



उद्योगः कर्मसु कोशलम्
Dr. Moonje Institute of Management
and Computer Studies

Central Hindu Military Education Society's
Dr. Moonje Institute of Management & Computer Studies
(Affiliated to S.P. Pune University & Approved by AICTE New Delhi)
(Accredited by NAAC with B+ Grade)
Bhonsala Military College Campus Rambhoomi, Nashik – 422 005
☎ Ph. No. (0253) 2342840, 9175917050
PUN Code : IMMNO17930, DTE Code : 5119, Exam Code : 0688
Email:office@moonjeinstitute.com Website:www.moonjeinstitute.com



2018-2019

Syllabus

Certification: Advanced Excel Certification

Course Duration: 35 Hours(1 Hour Per Day)

Week 1: Mastering Advanced Formulas and Functions (10 hours)
• Overview of advanced functions (SUMIFS, COUNTIFS, AVERAGEIFS)
• Logical functions (IF, AND, OR, nested IFs)
• Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX-MATCH)
• Array formulas and functions
• Text functions (CONCATENATE, LEFT, RIGHT, MID)
• Date and time functions (DATE, TIME, TODAY, NOW)
Week 2: Data Analysis Techniques and Pivot Tables (10 hours)
• Introduction to data analysis tools in Excel
• Sorting and filtering data
• Advanced data analysis techniques (regression analysis, scenario analysis)
• Introduction to Pivot Tables
• Creating Pivot Tables from various data sources
• Customizing Pivot Tables (grouping, calculated fields, slicers)
• Pivot Table data analysis (pivot charts, drill-down)
Week 3: Macros and VBA Programming (8 hours)
• Introduction to Excel macros
• Recording and editing macros
• Introduction to Visual Basic for Applications (VBA)
• Basics of VBA programming (variables, loops, conditions)
• Creating custom functions with VBA
• Error handling and debugging in VBA
Week 4: Advanced Data Visualization and Collaboration (7 hours)
• Creating advanced charts and graphs (combo charts, sparklines)
• Introduction to Power Query for data cleaning and transformation
• Introduction to Power Pivot for advanced data modeling

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| <ul style="list-style-type: none">• Creating interactive dashboards |
| <ul style="list-style-type: none">• Data validation and protection |
| <ul style="list-style-type: none">• Collaborating on workbooks with Excel Online and SharePoint |

Assessment and Certification:

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| <ul style="list-style-type: none">• Practical projects and assignments throughout the course |
| <ul style="list-style-type: none">• Final exam covering course topics |
| <ul style="list-style-type: none">• Certification awarded upon successful completion of the course and passing the exam |

Additional Resources: With the helped of library (E-Resources)

- | |
|--|
| <ul style="list-style-type: none">• Recommended readings and online resources for further learning |
| <ul style="list-style-type: none">• Access to online forums and communities for ongoing support and networking |



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2019-2020

Syllabus

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• Creating Pivot Tables from various data sources
• Customizing Pivot Tables (grouping, calculated fields, slicers)
• Pivot Table data analysis (pivot charts, drill-down)
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• Recording and editing macros
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• Creating custom functions with VBA
• Error handling and debugging in VBA
Week 4: Advanced Data Visualization and Collaboration (7 hours)
• Creating advanced charts and graphs (combo charts, sparklines)
• Introduction to Power Query for data cleaning and transformation
• Introduction to Power Pivot for advanced data modeling

- Creating interactive dashboards
- Data validation and protection
- Collaborating on workbooks with Excel Online and SharePoint

Assessment and Certification:

- Practical projects and assignments throughout the course
- Final exam covering course topics
- Certification awarded upon successful completion of the course and passing the exam

Additional Resources: With the helped of library (E-Resources)

- Recommended readings and online resources for further learning
- Access to online forums and communities for ongoing support and networking

Certification:-Fundamentals of Digital Marketing

Course Duration: 40 Hours (1 hour per day)

Week 1: Introduction to Digital Marketing

Day 1: Overview of Digital Marketing Landscape

- Definition and importance of digital marketing
- Evolution and trends in digital marketing

Day 2: Understanding Digital Marketing Channels

- Overview of various digital marketing channels (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.)
- Pros and cons of each channel

Day 3: Setting Digital Marketing Objectives

- SMART goal setting for digital marketing campaigns
- Understanding the buyer's journey

Week 2: Website and Content Strategy

Day 4: Building an Effective Website

- Website design principles
- User experience (UX) and user interface (UI) considerations

Day 5: Introduction to Content Marketing

- Content strategy basics
- Content types and formats

Day 6: Content Creation and Optimization

- Writing compelling copy
- SEO basics for content creators

Week 3: Search Engine Optimization (SEO)

Day 7: Understanding Search Engines

<ul style="list-style-type: none"> • How search engines work
<ul style="list-style-type: none"> • Importance of search engine ranking
Day 8: On-Page SEO
<ul style="list-style-type: none"> • Keyword research and optimization
<ul style="list-style-type: none"> • Meta tags, headings, and content optimization
Day 9: Off-Page SEO
<ul style="list-style-type: none"> • Link building strategies
<ul style="list-style-type: none"> • Importance of backlinks and domain authority
Week 4: Search Engine Marketing (SEM)
Day 10: Introduction to SEM and Google Ads
<ul style="list-style-type: none"> • Overview of SEM and its role in digital marketing
<ul style="list-style-type: none"> • Basics of Google Ads platform
Day 11: Creating Google Ads Campaigns
<ul style="list-style-type: none"> • Campaign structure and settings
<ul style="list-style-type: none"> • Keyword targeting and bidding strategies
Day 12: Google Ads Optimization and Measurement
<ul style="list-style-type: none"> • Ad copywriting best practices
<ul style="list-style-type: none"> • Tracking and analyzing campaign performance
Week 5: Social Media Marketing (SMM)
Day 13: Introduction to Social Media Marketing
<ul style="list-style-type: none"> • Importance of social media in digital marketing
<ul style="list-style-type: none"> • Overview of popular social media platforms
Day 14: Creating a Social Media Strategy
<ul style="list-style-type: none"> • Identifying target audience and goals
<ul style="list-style-type: none"> • Content planning and scheduling
Day 15: Engaging Audiences on Social Media
<ul style="list-style-type: none"> • Building a social media community
<ul style="list-style-type: none"> • Effective use of hashtags and trends
Week 6: Email Marketing and Analytics
Day 16: Introduction to Email Marketing
<ul style="list-style-type: none"> • Benefits of email marketing
<ul style="list-style-type: none"> • Email marketing tools and platforms
Day 17: Creating Email Campaigns
<ul style="list-style-type: none"> • Email design best practices
<ul style="list-style-type: none"> • Segmentation and personalization strategies
Day 18: Email Marketing Analytics
<ul style="list-style-type: none"> • Tracking email metrics

<ul style="list-style-type: none"> • A/B testing and optimization techniques
Week 7: Digital Marketing Tools and Automation
Day 19: Introduction to Marketing Automation
<ul style="list-style-type: none"> • Overview of marketing automation software • Benefits and applications of marketing automation
Day 20: Introduction to Analytics Tools
<ul style="list-style-type: none"> • Google Analytics basics • Other analytics tools for digital marketing
Day 21: Case Studies and Practical Applications
<ul style="list-style-type: none"> • Analysis of successful digital marketing campaigns • Hands-on exercises using digital marketing tools
Week 8: Digital Marketing Strategy and Planning
Day 22: Developing a Digital Marketing Strategy
<ul style="list-style-type: none"> • Aligning digital marketing with business goals • Creating a digital marketing plan
Day 23: Budgeting and Resource Allocation
<ul style="list-style-type: none"> • Allocating resources for digital marketing initiatives • Budgeting for digital marketing campaigns
Day 24: Measuring ROI and Performance
<ul style="list-style-type: none"> • Calculating return on investment (ROI) • Key performance indicators (KPIs) for digital marketing
Week 9: Legal and Ethical Considerations
Day 25: Digital Marketing Ethics and Compliance
<ul style="list-style-type: none"> • Understanding ethical issues in digital marketing • Compliance with regulations (GDPR, CAN-SPAM Act, etc.)
Day 26: Intellectual Property and Copyright
<ul style="list-style-type: none"> • Understanding intellectual property rights • Copyright laws and implications for digital marketing
Week 10: Future Trends in Digital Marketing
Day 27: Emerging Technologies in Digital Marketing
<ul style="list-style-type: none"> • Artificial intelligence and machine learning • Virtual reality and augmented reality
Day 28: Adaptation and Innovation in Digital Marketing
<ul style="list-style-type: none"> • Staying updated with industry trends • Strategies for adapting to new technologies

Week 11: Final Project and Review
Day 29-30: Final Project Preparation
<ul style="list-style-type: none"> Students work on a digital marketing project applying the concepts learned throughout the course
Day 31-32: Final Project Presentations
<ul style="list-style-type: none"> Students present their projects to the class and receive feedback
Day 33-35: Review and Q&A Sessions
<ul style="list-style-type: none"> Recap of key concepts and discussions on any remaining questions
Day 36-40: Final Assessments and Certification
<ul style="list-style-type: none"> Assessment of student understanding through quizzes or exams Distribution of course completion certificates




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2020-2021

Certification:- Soft Skill Development as the part of CBCS

Course Duration: 30 Hours(1 Hour Per Day)

Week 1: Effective Communication Skills (8 hours)
<ul style="list-style-type: none">• Understanding the importance of effective communication• Verbal communication skills (active listening, clarity, tone)• Non-verbal communication (body language, facial expressions)• Written communication skills (emails, reports, professional correspondence)• Communicating with empathy and understanding diverse perspectives
Week 2: Teamwork and Collaboration (6 hours)
<ul style="list-style-type: none">• The significance of teamwork in the workplace• Building and maintaining effective teams• Role clarity and accountability within teams• Resolving conflicts and managing disagreements• Fostering a culture of collaboration and mutual support
Week 3: Leadership and Influence (8 hours)
<ul style="list-style-type: none">• Differentiating between leadership and management• Identifying personal leadership styles and strengths• Leading by example and inspiring others• Influencing and persuading others effectively• Delegating tasks and empowering team members
Week 4: Time Management and Productivity (4 hours)
<ul style="list-style-type: none">• Understanding the importance of time management• Setting SMART goals and priorities• Techniques for effective time management (prioritization, task batching)• Overcoming procrastination and managing distractions• Balancing work and personal commitments for improved productivity
Week 5: Emotional Intelligence and Self-Awareness (4 hours)

<ul style="list-style-type: none"> • Definition and components of emotional intelligence (self-awareness, self-regulation, empathy, social skills)
<ul style="list-style-type: none"> • Understanding personal strengths and weaknesses
<ul style="list-style-type: none"> • Managing emotions effectively in the workplace
<ul style="list-style-type: none"> • Building resilience and handling stress
<ul style="list-style-type: none"> • Developing empathy and fostering positive relationships
<p>Assessment and Certification:</p>
<ul style="list-style-type: none"> • Participation in group discussions, activities, and role-plays
<ul style="list-style-type: none"> • Completion of individual and group assignments
<ul style="list-style-type: none"> • Final assessment evaluating understanding and application of course concepts
<ul style="list-style-type: none"> • Certification awarded upon successful completion of the course and assessment
<p>Additional Resources:</p>
<ul style="list-style-type: none"> • Recommended readings, articles, and videos for further exploration
<ul style="list-style-type: none"> • Access to online resources and tools for ongoing skill development

Certification:- Cyber Security

Course Duration: 40 Hours(1 Hour Per Day)

<p>Week 1: Introduction to Cyber Security (8 hours)</p>
<ul style="list-style-type: none"> • Understanding the cyber threat landscape
<ul style="list-style-type: none"> • Overview of cybersecurity principles and concepts
<ul style="list-style-type: none"> • Common cybersecurity threats and attack vectors
<ul style="list-style-type: none"> • Legal and ethical considerations in cybersecurity
<ul style="list-style-type: none"> • Introduction to cybersecurity frameworks and standards (NIST, ISO/IEC 27001)
<p>Week 2: Network Security (10 hours)</p>
<ul style="list-style-type: none"> • Basics of network security architecture
<ul style="list-style-type: none"> • Securing network devices (firewalls, routers, switches)
<ul style="list-style-type: none"> • Intrusion detection and prevention systems (IDS/IPS)
<ul style="list-style-type: none"> • Virtual private networks (VPNs) and secure remote access
<ul style="list-style-type: none"> • Network security protocols (TCP/IP, SSL/TLS, DNSSEC)
<p>Week 3: Cryptography and Data Protection (10 hours)</p>
<ul style="list-style-type: none"> • Introduction to cryptography and encryption techniques
<ul style="list-style-type: none"> • Symmetric and asymmetric encryption algorithms
<ul style="list-style-type: none"> • Public key infrastructure (PKI) and digital certificates
<ul style="list-style-type: none"> • Secure communication protocols (HTTPS, SSH)
<ul style="list-style-type: none"> • Cryptographic attacks and countermeasures

Week 4: Incident Response and Ethical Hacking (12 hours)
<ul style="list-style-type: none"> • Developing an incident response plan • Identifying and classifying security incidents • Incident containment and eradication • Forensic analysis and evidence preservation • Introduction to ethical hacking methodologies and tools • Hands-on penetration testing exercises and simulations
Assessment and Certification:
<ul style="list-style-type: none"> • Hands-on labs, simulations, and practical exercises throughout the course • Completion of individual and group assignments • Final assessment evaluating understanding and application of course concepts • Certification awarded upon successful completion of the course and assessment
Additional Resources:
<ul style="list-style-type: none"> • Recommended readings, whitepapers, and case studies for further exploration • Access to online resources, forums, and communities for ongoing learning and support




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2021-2022

Syllabus

Certification:-Digital Marketing Certification

Course Duration:40 Hours (1 Hour Per Day)

Week 1: Introduction to Digital Marketing
Day 1: Overview of Digital Marketing
<ul style="list-style-type: none">• Definition, importance, and benefits of digital marketing• Evolution of digital marketing and its significance in modern business
Day 2: Digital Marketing Channels
<ul style="list-style-type: none">• Introduction to various digital marketing channels (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.)• Understanding the role of each channel in a digital marketing strategy
Day 3: Digital Marketing Strategy
<ul style="list-style-type: none">• Basics of developing a digital marketing strategy• Setting objectives, defining target audience, and choosing appropriate channels
Week 2: Website Optimization
Day 4: Website Essentials
<ul style="list-style-type: none">• Understanding the importance of a well-optimized website• Key elements of website design and usability
Day 5: Search Engine Optimization (SEO)
<ul style="list-style-type: none">• Introduction to SEO principles and best practices• On-page and off-page optimization techniques
Day 6: Website Analytics
<ul style="list-style-type: none">• Basics of web analytics tools (e.g., Google Analytics)• Analyzing website performance and user behavior
Week 3: Content Marketing
Day 7: Content Strategy
<ul style="list-style-type: none">• Importance of content marketing in digital marketing• Developing a content strategy aligned with business goals
Day 8: Content Creation

<ul style="list-style-type: none"> • Creating high-quality and engaging content for different digital channels • Content optimization for SEO and user engagement
Day 9: Content Distribution
<ul style="list-style-type: none"> • Strategies for promoting and distributing content effectively • Leveraging social media, email marketing, and other channels for content distribution
Week 4: Social Media Marketing (SMM)
Day 10: Introduction to Social Media Marketing
<ul style="list-style-type: none"> • Overview of major social media platforms and their demographics • Setting up social media profiles for business
Day 11: Social Media Content Creation
<ul style="list-style-type: none"> • Creating engaging and shareable content for social media • Understanding social media algorithms and best posting practices
Day 12: Social Media Advertising
<ul style="list-style-type: none"> • Basics of social media advertising (e.g., Facebook Ads, Instagram Ads) • Targeting options, ad formats, and budgeting
Week 5: Email Marketing
Day 13: Email Marketing Fundamentals
<ul style="list-style-type: none"> • Importance of email marketing in digital marketing strategy • Building an email list and permission-based marketing
Day 14: Email Campaign Creation
<ul style="list-style-type: none"> • Designing effective email campaigns • Writing compelling subject lines and email copy
Day 15: Email Automation and Optimization
<ul style="list-style-type: none"> • Implementing email automation sequences • A/B testing and optimizing email campaigns for better performance
Week 6: Pay-Per-Click (PPC) Advertising
Day 16: Introduction to PPC Advertising
<ul style="list-style-type: none"> • Understanding PPC advertising models (e.g., Google Ads, Bing Ads) • Keyword research and targeting options
Day 17: Creating PPC Campaigns
<ul style="list-style-type: none"> • Setting up PPC campaigns • Writing ad copy and optimizing landing pages
Day 18: PPC Campaign Management and Optimization
<ul style="list-style-type: none"> • Monitoring campaign performance • Adjusting bids, keywords, and ad copy for better results
Week 7: Digital Marketing Analytics
Day 19: Introduction to Digital Marketing Analytics
<ul style="list-style-type: none"> • Understanding key metrics and KPIs in digital marketing

<ul style="list-style-type: none"> Using analytics tools to track and measure performance
Day 20: Data Analysis and Reporting
<ul style="list-style-type: none"> Analyzing digital marketing data to gain insights Creating reports and dashboards for stakeholders
Day 21: Conversion Rate Optimization (CRO)
<ul style="list-style-type: none"> Basics of CRO and its importance in digital marketing Strategies for improving website conversion rates
Week 8: Mobile Marketing and Emerging Trends
Day 22: Mobile Marketing Essentials
<ul style="list-style-type: none"> Importance of mobile marketing in the digital landscape Optimizing digital marketing strategies for mobile users
Day 23: Emerging Trends in Digital Marketing
<ul style="list-style-type: none"> Overview of emerging technologies and trends (e.g., AI, voice search, chatbots) How to stay updated and adapt to changing digital marketing landscape
Day 24: Digital Marketing Ethics and Legal Considerations
<ul style="list-style-type: none"> Understanding ethical issues and legal regulations in digital marketing Ensuring compliance with privacy laws and regulations (e.g., GDPR)
Week 9: Practical Applications and Case Studies
Day 25-27: Case Studies and Practical Exercises
<ul style="list-style-type: none"> Analyzing real-world digital marketing campaigns Hands-on exercises and simulations to apply concepts learned
Day 28: Group Project Kick-off
<ul style="list-style-type: none"> Forming groups and assigning digital marketing projects Planning and strategizing for the group projects
Week 10: Group Project Presentation and Review
Day 29-30: Group Project Work
<ul style="list-style-type: none"> Groups work on their digital marketing projects
Day 31-34: Group Project Presentations
<ul style="list-style-type: none"> Groups present their digital marketing projects to the class Feedback and Q&A sessions for each presentation
Day 35-40: Final Review and Certification
<ul style="list-style-type: none"> Recap of key concepts and takeaways from the course Final assessments and certification of course completion

Certification:- Soft Skill Development as the part of CBCS

Course Duration: 30 Hours(1 Hour Per Day)

Week 1: Effective Communication Skills (8 hours)
<ul style="list-style-type: none"> Understanding the importance of effective communication

<ul style="list-style-type: none"> • Verbal communication skills (active listening, clarity, tone) • Non-verbal communication (body language, facial expressions) • Written communication skills (emails, reports, professional correspondence) • Communicating with empathy and understanding diverse perspectives
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<ul style="list-style-type: none"> • Differentiating between leadership and management • Identifying personal leadership styles and strengths • Leading by example and inspiring others • Influencing and persuading others effectively • Delegating tasks and empowering team members
Week 4: Time Management and Productivity (4 hours)
<ul style="list-style-type: none"> • Understanding the importance of time management • Setting SMART goals and priorities • Techniques for effective time management (prioritization, task batching) • Overcoming procrastination and managing distractions • Balancing work and personal commitments for improved productivity
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Additional Resources:
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Certification:- Cyber Security

Course Duration: 40 Hours(1 Hour Per Day)

Week 1: Introduction to Cyber Security (8 hours)
<ul style="list-style-type: none">• Understanding the cyber threat landscape• Overview of cybersecurity principles and concepts• Common cybersecurity threats and attack vectors• Legal and ethical considerations in cybersecurity• Introduction to cybersecurity frameworks and standards (NIST, ISO/IEC 27001)
Week 2: Network Security (10 hours)
<ul style="list-style-type: none">• Basics of network security architecture• Securing network devices (firewalls, routers, switches)• Intrusion detection and prevention systems (IDS/IPS)• Virtual private networks (VPNs) and secure remote access• Network security protocols (TCP/IP, SSL/TLS, DNSSEC)
Week 3: Cryptography and Data Protection (10 hours)
<ul style="list-style-type: none">• Introduction to cryptography and encryption techniques• Symmetric and asymmetric encryption algorithms• Public key infrastructure (PKI) and digital certificates• Secure communication protocols (HTTPS, SSH)• Cryptographic attacks and countermeasures
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<ul style="list-style-type: none">• Developing an incident response plan• Identifying and classifying security incidents• Incident containment and eradication• Forensic analysis and evidence preservation• Introduction to ethical hacking methodologies and tools• Hands-on penetration testing exercises and simulations
Assessment and Certification:
<ul style="list-style-type: none">• Hands-on labs, simulations, and practical exercises throughout the course• Completion of individual and group assignments• Final assessment evaluating understanding and application of course concepts• Certification awarded upon successful completion of the course and assessment
Additional Resources:
<ul style="list-style-type: none">• Recommended readings, whitepapers, and case studies for further exploration• Access to online resources, forums, and communities for ongoing learning and support

Certification:-Fundamentals of Digital Marketing

Course Duration: 40 Hours (1 Hour Per Day)

Week 1: Introduction to Digital Marketing
Day 1: Overview of Digital Marketing Landscape
<ul style="list-style-type: none">• Definition and importance of digital marketing• Evolution and trends in digital marketing
Day 2: Understanding Digital Marketing Channels
<ul style="list-style-type: none">• Overview of various digital marketing channels (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.)• Pros and cons of each channel
Day 3: Setting Digital Marketing Objectives
<ul style="list-style-type: none">• SMART goal setting for digital marketing campaigns• Understanding the buyer's journey
Week 2: Website and Content Strategy
Day 4: Building an Effective Website
<ul style="list-style-type: none">• Website design principles• User experience (UX) and user interface (UI) considerations
Day 5: Introduction to Content Marketing
<ul style="list-style-type: none">• Content strategy basics• Content types and formats
Day 6: Content Creation and Optimization
<ul style="list-style-type: none">• Writing compelling copy• SEO basics for content creators
Week 3: Search Engine Optimization (SEO)
Day 7: Understanding Search Engines
<ul style="list-style-type: none">• How search engines work• Importance of search engine ranking
Day 8: On-Page SEO
<ul style="list-style-type: none">• Keyword research and optimization• Meta tags, headings, and content optimization
Day 9: Off-Page SEO
<ul style="list-style-type: none">• Link building strategies• Importance of backlinks and domain authority
Week 4: Search Engine Marketing (SEM)
Day 10: Introduction to SEM and Google Ads
<ul style="list-style-type: none">• Overview of SEM and its role in digital marketing• Basics of Google Ads platform
Day 11: Creating Google Ads Campaigns
<ul style="list-style-type: none">• Campaign structure and settings• Keyword targeting and bidding strategies
Day 12: Google Ads Optimization and Measurement
<ul style="list-style-type: none">• Ad copywriting best practices• Tracking and analyzing campaign performance

Week 5: Social Media Marketing (SMM)

Day 13: Introduction to Social Media Marketing

- Importance of social media in digital marketing
- Overview of popular social media platforms

Day 14: Creating a Social Media Strategy

- Identifying target audience and goals
- Content planning and scheduling

Day 15: Engaging Audiences on Social Media

- Building a social media community
- Effective use of hashtags and trends

Week 6: Email Marketing and Analytics

Day 16: Introduction to Email Marketing

- Benefits of email marketing
- Email marketing tools and platforms

Day 17: Creating Email Campaigns

- Email design best practices
- Segmentation and personalization strategies

Day 18: Email Marketing Analytics

- Tracking email metrics
- A/B testing and optimization techniques

Week 7: Digital Marketing Tools and Automation

Day 19: Introduction to Marketing Automation

- Overview of marketing automation software
- Benefits and applications of marketing automation

Day 20: Introduction to Analytics Tools

- Google Analytics basics
- Other analytics tools for digital marketing

Day 21: Case Studies and Practical Applications

- Analysis of successful digital marketing campaigns
- Hands-on exercises using digital marketing tools

Week 8: Digital Marketing Strategy and Planning

Day 22: Developing a Digital Marketing Strategy

- Aligning digital marketing with business goals
- Creating a digital marketing plan

Day 23: Budgeting and Resource Allocation

- Allocating resources for digital marketing initiatives
- Budgeting for digital marketing campaigns

Day 24: Measuring ROI and Performance

- Calculating return on investment (ROI)
- Key performance indicators (KPIs) for digital marketing

Week 9: Legal and Ethical Considerations

Day 25: Digital Marketing Ethics and Compliance

- Understanding ethical issues in digital marketing

<ul style="list-style-type: none"> • Compliance with regulations (GDPR, CAN-SPAM Act, etc.)
Day 26: Intellectual Property and Copyright
<ul style="list-style-type: none"> • Understanding intellectual property rights • Copyright laws and implications for digital marketing
Week 10: Future Trends in Digital Marketing
Day 27: Emerging Technologies in Digital Marketing
<ul style="list-style-type: none"> • Artificial intelligence and machine learning • Virtual reality and augmented reality
Day 28: Adaptation and Innovation in Digital Marketing
<ul style="list-style-type: none"> • Staying updated with industry trends • Strategies for adapting to new technologies
Week 11: Final Project and Review
Day 29-30: Final Project Preparation
<ul style="list-style-type: none"> • Students work on a digital marketing project applying the concepts learned throughout the course
Day 31-32: Final Project Presentations
<ul style="list-style-type: none"> • Students present their projects to the class and receive feedback
Day 33-35: Review and Q&A Sessions
<ul style="list-style-type: none"> • Recap of key concepts and discussions on any remaining questions
Day 36-40: Final Assessments and Certification
<ul style="list-style-type: none"> • Assessment of student understanding through quizzes or exams • Distribution of course completion certificates

Certification:-Skillup Python For Beginners

Course Duration: 30 Hours(1 Hour Per Day)

Week 1: Introduction to Python
Day 1: Introduction to Python Programming
<ul style="list-style-type: none"> • Overview of Python and its applications • Setting up Python environment (interpreter, IDE)
Day 2: Basic Python Syntax
<ul style="list-style-type: none"> • Variables, data types, and basic operations • Print statements and comments
Day 3: Conditional Statements
<ul style="list-style-type: none"> • If, elif, and else statements • Comparison and logical operators
Week 2: Data Structures in Python
Day 4: Lists and Tuples
<ul style="list-style-type: none"> • Creating and manipulating lists • Tuple operations and immutability
Day 5: Dictionaries and Sets

- Understanding dictionaries and key-value pairs

- Set operations and methods

Day 6: String Operations

- String manipulation and formatting
- String methods and functions

Week 3: Control Flow and Loops

Day 7: While Loops

- Using while loops in Python
- Loop control statements (break, continue)

Day 8: For Loops

- Iterating over sequences using for loops
- Nested loops and loop control

Day 9: Looping Techniques

- Enumerate, zip, and range functions
- List comprehensions and generator expressions

Week 4: Functions and Modules

Day 10: Introduction to Functions

- Defining and calling functions
- Function arguments and return values

Day 11: Function Scope and Variables

- Global vs. local variables
- Scope resolution and the global keyword

Day 12: Introduction to Modules

- Creating and importing modules
- Organizing code into modules and packages

Week 5: File Handling and Exception Handling

Day 13: Reading and Writing Files

- Opening and closing files in Python
- File modes and file object methods

Day 14: Exception Handling

- Handling exceptions using try-except blocks
- Handling specific exceptions and multiple exceptions

Day 15: Handling Files and Exceptions Together

- Reading files with error handling
- Writing files with error handling

Week 6: Object-Oriented Programming (OOP) Basics
Day 16: Introduction to OOP
<ul style="list-style-type: none"> • Understanding the principles of OOP • Classes and objects in Python
Day 17: Defining Classes and Objects
<ul style="list-style-type: none"> • Creating classes and objects in Python • Class attributes and methods
Day 18: Inheritance and Polymorphism
<ul style="list-style-type: none"> • Inheriting classes and overriding methods • Polymorphism and method overriding
Week 7: Advanced Python Concepts
Day 19: Working with Modules and Packages
<ul style="list-style-type: none"> • Importing modules and packages • Creating and installing packages using pip
Day 20: Working with Dates and Times
<ul style="list-style-type: none"> • Date and time objects in Python • Date formatting and manipulation
Day 21: Regular Expressions
<ul style="list-style-type: none"> • Introduction to regular expressions • Using regular expressions in Python
Week 8: Introduction to Data Analysis with Python
Day 22: Introduction to Data Analysis Libraries
<ul style="list-style-type: none"> • Overview of popular data analysis libraries (NumPy, Pandas) • Installing and importing data analysis libraries
Day 23: Data Manipulation with Pandas
<ul style="list-style-type: none"> • Introduction to Pandas DataFrame • Data indexing, selection, and manipulation
Day 24: Data Visualization with Matplotlib
<ul style="list-style-type: none"> • Introduction to Matplotlib for data visualization • Creating basic plots (line plots, bar plots, scatter plots)
Week 9: Introduction to Web Development with Python
Day 25: Introduction to Web Development
<ul style="list-style-type: none"> • Overview of web development with Python • Introduction to Flask framework
Day 26: Creating a Basic Web Application with Flask
<ul style="list-style-type: none"> • Setting up a Flask project

<ul style="list-style-type: none"> • Creating routes and rendering templates
Day 27: Handling Forms and User Input
<ul style="list-style-type: none"> • Handling form submissions in Flask • Validating form data and processing user input
Week 10: Final Project and Review
Day 28-29: Final Project Work
<ul style="list-style-type: none"> • Students work on a final project applying the concepts learned throughout the course
Day 30: Final Project Presentations and Review
<ul style="list-style-type: none"> • Students present their projects to the class • Review of key concepts and takeaways from the course



A handwritten signature in blue ink, consisting of a stylized first letter and a long, wavy line extending to the right.

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2022-2023

Syllabus

Certification:-Affiliate Marketing, Digital Marketing: Swayam Platform
(includes Google Analytics, Facebook Marketing, Website Analytics)

Course Duration: 40 Hours(1 Hour Per Day)

Week 1: Introduction to Affiliate Marketing
<ul style="list-style-type: none">• Understanding Affiliate Marketing• Benefits and Challenges of Affiliate Marketing• Introduction to Affiliate Networks
Week 2: Affiliate Marketing Strategies
<ul style="list-style-type: none">• Selecting Profitable Affiliate Products• Creating High-Converting Affiliate Content• Building Relationships with Affiliate Partners
Week 3: Introduction to Digital Marketing
<ul style="list-style-type: none">• Overview of Digital Marketing Channels• Importance of Digital Marketing in Business• Digital Marketing Trends and Best Practices
Week 4: Google Analytics Basics
<ul style="list-style-type: none">• Introduction to Google Analytics Interface• Setting Up Google Analytics Account• Understanding Key Metrics and Reports
Week 5: Google Analytics Advanced
<ul style="list-style-type: none">• Goal Setting and Tracking in Google Analytics• Analyzing Conversion Paths• Utilizing Segmentation for Insights
Week 6: Facebook Marketing Fundamentals

<ul style="list-style-type: none"> ● Introduction to Facebook Marketing
<ul style="list-style-type: none"> ● Creating a Facebook Business Page
<ul style="list-style-type: none"> ● Understanding Facebook Advertising Options
<p>Week 7: Facebook Advertising Strategies</p>
<ul style="list-style-type: none"> ● Targeting Options and Audience Segmentation
<ul style="list-style-type: none"> ● Creating Compelling Facebook Ad Content
<ul style="list-style-type: none"> ● Monitoring and Optimizing Facebook Ad Campaigns
<p>Week 8: Website Analytics Essentials</p>
<ul style="list-style-type: none"> ● Introduction to Website Analytics Tools
<ul style="list-style-type: none"> ● Setting Up Website Analytics Tracking
<ul style="list-style-type: none"> ● Analyzing Website Traffic and User Behavior
<p>Week 9: Website Optimization Techniques</p>
<ul style="list-style-type: none"> ● Identifying Website Optimization Opportunities
<ul style="list-style-type: none"> ● A/B Testing and Conversion Rate Optimization
<ul style="list-style-type: none"> ● Implementing Insights from Website Analytics
<p>Week 10: Course Review and Project Presentation</p>
<ul style="list-style-type: none"> ● Review of Key Concepts and Strategies
<ul style="list-style-type: none"> ● Q&A Session
<ul style="list-style-type: none"> ● Presentation of Final Projects
<p>Assessment:</p>
<ul style="list-style-type: none"> ● Weekly quizzes to assess understanding of course material.
<ul style="list-style-type: none"> ● Final project: Participants will develop and present a digital marketing campaign incorporating affiliate marketing strategies and utilizing Google Analytics, Facebook Marketing, and Website Analytics tools.

Certification:-Project Management

Course Duration: 35 Hours (1 Hour Per Day)

<p>Week 1: Introduction to Project Management</p>
<ul style="list-style-type: none"> ● Overview of Project Management
<ul style="list-style-type: none"> ● Importance of Project Management in Organizations
<ul style="list-style-type: none"> ● Project Life Cycle and Phases

Week 2: Project Initiation
<ul style="list-style-type: none"> • Defining Project Objectives and Scope • Stakeholder Identification and Analysis • Project Charter Development
Week 3: Project Planning Part 1: Scope and Schedule Management
<ul style="list-style-type: none"> • Work Breakdown Structure (WBS) • Activity Definition and Sequencing • Estimating Activity Durations
Week 4: Project Planning Part 2: Resource and Cost Management
<ul style="list-style-type: none"> • Resource Planning and Allocation • Cost Estimation and Budgeting • Risk Identification and Management Planning
Week 5: Project Execution
<ul style="list-style-type: none"> • Team Development and Management • Project Communication and Reporting • Quality Assurance and Control
Week 6: Project Monitoring and Controlling
<ul style="list-style-type: none"> • Performance Measurement and Reporting • Change Management • Risk Monitoring and Control
Week 7: Project Closure
<ul style="list-style-type: none"> • Project Deliverables Acceptance • Lessons Learned and Project Closure Documentation • Transition Planning
Week 8: Project Management Tools and Techniques
<ul style="list-style-type: none"> • Introduction to Project Management Software (e.g., Microsoft Project) • Gantt Charts, Network Diagrams, and Critical Path Method (CPM) • Earned Value Management (EVM)
Week 9: Agile Project Management
<ul style="list-style-type: none"> • Introduction to Agile Methodologies (e.g., Scrum, Kanban) • Agile Principles and Values • Agile Project Planning and Execution

Week 10: Course Review and Case Studies
<ul style="list-style-type: none"> • Review of Key Concepts and Techniques • Case Studies and Practical Exercises • Q&A Session
Assessment:
<ul style="list-style-type: none"> • Weekly quizzes to assess understanding of course material. • Final project: Participants will develop a project management plan for a hypothetical project, including project initiation, planning, execution, monitoring and controlling, and closure phases.

Certification:-Data Analysis with Python

Course Duration:15 Hour (1 Hour Per Day)

Week 1: Introduction to Data Analysis with Python
<ul style="list-style-type: none"> • Overview of Data Analysis and its Importance • Introduction to Python for Data Analysis • Setting up Python Environment and Libraries
Week 2: Introduction to NumPy
<ul style="list-style-type: none"> • Introduction to NumPy Arrays • Array Operations and Manipulation • Indexing and Slicing
Week 3: Introduction to Pandas
<ul style="list-style-type: none"> • Introduction to Pandas Series and DataFrames • Data Manipulation and Cleaning with Pandas • Data Aggregation and Grouping
Week 4: Data Visualization with Matplotlib
<ul style="list-style-type: none"> • Introduction to Matplotlib • Basic Plotting Techniques • Customizing Plots and Adding Annotations
Week 5: Advanced Data Analysis Techniques
<ul style="list-style-type: none"> • Handling Missing Data • Combining and Merging Datasets • Reshaping and Pivot Tables
Week 6: Data Analysis Project

• Project Introduction and Dataset Overview
• Data Cleaning and Preparation
• Data Analysis and Visualization
Week 7: Data Analysis Project (Continued)
• Advanced Data Analysis Techniques
• Finalizing Project and Presentation Preparation
Week 8: Final Project Presentations and Course Review
• Presentation of Data Analysis Projects
• Course Review and Q&A Session
Assessment:
• Weekly quizzes to assess understanding of course material.
• Final project: Participants will work on a data analysis project using real-world datasets, demonstrating their understanding of data manipulation, analysis, and visualization techniques with Python.

Certification:-Generic Online Training in Cyber Security

Course Duration: 30 Hours (1 Hour Per Day)

Week 1: Introduction to Cybersecurity
• Overview of Cybersecurity Concepts and Terminology
• Importance of Cybersecurity in the Digital Age
• Cybersecurity Threat Landscape
Week 2: Common Cyber Threats and Attacks
• Malware, Viruses, and Worms
• Phishing and Social Engineering Attacks
• Denial-of-Service (DoS) Attacks
Week 3: Network Security
• Network Security Fundamentals
• Firewalls and Intrusion Detection Systems (IDS)
• Secure Network Architecture
Week 4: Cryptography Basics
• Introduction to Cryptography
• Encryption and Decryption Techniques
• Public Key Infrastructure (PKI)

Week 5: Security in Operating Systems and Applications

- Operating System Security
- Application Security Best Practices
- Secure Software Development Lifecycle (SDLC)

Week 6: Cybersecurity Risk Management

- Risk Assessment and Analysis
- Risk Mitigation Strategies
- Incident Response and Disaster Recovery Planning

Week 7: Compliance and Legal Aspects of Cybersecurity

- Cybersecurity Laws and Regulations
- Compliance Standards (e.g., GDPR, HIPAA, PCI DSS)
- Privacy and Data Protection Principles

Week 8: Ethical Considerations in Cybersecurity

- Ethical Hacking and Penetration Testing
- Professional Codes of Conduct
- Cybersecurity Career Paths and Opportunities

Week 9: Cybersecurity Tools and Technologies

- Introduction to Cybersecurity Tools (e.g., IDS/IPS, SIEM, VPN)
- Security Information and Event Management (SIEM)
- Intrusion Detection and Prevention Systems (IDS/IPS)

Week 10: Emerging Trends in Cybersecurity

- Internet of Things (IoT) Security
- Cloud Security
- Artificial Intelligence and Machine Learning in Cybersecurity

Week 11: Case Studies and Practical Scenarios

- Analysis of Real-world Cybersecurity Incidents
- Hands-on Exercises and Simulations
- Q&A Session

Assessment:

- Weekly quizzes to assess understanding of course material.
- Final project. Participants will develop a cybersecurity risk assessment report for a hypothetical organization, identifying potential threats, vulnerabilities, and recommended mitigation strategies.

Certification:-TCS ion Career edge- Young Professional

Course Duration:30 Hours (1 Hour Per Day)

Week 1: Professional Communication Skills
<ul style="list-style-type: none">● Importance of Effective Communication in the Workplace● Verbal and Non-verbal Communication Skills● Active Listening and Feedback Techniques
Week 2: Written Communication Skills
<ul style="list-style-type: none">● Business Writing Basics: Emails, Memos, and Reports● Writing Clear and Concise Messages● Proofreading and Editing Techniques
Week 3: Teamwork and Collaboration
<ul style="list-style-type: none">● Understanding Team Dynamics● Effective Team Communication● Conflict Resolution Strategies
Week 4: Time Management and Productivity
<ul style="list-style-type: none">● Time Management Principles● Prioritization Techniques● Overcoming Procrastination
Week 5: Problem-Solving Skills
<ul style="list-style-type: none">● Problem Identification and Analysis● Creative Thinking Techniques● Decision-Making Strategies
Week 6: Career Development Strategies
<ul style="list-style-type: none">● Resume Writing Essentials● Crafting a Professional LinkedIn Profile● Job Search Strategies
Week 7: Interview Skills
<ul style="list-style-type: none">● Preparing for Interviews: Research and Practice● Answering Common Interview Questions● Handling Behavioral Interviews

Week 8: Personal Branding and Networking
<ul style="list-style-type: none"> • Building Your Personal Brand • Networking Strategies for Career Growth • Leveraging Social Media for Professional Networking
Week 9: Workplace Etiquette and Professionalism
<ul style="list-style-type: none"> • Business Etiquette and Professional Conduct • Managing Workplace Relationships • Handling Workplace Conflicts
Week 10: Career Advancement and Continuous Learning
<ul style="list-style-type: none"> • Setting Career Goals and Action Plans • Importance of Lifelong Learning and Skill Development • Strategies for Career Advancement
Week 11: Course Review and Mock Interviews
<ul style="list-style-type: none"> • Review of Key Concepts and Skills • Mock Interview Sessions and Feedback • Q&A Session
Assessment:
<ul style="list-style-type: none"> • Weekly quizzes and assignments to assess understanding of course material. • Final project: Participants will create a professional development plan outlining their career goals, skills to develop, and action steps.

Certification:-Machine Learning

Course Duration: 30 Hours (1 Hour Per Day)

Week 1: Introduction to Machine Learning
<ul style="list-style-type: none"> • What is Machine Learning? • Types of Machine Learning: Supervised, Unsupervised, and Reinforcement Learning • Applications of Machine Learning
Week 2: Python for Machine Learning
<ul style="list-style-type: none"> • Introduction to Python Libraries for Machine Learning (NumPy, Pandas, Scikit-Learn) • Data Preprocessing Techniques

<ul style="list-style-type: none"> • Data Visualization with Matplotlib and Seaborn
Week 3: Supervised Learning Part 1: Regression
<ul style="list-style-type: none"> • Introduction to Regression Analysis • Simple Linear Regression • Multiple Linear Regression
Week 4: Supervised Learning Part 2: Classification
<ul style="list-style-type: none"> • Introduction to Classification • Logistic Regression • Decision Trees and Random Forests
Week 5: Model Evaluation and Validation
<ul style="list-style-type: none"> • Model Evaluation Metrics (Accuracy, Precision, Recall, F1 Score) • Cross-Validation Techniques • Hyperparameter Tuning
Week 6: Unsupervised Learning Part 1: Clustering
<ul style="list-style-type: none"> • Introduction to Unsupervised Learning • K-Means Clustering • Hierarchical Clustering
Week 7: Unsupervised Learning Part 2: Dimensionality Reduction
<ul style="list-style-type: none"> • Principal Component Analysis (PCA) • t-Distributed Stochastic Neighbor Embedding (t-SNE) • Applications of Dimensionality Reduction
Week 8: Ensemble Learning Techniques
<ul style="list-style-type: none"> • Introduction to Ensemble Learning • Bagging and Boosting • Voting Classifiers
Week 9: Introduction to Neural Networks
<ul style="list-style-type: none"> • Basics of Neural Networks • Feedforward Neural Networks • Activation Functions and Backpropagation
Week 10: Deep Learning Fundamentals
<ul style="list-style-type: none"> • Introduction to Deep Learning • Convolutional Neural Networks (CNNs) • Recurrent Neural Networks (RNNs)

Week 11: Advanced Topics in Machine Learning
<ul style="list-style-type: none"> • Feature Engineering Techniques • Model Deployment and Scalability • Ethical Considerations in Machine Learning
Week 12: Capstone Project
<ul style="list-style-type: none"> • Application of Machine Learning Techniques to a Real-world Dataset • Project Presentation and Discussion • Course Review and Q&A Session
Assessment:
<ul style="list-style-type: none"> • Weekly quizzes and coding assignments to assess understanding of course material. • Capstone project: Participants will work on a machine learning project, applying the techniques learned throughout the course to solve a real-world problem.

Certification:- Organizational Behaviour

Course Duration: 1 hour

Introduction to Organizational Behavior (15 minutes)
<ul style="list-style-type: none"> • Definition of Organizational Behavior • Importance of Studying Organizational Behavior • Historical Evolution of Organizational Behavior as a Field
Individual Behavior in Organizations (15 minutes)
<ul style="list-style-type: none"> • Theories of Individual Behavior (e.g., Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory) • Factors Influencing Individual Behavior (e.g., personality, perception, attitudes)
Group Dynamics and Team Effectiveness (15 minutes)
<ul style="list-style-type: none"> • Understanding Group Behavior • Stages of Group Development (e.g., Forming, Storming, Norming, Performing) • Factors Affecting Team Effectiveness (e.g., cohesion, communication, leadership)
Organizational Culture (15 minutes)
<ul style="list-style-type: none"> • Definition and Components of Organizational Culture • Importance of Organizational Culture • Types of Organizational Cultures (e.g., clan culture, adhocracy culture, market culture, hierarchy culture)
Conclusion and Q&A (10 minutes)
<ul style="list-style-type: none"> • Summary of Key Points

- Open Floor for Questions and Discussion

Assessment:

- Informal assessment through participation in discussions and Q&A session.

Certification:- Six Sigma White Belt

Course Duration: 30 hour (1 Hour Per Day)

Week 1-2: Introduction to Six Sigma (6 hours)

- Overview of Six Sigma methodology and its history
- Key concepts: Defects, Processes, Variation, Customer Focus
- Roles and responsibilities of Six Sigma team members
- Introduction to DMAIC methodology

Week 3-4: Define Phase (6 hours)

- Define Phase objectives and activities
- Identifying project stakeholders and defining project scope
- Developing project charters and problem statements
- Voice of Customer (VOC) analysis

Week 5-6: Measure Phase (6 hours)

- Measure Phase objectives and activities
- Process mapping techniques (SIPOC, Process Flowcharts)
- Data collection methods and tools (Check Sheets, Data Collection Plans)
- Basic statistical concepts and tools (Descriptive Statistics, Measurement Systems Analysis)

Week 7-8: Analyze Phase (6 hours)

- Analyze Phase objectives and activities
- Identifying root causes of process variation
- Tools for data analysis (Cause and Effect Diagrams, Scatter Diagrams, Pareto Charts)
- Introduction to hypothesis testing and correlation analysis

Week 9-10: Improve Phase (6 hours)

- Improve Phase objectives and activities
- Generating and evaluating solutions for process improvement
- Lean principles and tools in Six Sigma
- Failure Mode and Effects Analysis (FMEA)

Week 11-12: Control Phase (6 hours)
<ul style="list-style-type: none"> • Control Phase objectives and activities • Implementing controls to sustain process improvements • Statistical Process Control (SPC) techniques • Project documentation and handoff
Week 13: Review and Exam Preparation (2 hours)
<ul style="list-style-type: none"> • Review of key concepts and methodologies covered in the course • Practice quizzes and exercises • Exam preparation tips and strategies
Week 14: Certification Exam (2 hours)
<ul style="list-style-type: none"> • Six Sigma White Belt certification exam (online or proctored) • Exam consists of multiple-choice questions based on course content
Assessment:
<ul style="list-style-type: none"> • Quizzes and exercises at the end of each week to assess understanding of course material. • Active participation in discussions and activities throughout the training. • Successful completion of the Six Sigma White Belt certification exam.

Certification:- Supply Chain Management by TCS

Course Duration: 30 hour (1 Hour Per Day)

Week 1-2: Introduction to Supply Chain Management (6 hours)
<ul style="list-style-type: none"> • Definition and Importance of Supply Chain Management • Evolution of Supply Chain Management • Key Components of Supply Chains • Supply Chain Integration and Collaboration
Week 3-4: Procurement and Supplier Management (6 hours)
<ul style="list-style-type: none"> • Procurement Process and Strategies • Supplier Selection and Evaluation • Supplier Relationship Management (SRM) • Contract Management and Negotiation
Week 5-6: Inventory Management (6 hours)
<ul style="list-style-type: none"> • Importance of Inventory Management • Types of Inventory and Inventory Costs • Inventory Control Techniques (ABC Analysis, EOQ, JIT)

<ul style="list-style-type: none"> • Inventory Forecasting and Demand Planning
Week 7-8: Production and Operations Management (6 hours)
<ul style="list-style-type: none"> • Production Planning and Scheduling • Lean Manufacturing Principles • Total Quality Management (TQM) in Production • Capacity Planning and Management
Week 9-10: Logistics and Distribution (6 hours)
<ul style="list-style-type: none"> • Logistics Management and Strategies • Transportation Modes and Selection • Warehousing and Distribution Center Management • Last Mile Delivery and Reverse Logistics
Week 11-12: Supply Chain Optimization (6 hours)
<ul style="list-style-type: none"> • Supply Chain Network Design • Demand and Supply Planning • Forecasting Methods and Techniques • Lean Six Sigma in Supply Chain Management
Week 13-14: Risk Management and Resilience (6 hours)
<ul style="list-style-type: none"> • Supply Chain Risk Management Strategies • Business Continuity Planning • Resilience in Supply Chain Operations • Supplier Risk Assessment and Mitigation
Week 15: Certification Exam Preparation (2 hours)
<ul style="list-style-type: none"> • Overview of CSCMP certification exam format and requirements • Practice exams and sample questions • Exam preparation tips and strategies
Assessment:
<ul style="list-style-type: none"> • Weekly quizzes and assignments to assess understanding of course material. • Participation in discussions and activities throughout the training. • Successful completion of the Certified Supply Chain Management Professional (CSCMP) certification exam.




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