:
  - Moodboard, Color Board, Inspiration Board, Client Board, Swatch Board
- Final Output: Range Presentation

#### **Unit 2: Draping Techniques – Basics to Intermediate (48 Hours)**

- Introduction to Draping, Dress Form, and Terminologies

- Draping Tools and Basic Steps
- Paper Draping and Draping of Basic Bodices
- Torso Draping with Single Dart
- Princess Line Variations: Shoulder, Armhole, and Style Line
- Corset, Yoke, Pleated Top, and Cowl Neckline Draping
- Rose Draping and Sleeve Draping
- Skirt Variations: Basic, Flared, and Asymmetric
- Gathering Techniques

### **Unit 3: Advanced Draping and Fashion Garments (48 Hours)**

- Mermaid and Sheath Dress Draping
- Bias Cut Dress and Slip Dress Techniques
- Saree Draping on Form
- Drape Variations for Pants and Stylized Forms
- Ruffle Dress Creation
- Integration of Stylized Draping in Contemporary Design
- Application of Draping in Couture and Commercial Design
- Hands-on Draping Projects with Feedback Sessions

### **Unit 4: Textile Studies and Surface Ornamentation (48 Hours)**

- Introduction to Textile Fibers: Natural and Manmade
- Yarns, Weaving Techniques, and Fabric Characteristics
- Dyeing and Printing Techniques
- Fabric Identification with Swatches
- Overview of Trims and Fastenings
- Embellishment Techniques:
  - Tassels, Drawstrings, Embroidery, Mirror Work
  - Pasting, Stylized Necklines, Fabric Flowers
  - Crystal and Bead Work
- Surface Enrichment Applications on Final Garments

### **Unit 5: Garment Construction and Range Development (48 Hours)**

- Range Development Overview
- Drafting and Construction of the Following Garments:
  - Kurti, Plazzo, Pants, Frock Suit, Salwar/Churidar, Skirt, Shirt
- Personal Project Planning and Execution
- Individual Garment Development from Concept to Finish
- Presentation and Jury of Final Project
- Industry-Ready Portfolio Preparation

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## **Computer Hardware & Networking      120+30 Hours**

### **Unit 1: Fundamentals of Computing & OS**

- Introduction to Operating Systems and Booting
- Windows OS (8.1, 10, 11) installation and activation
- MS-DOS basics, System resources, and memory
- Types of Software and basic installation tools

### **Unit 2: System Assembly & Maintenance**

- Assembling Desktop and Laptop systems
- RAM, SSD, HDD, and Motherboard installation
- Troubleshooting system issues
- Printer sharing and basic networking setup

### **Unit 3: Networking Essentials**

- Network types, topologies, protocols, and ports
- IP addressing, classes, and subnetting
- OSI & TCP/IP layers
- Devices: Router, Switch, NIC, Hub, Repeater

### **Unit 4: Power & Hardware Components**

- SMPS: Types, Functions, Power Distribution
- UPS: Offline, Line Interactive & Online
- Power supply units and their components
- Practical sessions: hardware diagnosis

### **Unit 5: Advanced Networking & EDP**

- Crimping, cabling (UTP), media types
- Network setup and troubleshooting
- EDP Theory (Entrepreneurship Development Program)
- Final practical exam/project

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## **Basics of Beautician Training**

**120+30 Hours**

### **Unit 1: Skincare Basics**

- Facial, threading, face bleach
- Clean-up techniques
- Basic face massage and care

### **Unit 2: Hand & Foot Care**

- Manicure and pedicure techniques
- Nail care and polish application
- Hand & foot spa therapy basics

### **Unit 3: Hair Care Basics**

- Hair wash, oiling, root touch-up
- Blow drying, hair cutting (U/V/Straight)
- Split-end trimming

### **Unit 4: Styling & Make-Up**

- Hair spa and head massage
- Basic hairstyles and make-up
- Personal grooming tips

### **Unit 5: EDP & Final Presentation**

- Introduction to salon management basics
- EDP Theory (business setup, client handling)
- Final grooming and assessment

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## **Advanced Beautician Training**

**120+30 Hours**

### **Unit 1: Makeup and Hair Styling**

- Advanced make-up and styling
- Hair cutting, styling (blow dry, crimping)

### **Unit 2: Hair Treatments**

- Smoothening, Rebonding, Keratin
- Hair coloring and highlighting
- Hair spa and wash

### **Unit 3: Full Body Treatments**

- Full body waxing and spa
- Full body bleach
- Massage techniques

### **Unit 4: Skin & Facial Enhancement**

- Advanced facial techniques
- Threading and eyebrow shaping
- Use of tools and hygiene practices

### **Unit 5: EDP & Practice**

- EDP Theory
- Client interaction & service setup
- Final skill demonstration and evaluation

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## **Basics of Bakery Training**

**120+30 Hours**

### **Unit 1: Foundations of Baking**

- Introduction to Bakery: History, Scope, and Career Opportunities
- Safety, Hygiene, and Sanitation Guidelines
- Ingredients in Baking: Flour, Yeast, Sugar, Fats, Eggs
- Cake Preparation Basics: Sponge, Pound, and Butter Cakes
- Basic Bread-Making Techniques and Types
- Characteristics of Good Bread
- Understanding Baking Ovens & Baking Tools
- Baking Temperatures & Time Management
- **Practical: Basic Cakes & Bread Hands-on Sessions**

### **Unit 2: Chocolate Arts & Techniques**



- Types and Forms of Cocoa and Chocolate
- Introduction to Chocolate Production
- Chocolate Tempering and Moulding
- Chocolate Garnishing and Decoration Techniques
- Introduction to Basic Confectionery Items
- **Practical: Ganache Preparation, Chocolate Tempering Demo**

### **Unit 3: Cookies, Muffins, and Simple Pastries**

- Cookies: Drop, Rolled, and Bar Varieties
- Muffins: Ingredients, Mixing Methods, and Variants
- Introduction to Pastries: Puff & Shortcrust
- Preparation of Biscuits and Basic Quality Checks
- Storage and Packaging Essentials
- **Hands-on: Cookie & Muffin Preparation**

### **Unit 4: Basic Cake Icing & Decoration**

- Introduction to Cake Icing: Types and Techniques
- Buttercream, Fondant, and Royal Icing Basics
- Cake Layering and Shaping
- Piping Skills and Decoration Tools
- Color Coordination and Presentation
- **Practical: Icing and Basic Decoration Sessions**

### **Unit 5: Entrepreneurship & Project Work**

- Basics of Food Business in Baking
- Costing, Pricing, and Budget Planning
- Packaging, Branding, and Labeling
- Handling Orders and Customer Preferences
- Introduction to EDP (Entrepreneurship Development Programme)
- **Final Project: Bakery Item Showcase and Menu Presentation**
- **Assessment & Certification**

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## **Advanced Bakery Training**

**120+30 Hours**

### **Unit 1: Advanced Bread and Dough Techniques**

- Advanced Yeast Doughs (Brioche, Focaccia, etc.)
- Preferments and Starters (Sourdough, Poolish, Biga)
- Rusk, Buns, and Specialty Breads
- Ingredient Functionality (Role of Additives & Enzymes)
- Troubleshooting Bread Quality
- **Hands-on: Multigrain, Artisan Bread, and Rusks**

### **Unit 2: Specialty and Designer Cakes**

- Advanced Cake-Making Methods:
  - Sugar Butter
  - Flour Butter
  - Genoise
  - Blending & Rubbing

- Multi-tier Cakes, Celebration Cakes
- Fondant Art & Edible Decorations
- Advanced Icing, Airbrushing, and Sculpting Techniques
- **Practical: Designer Cake Assembly**

### **Unit 3: International Baked Goods & Patisserie**

- Viennoiserie: Croissants, Danish
- Tarts & Éclairs
- Cheesecakes, Macarons, Mousse Cakes
- Plating and Presentation
- Garnishing with Sauces, Fruits, and Sugar Art
- **Hands-on: Patisserie Workshop**

### **Unit 4: Product Innovation & Quality Control**

- Recipe Formulation and Customization
- Food Colors, Flavors, and Additives
- Advanced Quality Control Parameters
- Food Safety Standards (FSSAI Guidelines)
- Allergen Awareness & Labeling Regulations
- **Practical: Batch Production with QC Testing**

### **Unit 5: Entrepreneurship, Marketing & Final Assessment**

- Business Expansion: Bakery Setup and Licensing
- Inventory, Vendor & Staff Management
- Social Media and Digital Marketing for Bakers
- Client Handling & Product Customization
- Full EDP Module:
  - Business Plan Preparation
  - Profitability and Financial Planning
  - Government Schemes and Support
- **Final Project: Full Menu Creation & Business Pitch**
- **Assessment & Certification**

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## **Electrician Training**

**60+30 Hours**

### **Unit 1: Electrical Basics and Safety (12 Hours)**

- Simple Unit Conversions & Basic I.E. Rules
- Identification of Electrical Symbols and Diagrams
- Overview of Tools and Equipment Used in Wiring
- Safety Measures and First Aid for Electric Shock
- Use of Testers, Multimeters, and Precaution Tools
- **Hands-on:** Tool identification and basic safety drill
- **EDP Component:** Introduction to the Electrical Trade as a Business

### **Unit 2: Wiring Techniques and Domestic Installation (12 Hours)**

- House Wiring using PVC Casing and Capping
- Switches: One-way, Two-way, and their Applications

- Distribution and Fuse Board Connections
- Basic Load Calculation and Circuit Planning
- Earthing: Methods and Resistance Testing
- **Hands-on:** Wiring and Testing a Simple Room Circuit
- **EDP Component:** Material Estimation and Pricing

### **Unit 3: Appliances, Troubleshooting, and Repair (12 Hours)**

- Common Faults in Fans, Regulators, Mixers, Heaters, etc.
- Troubleshooting Electrical Appliances
- Basic Repair of Lighting Systems and Regulators
- Wiring and Maintenance of Pump Motor
- **Hands-on:** Appliance Diagnosis and Repair Sessions
- **EDP Component:** Service-based Business Setup (Repair Shop)

### **Unit 4: Advanced Wiring and Renewable Systems (12 Hours)**

- Industrial Wiring Basics using MS Pipe
- Introduction to Solar Panels, Inverters & PV Modules
- Maintenance of Storage Batteries
- Street Light & Emergency Light Maintenance
- **Hands-on:** Demo of Solar System Setup
- **EDP Component:** Starting a Small Solar Installation Business

### **Unit 5: Project Work & Entrepreneurship (12 Hours)**

- Final Project: Residential Wiring Setup (Full Circuit)
- Testing, Fault Identification, and Reporting
- Entrepreneurship Development Program (EDP):
  - Business Registration Process
  - Customer Handling & Invoicing
  - Government Schemes and Financing for Electricians
- Final Review, Feedback, and Certificate Evaluation

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## **Still Photography and Videography      240+30 Hours**

### **Unit 1: Photography Basics**

- History and Evolution of Photography
- Camera Types & Sensor Formats (DSLR, Mirrorless, etc.)
- Introduction to Photography Genres (Portrait, Landscape, Product, etc.)
- Understanding Lenses: Prime vs Zoom, Focal Length
- Composition & Framing Techniques (Rule of Thirds, Leading Lines, etc.)
- **Hands-on Practice: Still Photography using Manual Settings**

### **Unit 2: Technical Skills**

- Light and Exposure Triangle: ISO, Aperture, Shutter Speed
- Lighting Conditions: Natural, Artificial, Mixed
- White Balance Settings and Color Temperature
- Camera Angles and Movements (High Angle, Low Angle, etc.)

- Composition Rules: 180-Degree Rule, Symmetry, Depth
- **Practical: Controlled Shoots (Indoor + Outdoor)**

### **Unit 3: Videography Essentials**

- Video Camera Types and Functional Parts
- Frame Rates, Resolutions, Codecs (HD, 4K, MP4, MOV)
- Audio Basics: Lavalier, Boom, Shotgun Mics
- Setting Up Interview/Studio Lighting (3-point lighting)
- Video Genres: Documentary, Corporate, Wedding, Short Films
- **Hands-on: Interview & Studio Shoot Recording**

### **Unit 4: Production & Editing**

- Introduction to Editing Tools (Adobe Lightroom, Premiere Pro/DaVinci Resolve)
- Still Editing Techniques (Cropping, Retouching, Color Correction)
- Video Editing Basics: Timeline, Cutting, Transitions, Titles
- Lighting for Newsroom, Indoor Interviews, and Product Shoots
- **Project Work: Creating a Photo Story + 2-minute Video**

### **Unit 5: Entrepreneurship & Portfolio**

- Visual Storytelling for Branding and Commercial Use
- Portfolio Development: Online & Print
- Setting up a Freelance Business or Studio
- Handling Client Briefs & Budgeting
- **EDP Module:**
  - Entrepreneurship Concepts
  - Government Schemes
  - Market Research & Business Planning

### **Unit 6: Advanced Lighting and Equipment Handling**

- Studio Equipment: Softboxes, Reflectors, Light Modifiers
- Flash Photography and Strobe Lighting
- Green Screen Techniques and Keying
- High-Speed Photography and Long Exposure
- **Hands-on: Advanced Lighting Scenarios (Portraits, Products, Events)**

### **Unit 7: Specialized Photography & Videography**

- Wedding Photography & Cinematic Videography
- Event, Fashion, Product, and Food Photography
- Travel & Wildlife Photography Techniques
- Drone Photography/Videography Basics
- **Practice: Themed Photo & Video Assignments**

### **Unit 8: Advanced Editing & Color Grading**

- Still Retouching: Skin Retouch, Frequency Separation
- Color Grading in Video Editing
- Sound Editing & Background Music Addition
- Storyboarding & Scriptwriting for Video Projects

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# Mobile Repairing Course

60+30 Hours

## Unit 1: Introduction to Mobile Phones (15 Hours)

- Overview of Mobile Communication and Smartphone Evolution
- Mobile Phone Types and Operating Systems (Android, iOS, Feature Phones)
- Tools and Equipment Used in Mobile Repair
- Safety Measures and Electrostatic Discharge (ESD) Handling
- Identification of Mobile Phone Components
- Basic Disassembly & Assembly Techniques
- **Hands-on: Practice on Dummy & Used Phones**
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## Unit 2: Hardware Repair Basics (15 Hours)

- Understanding of Internal Parts: PCB, Display, Mic, Speaker, Battery, etc.
- Soldering and De-soldering Techniques
- Battery, Charging Jack & Speaker Repair
- Power Issues and Troubleshooting
- Replacement of Small Components (SIM Tray, Camera, Connectors)
- **Hands-on: Repair Practice on Hardware Faults**

## Unit 3: Software Troubleshooting (15 Hours)

- Mobile Software Architecture: ROM, RAM, Firmware
- Flashing & Formatting using Software Tools
- Unlocking Pattern/Password
- Virus Removal and Performance Optimization
- Operating System Installation and Updates
- IMEI Repair Basics
- **Hands-on: Flashing Tools (SP Flash Tool, Miracle Box, etc.)**

## Unit 4: Advanced Troubleshooting & Testing (15 Hours)

- Network Issues and Solutions (Signal Drop, No Service)
- Water Damage Recovery Techniques
- Display and Touch Screen Issues
- Testing with Multimeter & DC Power Supply
- Troubleshooting Logic Board Level Problems
- **Hands-on: Complex Fault Diagnosis & Component Replacement**

## Unit 5: Business Skills for Mobile Repair Entrepreneurs (15 Hours)

- Basics of Starting a Mobile Repair Shop
- Business Models: Service Center vs Freelance Technician
- Inventory and Spare Parts Management
- Pricing Strategy and Profit Calculation
- Customer Relationship & Service Management
- Introduction to Digital Payment Systems

## Unit 6: EDP and Project Work (15 Hours)

- Entrepreneurial Mindset and Goal Setting
- Government Schemes and Start-up Support
- Marketing Techniques: Online and Offline

- Preparing a Business Plan for Mobile Repair
- Portfolio/Resume Creation for Freelancers
- **Final Assessment: Demo Repairs & Business Pitch Presentation**

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## **Basics of Digital Marketing (60 + 30 Hours)**

### **Unit 1: Introduction & Website Basics (15 hrs)**

- Overview of Digital Marketing
- Digital channels & platforms
- Website Planning & Creation
- WordPress basics
- Domain & hosting setup

### **Unit 2: SEO & Content Marketing (15 hrs)**

- Search Engine Optimization (SEO) – on-page & off-page
- Keywords research
- Blogging essentials
- Content Marketing & Strategy
- SEO tools overview

### **Unit 3: Paid Ads & Analytics (20 hrs)**

- Search Engine Marketing (Google Ads)
- Social Media Marketing (FB, Insta, LinkedIn)
- Video Marketing (YouTube SEO & Ads)
- Google Analytics basics
- Web Remarketing strategies

### **Unit 4: Specialized Digital Marketing (20 hrs)**

- Email Marketing (campaign setup & automation)
- Mobile Marketing
- E-commerce Management
- Online Reputation Management
- Affiliate Marketing & AdSense

### **Unit 5: Advanced Strategies & Tools (20 hrs)**

- Marketing Automation tools
- Influencer Marketing
- Podcast Marketing
- Web Media Planning & Buying
- Digital campaign design project

### **Entrepreneurship Development Program (30 hrs)**

- How to build a digital marketing agency
- Freelancing in Digital Marketing
- Proposal & pitch deck creation
- Pricing strategies for clients
- Hands-on client acquisition workshop

- Business scaling with automation tools

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## **Advanced Digital Marketing (90 + 30 Hours)**

*This builds on the basics, focuses on tools, strategy, and analytics.*

### **Unit 1: Advanced SEO & SEM (20 hrs)**

- Advanced keyword research tools
- SEO auditing
- Competitor analysis
- Advanced PPC campaign management
- Google Ads remarketing & Display Ads

### **Unit 2: Analytics & Data-Driven Marketing (20 hrs)**

- Google Tag Manager setup
- Google Data Studio reports
- UTM tracking & campaign attribution
- Customer journey mapping
- Data interpretation for strategy

### **Unit 3: Marketing Automation & CRM (20 hrs)**

- HubSpot, Zoho CRM integration
- Email automation workflows
- Lead nurturing campaigns
- Chatbot marketing
- WhatsApp API Marketing

### **Unit 4: Social Media & Content Strategy (15 hrs)**

- Content calendar planning
- Influencer collaborations
- Paid campaign strategy
- Community building & engagement

### **Unit 5: Capstone Project & Emerging Trends (15 hrs)**

- Hands-on campaign creation & reporting
- Video ads creation & A/B testing
- Podcast production for marketing
- Metaverse & AI in marketing

### **Entrepreneurship Development Program (30 hrs)**

- Scaling a digital marketing agency
- Franchise/white-label business models
- Advanced client pitching & negotiations
- B2B marketing & corporate clients
- Retainer contracts & recurring revenue

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# Basics of Python (60 + 30 Hours)

## Unit 1: Introduction & Basics (10 hrs)

- Python installation
- Data types & variables
- Operators & Expressions
- Input/Output functions

## Unit 2: Control Structures (10 hrs)

- If-else conditions
- For & while loops
- Break & continue statements
- Nested conditions

## Unit 3: Data Structures (10 hrs)

- Lists, Tuples, Sets
- Dictionaries
- String operations
- List & Dictionary comprehensions

## Unit 4: Functions & Modules (10 hrs)

- Defining & calling functions
- Parameters & Return values
- Scope of variables
- Using built-in modules
- Creating custom modules

## Unit 5: File Handling & OOP (10 hrs)

- Reading/Writing files
- CSV file handling
- Error handling (try/except)
- Classes & Objects
- Encapsulation, Inheritance

## Unit 6: Intro to Libraries & Final Project (10 hrs)

- NumPy & Pandas basics
- Matplotlib basic plots
- Mini project: Data processing/visualization

## Entrepreneurship Development Program (30 hrs)

- Freelancing as a Python developer
- Building portfolio projects
- Pitching Python automation services
- Pricing & client acquisition
- Software product ideas & MVP building

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# Basics of Excel (60 Hours)

(Designed for beginners to build foundational Excel skills)

## Unit 1: Excel Interface & Operations (15 Hours)

- Introduction to Excel: Workbook, Worksheet, Ribbon, Toolbar
- Creating, Saving, and Managing Workbooks
- Inserting, Deleting, and Formatting Rows/Columns
- Cell Formatting: Text, Number, Date, Currency
- Basic Formulas: SUM, AVERAGE, MIN, MAX
- Understanding Relative vs Absolute Cell Referencing (\$A\$1)

## Unit 2: Data Handling & Presentation (15 Hours)

- Sorting & Filtering Data
- Conditional Formatting Rules and Applications
- Creating Basic Charts: Bar, Line, Pie
- Using Quick Analysis Tool
- Freezing Panes, Splitting Windows
- Printing, Page Layout, and Print Area Settings

## Unit 3: Introductory Functions & Lookups (10 Hours)

- Logical Functions: IF, AND, OR, NOT
- Counting Functions: COUNT, COUNTA, COUNTIF
- SUMIF for Conditional Addition
- Introduction to VLOOKUP, HLOOKUP, MATCH, and INDEX basics

## Unit 4: Practical Application & Mini Project (10 Hours)

- Mini Project: Sales/Inventory Tracker
- Combining Formulas for Reports
- Using Templates
- Real-world Case Study Practice (Billing, Attendance, etc.)

## Unit 5: EDP – Excel in Small Business & Freelance (10 Hours)

- Introduction to Data Entry & Reporting Services
- Creating Templates for Invoicing, Budgeting
- Freelancing Basics with Excel
- Pitching Excel-based Services
- Intro to Upwork/Fiverr for Excel Jobs

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# Advanced Excel (60 Hours + 30 Hours EDP)

(Designed for those with Excel basics looking to build professional expertise)

## Unit 1: Logical & Lookup Functions Mastery (15 Hours)

- Complex Nested IF Statements
- Lookup Functions:
  - VLOOKUP, HLOOKUP, XLOOKUP, INDEX, MATCH

- Error Handling: IFERROR, ISERROR, ISBLANK
- Formula Auditing Tools

### **Unit 2: Data Analysis & Pivot Tables (15 Hours)**

- Creating and Customizing Pivot Tables
- Pivot Charts for Quick Summaries
- Using Slicers & Timelines
- Data Consolidation from Multiple Sheets
- Advanced Filters

### **Unit 3: Data Validation & Automation Tools (10 Hours)**

- Creating Drop-Down Lists
- Using Data Validation Rules
- Named Ranges in Formulas
- Removing Duplicates
- Flash Fill & Text-to-Columns

### **Unit 4: Introduction to Macros & VBA (10 Hours)**

- Recording Simple Macros
- Assigning Macros to Buttons
- Intro to VBA Editor
- Writing Basic VBA Scripts for Automation
- Security Settings for Macros

### **Unit 5: Dashboards & Visualization (10 Hours)**

- Building Interactive Dashboards
- Combo Charts, Sparkline Usage
- KPI Dashboards
- Data Visualization Best Practices
- Linking Charts with Slicers & PivotTables

### **EDP Topics: Excel-Based Business Development**

- Offering Excel Consultancy & Process Automation
- Creating & Selling Custom Excel Templates
- Excel Freelancing: Platforms, Portfolio & Pricing
- Proposal Writing & Client Communication
- Excel for Corporate Training: Curriculum Design
- Setting Up a Micro-Enterprise for Data Management

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## **Website Development without Coding (120 Hours)**

### **Unit 1: WordPress Basics (20 hrs)**

- What is WordPress
- Themes, Plugins
- Installing WordPress
- Pages vs Posts

- Media handling

### **Unit 2: WordPress Design (25 hrs)**

- Elementor basics
- Slider creation
- About, Services, Contact page creation
- Menus & Navigation
- Widgets & Customization

### **Unit 3: E-commerce & Plugins (25 hrs)**

- WooCommerce setup
- Product categories & pages
- Affiliate plugins
- Importing products
- Payment gateway integration

### **Unit 4: SEO & Optimization (20 hrs)**

- Permalinks & URLs
- SEO plugins setup
- Image optimization
- Speed optimization
- Backup & Security plugins

### **Unit 5: Wix Platform (20 hrs)**

- Wix Editor navigation
- Design with themes & strips
- Mobile site design
- Animations & interactions
- Launch & Go Live

### **Unit 6: Final Project & Hosting (10 hrs)**

- Connecting domain & hosting
- Site migration basics
- Client-ready site creation project

### **Entrepreneurship Development Program (30 hrs)**

- Freelancing in website design
- WordPress agency building
- Client contracts & delivery timelines
- Pricing website packages
- Reseller hosting & white labelling

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## **Graphic Designing (90 Hours) + EDP (30 hrs)**

### **Unit 1: Design Basics (15 hrs)**

- Elements & Principles of Design
- Color theory
- Typography

- Layout & Composition
- Introduction to Canva/Photoshop

### **Unit 2: Working with Software (20 hrs)**

- Adobe Photoshop essentials
- Image editing, retouching
- Background removal
- Layer & Mask basics

### **Unit 3: CorelDRAW/Illustrator (20 hrs)**

- Vector design basics
- Creating logos, icons
- Using Pen tool
- Typography art

### **Unit 4: Social Media & Branding (20 hrs)**

- Social media post design
- Banner, flyer, poster design
- Instagram stories & reels graphics
- YouTube thumbnails
- Print design essentials

### **Unit 5: Portfolio & Project (15 hrs)**

- Building a design portfolio
- Client design briefs
- Handling revisions
- Mock client projects

### **Entrepreneurship Development Program (30 hrs)**

- How to start a freelance design career
- Getting clients on Fiverr, Upwork
- Building a design agency
- Licensing, copyright, and pricing
- Scaling design business with templates

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## **Advanced Graphic Designing – 90 Hours**

### **Unit 1: Design Basics (15 Hours)**

- Elements of Design: Line, Shape, Color, Texture, Space
- Principles of Design: Balance, Contrast, Hierarchy, Alignment, Proximity
- Color Theory: Color Wheel, Schemes, Psychological Impact
- Typography: Fonts, Hierarchy, Pairing, Readability
- Layout & Composition: Grids, White Space, Visual Flow
- Introduction to Tools: Canva & Adobe Photoshop Overview
- **Activity:** Design a poster using basic layout and typography principles

### **Unit 2: Working with Photoshop (20 Hours)**

- Interface, Tools, and Workspace Customization

- Image Editing: Cropping, Resizing, Adjustments
- Retouching Tools: Clone Stamp, Healing Brush
- Background Removal Techniques
- Understanding Layers, Masks, and Blending Modes
- Creating Collages and Digital Art
- **Hands-on:** Edit and retouch a magazine-style image

### **Unit 3: Vector Design with CorelDRAW/Illustrator (20 Hours)**

- Introduction to Vector vs Raster Graphics
- Pen Tool Mastery and Path Editing
- Logo Design Fundamentals
- Icon Sets and Infographics Creation
- Typography Art and Advanced Text Effects
- Exporting for Print and Digital
- **Project:** Design a logo and brand identity pack

### **Unit 4: Social Media & Branding Graphics (20 Hours)**

- Creating Social Media Templates (Posts, Reels, Stories)
- Poster, Banner & Flyer Design for Print and Web
- Designing for Instagram, Facebook, LinkedIn, YouTube
- Consistency in Branding and Campaign Graphics
- YouTube Thumbnails and Channel Branding
- Print Design Essentials: Bleed, Resolution, CMYK
- **Activity:** Design a 5-post social media campaign

### **Unit 5: Portfolio & Client Projects (15 Hours)**

- Structuring and Presenting a Design Portfolio
- Understanding and Interpreting Client Briefs
- Working with Feedback and Revisions
- Real-World Mock Projects: Branding, Social Media, Packaging
- Personal Branding for Designers (Logo, Resume, Signature Style)
- **Final Submission:** Design Portfolio + 2 Client Project Simulations

### **Unit 6: Creative Entrepreneurship & Freelancing**

- Freelance vs Agency: Choosing the Right Path
- Setting Up Freelance Accounts (Fiverr, Upwork, Behance, Dribbble)
- Pricing Your Work & Creating Design Packages
- Licensing & Copyright for Graphic Designers
- Writing Proposals & Handling Contracts
- Client Communication and Feedback Handling
- Scaling with Templates, Presets, and Digital Products
- Intro to Passive Income for Designers (Gumroad, Etsy, Creative Market)
- **Capstone:** Create a business profile and service brochure

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## **Video Editing Course – 80+30 Hours**

### **Unit 1: Introduction to Video Editing (10 Hours)**

- Overview of Video Editing: History & Evolution
- Understanding Video Formats & Resolutions (HD, 4K, 8K)
- Introduction to Video Editing Software: Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve
- Workflow Setup: Project Management & File Organization
- Basic Terminology: Clips, Timeline, Transitions
- **Hands-on:** Importing and Organizing Media Files

## **Unit 2: Video Editing Fundamentals (20 Hours)**

- Basic Editing Tools: Cutting, Trimming, and Splicing Clips
- Working with Layers and Tracks
- Audio Syncing & Basic Sound Editing
- Adding and Adjusting Transitions
- Video Effects: Opacity, Scaling, Positioning
- Color Grading Basics (Primary Color Correction)
- **Hands-on:** Create a Short Clip with Basic Edits and Transitions

## **Unit 3: Advanced Video Editing Techniques (20 Hours)**

- Advanced Transitions: Speed Ramping, Morph Cut
- Multicam Editing
- Motion Graphics: Basic Animations with Keyframes
- Audio Enhancements: Noise Reduction, Equalizing, and Reverb
- Green Screen/Chroma Keying Techniques
- Compositing & Layer Blending
- **Project:** Edit a Multi-Scene Video with Advanced Effects

## **Unit 4: Audio & Visual Synchronization (10 Hours)**

- Audio Editing Techniques: Music, Sound Effects, and Dialogue Editing
- Syncing Audio with Video: Lip-Syncing, Voiceover Integration
- Using Audio Ducking, Crossfade, and Fades
- Audio Mixing: Levels, Panning, and EQ
- Sound Design: Creating the Mood with Audio
- **Hands-on:** Complete a Video with Full Audio Sync and Effects

## **Unit 5: Finalizing & Exporting Videos (10 Hours)**

- Export Settings for Various Platforms (YouTube, Vimeo, Social Media)
- Understanding Codecs: H.264, ProRes, MOV, MP4
- Compression and File Size Management
- Final Render Settings and Quality Checks
- Creating Video Thumbnails and Titles
- **Project:** Finalize and Export a Video for Social Media or YouTube

## **Unit 6: Portfolio & Project (10 Hours)**

- Building a Showreel/Portfolio: Best Works & Demo Clips
- Working with Client Briefs: Understanding Requirements and Deliverables
- Mock Client Project: Corporate Video, Music Video, Vlog, or Commercial
- Creating Personal Branding as a Video Editor
- **Final Project:** Submit a Fully Edited Video Portfolio (2-3 videos)

### **Unit 7: Freelancing and Video Editing Business (15 Hours)**

- Introduction to Freelance Video Editing: Platforms (Upwork, Fiverr, Freelancer)
- Setting Up Your Video Editing Business: Legalities and Registration
- Creating a Portfolio and Pricing Your Services
- Client Communication: Pitching, Contracts, and Negotiations
- Building Relationships for Repeat Business
- **Capstone Activity:** Build an Online Profile on Freelance Platforms

### **Unit 8: Scaling Your Video Editing Business (15 Hours)**

- Growing Your Freelance Business: Team Building and Outsourcing
- Marketing Strategies for Video Editors (Social Media, SEO for Video Content)
- Setting Up a YouTube Channel for Business or Portfolio
- Monetizing Your Skills: Tutorials, Courses, Stock Footage, Templates
- Licensing and Copyright: Protecting Your Work
- Client Management: Handling Feedback, Revisions, and Long-Term Projects
- **Final Project:** Create a Business Plan for a Video Editing Service

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## **Advanced Certificate Program in FMCG Manufacturing, Packaging, and Enterprise Management (270 Hours)**

### **Unit 1: FMCG Sector & Production Fundamentals (30 Hours)**

- Introduction to the FMCG Sector: Scope and Trends
- Regulatory Overview: FSSAI, BIS, Pollution Board
- Overview of Three Key Production Units
  - PET Bottle & Packaged Drinking Water
  - Paper Cup & Plate Manufacturing
  - Spices Grinding & Packaging
- Plant Layout, Workflow, and Utilities
- Introduction to Machinery & Automation
- **Visit/Video Tour of Functional Units**

### **Unit 2: Raw Material & Inventory Management (30 Hours)**

- Types and Grades of Raw Materials
  - PET Preforms, RO Components, Paper Reels, Raw Spices
- Sourcing Strategies & Vendor Identification
- Quality Control of Raw Materials
- Storage & Handling Practices
- Introduction to Inventory Systems (Manual and Digital)
- FIFO, LIFO, Batch Tracking Systems
- **Hands-on: Inventory Record Maintenance**

### **Unit 3: PET Bottle & Packaged Drinking Water Manufacturing (30 Hours)**

- PET Bottle Blowing: Machines, Moulds & Safety
- RO Plant Installation, TDS Monitoring, Filters
- Water Treatment Steps: Filtration, UV, Ozonation
- Bottle Washing, Filling, Capping & Sealing



- Packaging & Labeling Techniques
- Quality Parameters for Drinking Water (BIS Norms)
- **Hands-on: Sample Bottle Filling & Testing**

#### **Unit 4: Paper Cup & Plate Manufacturing (30 Hours)**

- Raw Material: GSM Paper Reels, PE-Coated Paper
- Machine Types: Manual, Semi, Fully Automatic
- Mold Types, Heating and Shaping Techniques
- Drying, Trimming, and Stacking
- Defect Identification and Correction
- Quality Standards for Food-Grade Paper Products
- **Hands-on: Cup/Plate Production Practice**

#### **Unit 5: Spices Grinding & Packaging Unit (30 Hours)**

- Pre-cleaning and Drying of Raw Spices
- Grinding Technologies: Hammer Mill, Pulverizers
- Sieving, Blending, and Dehumidification
- Spice Oil Retention and Aroma Control
- Packaging Formats (Pouches, PET Jars)
- Labeling: Legal Declarations, Branding Elements
- **Hands-on: Spice Batch Grinding & Pack Trials**

#### **Unit 6: Packaging Technology & Logistics (30 Hours)**

- Types of FMCG Packaging: Primary, Secondary, Tertiary
- Printing, Lamination, and Batch Coding
- Packaging Equipment Maintenance
- Shelf-life Optimization through Packaging
- Cold Chain and Dry Storage Logistics
- Supply Chain Flow: From Plant to Retail
- **Activity: Design a Packaging & Distribution Plan**

#### **Unit 7: Costing, Pricing & Financial Management (30 Hours)**

- Cost Components: Fixed, Variable, Hidden Costs
- Costing Methods: Per Unit, Batch-wise, Monthly
- Product Pricing Strategy & Break-even Analysis
- GST, Taxation, and Invoice Management
- Bookkeeping and Profit Monitoring
- Digital Tools for Cost & Stock Control (Excel, Tally Basics)
- **Workshop: Price Calculation for 3 Product Lines**

#### **Unit 8: Quality Control, Compliance & Branding (30 Hours)**

- GMP (Good Manufacturing Practices) in FMCG
- FSSAI, ISO, BIS Licensing Process & Compliance
- Internal Audits and Process Monitoring
- Waste Management & Sustainability Practices
- Branding Strategies: Product Naming, Logo, Packaging Design
- Customer Feedback & Complaint Handling
- **Activity: Create a Product Branding Kit**



### **Unit 9: Entrepreneurship Development Programme (EDP) (30 Hours)**

- Entrepreneurial Mindset: Risk-Taking, Decision-Making
- Business Plan Development: Vision, Model, USP
- Legal Registrations: MSME, FSSAI, GST, Trade License
- Access to Government Schemes and Subsidies
- Marketing & Promotion (Offline & Digital)
- Hiring & Team Management in Small-Scale Industry
- **Final Project: Prepare Business Plan & Product Showcase**

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