PROFESSIONAL ACADEMY ®
(A bridge to your professional career)

Affiliated with

RiSU

Rajasthan ILD Skills University

Prospectus
2018-19

Table of Content

1. **Scheme and Syllabus for Junior Diploma Courses E-Commerce and Digital Marketing, Marketing Management & IT, Software Development, Content Writing, International Business Incoterms and Import-Export Documentation**

RISU has been incorporated as Rajasthan Government State University vide Act No. 6 of 2017. Dr. Lalit K. Panwar, former IAS and Ex-Secretary, Govt. of India has been appointed as first Vice Chancellor of RISU. Twenty-two skill related institutions have been affiliated so far and more than 4000 students are pursuing skill based studies in these institutions. The affiliated institutions have commenced first session from July, 2018.

RISU is an effective institutional intervention to implement National Skills Qualification Framework in the State. Being a Government University, RISU is the affiliating body for a large number of institutions operating in skill and vocational training.

2. **About Professional Academy**

Professional Academy has been established formal education for bridging the gap from college to professional career. It offers skill based training/employable courses for industrial requirements.

The courses have been designed to keep in mind the current scenario focusing on the "On Demand" streams, blending them with adequate training on soft skills and industry specific training as per the present & future demand of jobs across verticals to fulfill the acute need of skilled manpower shortage.

Professional Academy's Objectives

- Building Comprehensive integrated and coherent focus on developing the employable skills.
- Building highly competitive professionals who are open to challenges and are focused on creating work environment of increased productivity and quality.

3. **Affiliations**

Professional Academy is affiliated (Provisional) with Rajasthan ILD Skill University (RISU).

Junior Diploma Courses affiliated to RISU:
1. E-Commerce and Digital Marketing (ITEDM)
2. Marketing Management & IT (ITMM)
3. Software Development (ITSD)
4. Content Writing (ITCW)
5. International Business, Incoterms and import-export documentations (BMIB)

4. Curriculum

The curriculum in each Course would be a suitable mix of general education and skill development components.

4.1. Duration

The duration of the Junior Diploma Courses affiliated to RISU shall be six months inclusive of the days of examinations.

4.2. Eligibility for Higher Studies

Those who pass Jr. Diploma courses are eligible for admission to higher studies. While applying for higher studies, credit of these courses is considered.

4.3. Syllabi

The syllabi of these courses will be designed as per the NSQF, UGC guidelines, industry updates. In each programs the courses/ skill components will be based on Soft skill, (General) Foundation, Core theory, Core Lab and Core internship (Live Projects), with credit hours (10 hrs to 12 hrs of study or 20 to 24 hrs of practical project exposure).

5. Programme Structure

The Junior Diploma Courses shall include:
- General Education Components
- Skill Components
- Project and Internship
- Industrial Training & Familiarization Trip
- Soft Skills and Personality Development Programme

S.No	Subjects	Credit
1	General Education Components	2
2	Soft Skills and Personality Development Programme	2
3	Project and Internship	2
4	Industrial Training & Familiarization Trip	6
5	Skill Components	18
Total Credit		**30**

E-Commerce and Digital Marketing

#	Code	Subject	General/ Skill	Total Credit
1	1.1	Business English	General	
	1.2	Commnucation Skill	General	2
	1.3	Presentaion Skill	General	
	1.4	Multitasking	General	
2	2.1	MS Office	General	
	2.2	Internet Application	General	2
	2.3	Basic Financial Accounting	General	
3	3.1	E-Commerce	Skill	2
4	4.1	Digital Marketing	Skill	0.5
5	5.1	Website Planning and Creation	Skill	2.5
6	6.1	Email Marketing	Skill	1
7	7.1	Google Analytics (Big Data Analytics)	Skill	2
8	8.1	Google AdWords	Skill	2
9	9.1	Search Engine Optimization (SEO)	Skill	2
10	10.1	Social Media Marketing	Skill	
	10.2	Facebook Marketing	Skill	
	10.3	LinkedIn Marketing	Skill	
	10.4	Twitter Marketing	Skill	3.5
	10.5	Video Marketing	Skill	
	10.6	Instagram marketing	Skill	
	10.7	Pinterest Marketing	Skill	
11	11.1	Google AdSense and Blogging	Skill	
	11.2	Online Display Advertising	Skill	
	11.3	Content Marketing	Skill	2.5
	11.4	Affiliate Marketing Basics	Skill	
12	12.1	Industrial Training & Familiarization Trip	General	6
13	13.1	Industrial Training Report	General	2

Marketing Management & IT

#	Code	Subject	General/ Skill	Total Credit
**Programme Structure**				
1	1.1	Business English	General	
	1.2	Communication Skill	General	
	1.3	Presentation Skill	General	2
	1.4	Multitasking	General	
2	2.1	MS Office	General	
	2.2	Internet Application	General	2
	2.3	Basic Financial Accounting	General	
3	3.1	Orientation and Introduction to the Case Study Method	Skill	0.5
4	4.1	What Makes a Great New Product	Skill	1
5	5.1	Product Development Customer Knowledge Requirement	Skill	1.5
6	6	Marketing Environment	Skill	
	6.1	Introduction	Skill	
	6.2	Need and Importance of Environmental Analysis	Skill	3
	6.3	Methods of Analysis	Skill	
7	7.1	Design Thinking and Customer Journey Maps	Skill	4
8	8.1	Branding: Effective Brand Communications Strategies and Repositioning Strategies	Skill	4
9	9.1	Pricing & Distribution Strategies	Skill	4
10	10.1	Industrial Training & Familiarization Trip	General	6
11	11.1	Industrial Training Report	General	2

Software Development

#	Code	Subject	General/ Skill	Total Credit
Programme Structure				
1	1.1	Business English	General	2
	1.2	Communication Skill	General	
	1.3	Presentation Skill	General	
	1.4	Multitasking	General	
2	2.1	MS Office	General	2
	2.2	C/C++	General	
	2.3	HTML	General	
3	3.1	SDLC, Software Requirement Study	Skill	2
4	4.1	HTML-5	Skill	0.5
5	5.1	CSS-3	Skill	0.5
6	6.1	Bootstrap (Mobile first framework)	Skill	2
7	7.1	Javascript & jquery	Skill	1
8	8.1	Ajax	Skill	1
9	9.1	PHP	Skill	6
10	10.1	Mysql	Skill	4
11	11.1	Software Security Protocol	Skill	0.5
12	12.1	Software Testing	Skill	0.5
13	13.1	Industrial Training - Working on Project	General	6
14	14.1	Industrial Training Report	General	2

Content Writing

#	Code	Subject	General/ Skill	Total Credit
Programme Structure				
1	1.1	Business English	General	2
	1.2	Communication Skill	General	
	1.3	Presentation Skill	General	
	1.4	Multitasking	General	
2	2.1	MS Office	General	2
	2.2	Internet Application	General	
	2.3	Basic Financial Accounting	General	
3	3	Essentials of Good Content	Skill	2
	3.1	Introduction of Content Writing	Skill	
	3.2	Ways to get inspired to create content	Skill	
	3.3	Different types of information to start writing	Skill	
4	4	Plan for effective Content Creation	Skill	3
	4.1	Understanding the targets	Skill	
	4.2	Design/Image Compatibility Content	Skill	
	4.3	Graphics Guidelines for effective Content	Skill	
	4.4	Referencing and Plagiarism	Skill	
5	5	Write Right	Skill	5
	5.1	Writing Effective Paragraphs	Skill	
	5.2	Prewriting	Skill	
	5.3	Effective writing	Skill	
	5.4	Communication with Graphic Artist	Skill	
	5.5	Caption writing for image/design/photos	Skill	
	5.6	Communication with Subject Matter Expert/Client	Skill	
	5.7	Grammar	Skill	
	5.8	Common Grammatical Errors	Skill	
	5.9	Proof Reading	Skill	
	5.10	Presentation to Client	Skill	
6	6	After You Write	Skill	2
	6.1	Editing post client's Comments	Skill	
	6.2	Rewriting	Skill	
7	7	Content writing for Web/Online market place	Skill	6
	7.1	Content for website	Skill	
	7.2	Product Content	Skill	
	7.3	E-commerce Content	Skill	

		Programme Structure		
	7.4	Web tools for effective graphic design with Content	Skill	
	7.5	Online brochure, JPG, GIF Content designs	Skill	
	7.6	Online Advertisements	Skill	
8	8	Industrial Training & Familiarization Trip	General	6
9	9	Industrial Training Report	General	2

International Business Incoterms and Import-Export Documentation

		Programme Structure		
#	Code	Subject	General/Skill	Total Credit
1	1.1	Business English	General	2
	1.2	Communication Skill	General	
	1.3	Presentation Skill	General	
	1.4	Multitasking	General	
2	2.1	MS Office	General	2
	2.2	Internet Application	General	
	2.3	Basic Financial Accounting	General	
3	3	Introduction	Skill	1
	3.1	International Business (Export/Import)	Skill	
	3.2	How to assess Export/ Import Potential	Skill	
	3.3	World Market, WTO, Commercial Treaties, HSN Code, IEC Code, Incoterms, Foreign Trade Policy, Exim Bank,1) Export Credit Guarantee Schemes (EGCS)	Skill	
4	4	Identifying Product	Skill	1
	4.1	Product strategy for Export	Skill	
	4.2	Import Assessment and Local Markets	Skill	
5	5	Reaching Buyers	Skill	1
	5.1	Presentations	Skill	
	5.2	International Business Communication	Skill	
	5.3	Cost Analysis	Skill	
6	6	Preparing for Export	Skill	1
	6.1	Analysis of Product for Export	Skill	
	6.2	Market Entry Strategy	Skill	
	6.3	Risk Analysis	Skill	
	6.4	Foreign Exchange	Skill	
	6.5	Quotation for Export	Skill	
7	7	Preparing for Import	Skill	1
	7.1	Identifying Products for Import and Genuine Sellers	Skill	
	7.2	Analyzing the Import cost, Duty tariff and landed costs	Skill	
	7.3	Various licenses and clearances requirement for import	Skill	
	7.4	Import quality standards	Skill	
8	8	Export Procedures	Skill	2
	8.1	Selecting Your Business Entity	Skill	
	8.2	Export Financing, GST refund, Duty Draw Back	Skill	

		Programme Structure		
	8.3	Export Agent	Skill	
	8.4	Quality of Product	Skill	
	8.5	Packaging, Labelling for Export	Skill	
	8.6	Logistic & Shipping, Marine, Insurance	Skill	
	8.7	Project Export/ Export of Services	Skill	
9	9.1	Import/Export Documentation	Skill	3
10	10.1	Online International Business - International Business through Email, Email Marketing, Cyber Security, Email Frauds, Online business, Bayer/Seller due diligence	Skill	1
11	11.1	Export/Import Pricing	Skill	1
12	12.1	Contract for Import/Export	Skill	1
13	13.1	Tariffs & Regional Trade Treaties	Skill	0.5
14	14.1	International Commercial Practices and INCOTERMS	Skill	0.5
15	15.1	Central Excise Clearance Formalities for Exports/ Imports	Skill	0.5
16	16.1	Customs Regulations and Clearance Formalities for Exports & Imports	Skill	0.5
17	17.1	Export Promotion	Skill	1
18	18.1	Business Communication for International Business	Skill	1
19	19.1	Terminology	Skill	1
20	20.1	Industrial Training & Familiarization Trip	General	6
21	21.1	Industrial Training Report	General	2

6. Credit Calculation

The following formula is used for conversion of time into credit hours.
- One Credit would mean equivalent of 12 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

The Junior Diploma Courses will be one   semester (30 credits) program. The following shall be the Scheme for teaching and examination. We propose to start academic session from January 2019:

1. The Junior Diploma Courses will be modular in nature. There will be admission on credits score with other institutions affiliated by RISU and also the students

passing out will be eligible for admission to B.Voc programs offered by other similar institutions affiliated by RISU. Each semester carries 30 credits, resulting in a total of 120 credits for Advance Diploma. The credits are accumulated from Jr. Diploma to B.Voc are given below.

Semester	Duration	Credits (Cumulative)	Award
I	6 Months	30	Jr. Diploma
II	12 Months (1 Yr.)	60	Diploma
III	18 Months (1.5 Yr.)	90	--
IV	24 Months (2 Yr.)	120	Advance Diploma
V	36 Months (3 Yr.)	60	B.Voc

2. There Shall be one General, one Foundation and four core subjects in each semester.
3. Two core labs under core skill component shall go parallel with educational component.
4. The student shall undergo on-job-Training/ Qualification pack upon completion of educational component and labs of skill component.
5. Student shall select any one of the on – Job- Training / Qualification Packs offered.
6. The continuous assessment of educational component shall be done by the concerned faculty based on mid-term test (20 marks): demonstration/presentation (20 Marks) and attendance/ punctuality/ personality traits (10 marks)
7. The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva – Voce (20 Marks): demonstration/ presentation (20 Marks) and attendance/ punctuality/ personality traits (10 marks)
8. The End Term Assessment of educational component shall be carried out by the University in the from of written examination whose duration shall be 3 hours.
9. The End Term Assessment of skill component shall be carried out by a panel comprising of faculty nominated by director/ HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.

10. The grading shall be awarded both separately and collectively for continuous assessment and end term assessment.

10.1. The grading scheme shall be based on 10- point grading system with the Letter grades as given below:

Percentage of Marks	Grade		Grade Point
90 and above	O	Outstanding	10
80-89	A+	Excellent	9
70-79	A	Very Good	8
60-69	B	Good	7
54-59	C	Above Average	6
48-54	D	Average	5
41-47	E	Pass	4
Below 40	F	Failure	0
-	AB	Absent	0

10.1.1. A student obtaining Grade F and AB shall be considered failed and will be required to reappear in the examination.

10.1.2. Computation of Semester Grade Point Average System (SGPA) and Cumulative Grade Point Average (CGPA): Following SGPA and CGPA computed as per procedure enumerated below.

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by student in a semester, i.e

  SGPA (SI) = (CIxGi)/{Ci
  Where 'Ci' is the number of credits of the ith course component and 'Gi' is the grade point scored by the student in the ith course component.

- The CGPA is also calculated in the same manner taking in to account all the courses undergone by a student over all the semester of a programme, i.e.

  CGPA = {(CixSi)/{ Ci

  Where 'Si' is the SGPA of the ith semester and Ci is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.

7. Evaluation and Grading

The evaluation of each course shall contain two parts:
1. Internal or In-Semester Assessment (ISA)
2. External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for theory and practical. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

shown below:

CPA	Grade
Above 9	A+ Outstanding
Above 8, but below or equal to 9	A Excellent
Above 7, but below or equal to 8	B Very Good
Above 6, but below or equal to 7	C Good
Above 5, but below or equal to 6	D Satisfactory
Above 4, but below or equal to 5	E Adequate
4 or below	F Failure
Absent	AB

A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a Course, a separate minimum of Grade E is required for all the individual courses. Candidate who secures F Grade will not be eligible for higher studies.

Marks Distribution for External Examination and Continuous Evaluation

The external examination of all semesters shall be conducted by the University at the end of each session. Internal evaluation is to be done by continuous assessment.

1. Marks of External Examination (Theory/Practical/Project)   :   80
2. Marks of Internal Evaluation (Theory/Practical/Project)   :   20

8. Attendance

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end session shall not be sell then 75 per cent of total numbers of lectures, tutorials, seminars or practical. Internships, study tours and soft skill and personality development programme are part of the course and students must attend in these activities to complete a session.

9. Pattern of evaluation for external examination – practical / internship with project

The components of Examinations of Practical/Internship /Project have to be set by the Chairman/Director/Dean/Principal/HoD of the concerned Department.

Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 percent in entire session during the whole period of the programme may be granted by the Academy on valid grounds.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution.

10. Grievance Redressal Mechanism

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a two-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1:Dept. Level: The department cell chaired by the Head, Dept. Coordinator and teacher in-charge as members.

Level 2: **Academy level**: A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

11. Course Schedule

11.1. E-Commerce and Digital Marketing (ITEDM)

Objectives

To learn what E-commerce roles use in digital marketing techniques. Increase your visibility of site and brand awareness with lawful social media followers. Depth understanding of campaign management to explore your website. To analyze and determine your website measurement in term of Google prospective and legal perspective. Why this Course In current scenario, internationally internet reach, it is most important to stay in touch and engage yourself directly with the current and relevant customer. Here, you will be also to make a clear concept of E-commerce building with digital marketing techniques and strategies. It will help generate you to engage many viewers and audience with organic clicks.

For Whom

This course is beneficial to marketing individuals, professionals, analysts, entrepreneurs, small business owners, investors, and consumers

Duration and Date of commencement

Duration of the course is 26 weeks commencing from 10th January 2019

Admission Eligibility

Any candidate from the following category is eligible for the Course
    12th Pass
    Bachelor degree in any stream
    Master degree in any stream

Essential Skills

Candidate must be conversant with computer Basics and Capability of understand English

Examination

On completion of Course Final exam will be conducted by RISU/RISU affiliates

Course highlights

E-Marketing program realities
Implications of e-commerce from a marketer's perspective.
Business-to-consumer (B2C) and business-to-business (B2B)
E-commerce issues for marketers
Digital Marketing Overview
Website Fundamentals
Email Marketing
Search Engine Optimization (SEO)
Lead Generation
Mobile Web Marketing
Affiliate Marketing Basics
Blogging

Fees Structure

Registration Fee	1,000
Course Fee	25,000
Library Fee	2,000
Exam Fee	1,000
Certificate Fees	1,000
Total	30,000

Important Dates

Course announcement	30.11.2018
Release of Advertisement	30.11.2018
Admission start date	01.12.2018
Last date of submission of forms	31.12.2018
Last date of submission of forms (with Late Fees)	07.01.2019
Course commencement	10.01.2019

<p style="text-align: center;">**Module**</p>
<p style="text-align: center;">**(E-Commerce and Digital Marketing)**</p>

Module I: -

- Business English
- Communication Skill
- Presentation Skill
- Multitasking

Module II: -

- MS Office
- Internet Application
- Basic Financial Accounting

Module III: - E-Commerce

- Introduction to Electronic Commerce
- Technology Infrastructure: The Internet and The World Wide Web
- Selling on the Web: Revenue Models and Building a Web Presence
- Marketing on the Web
- Business-To-Business Online Strategies
- Online Auctions, Virtual Communities and Web Portals
- Environment of Electronic Commerce: Legal, Ethical and Tax Issues
- Web Server Hardware and Software
- Electronic Commerce Software
- Electronic Commerce Security
- Payment Systems for Electronic Commerce
- Planning for Electronic Commerce

Module IV: - Digital Marketing

- What is Digital Marketing?
- Need of Digital Marketing?
- What are the career opportunities?
- Future Scope of Digital Marketing

Module V: - Website Planning & Creation

- Understanding the Internet, Web Servers, Domain and Web Hosting
- Understand Website Planning and Overview
- Designing wireframes for the website
- How to write keywords on HTML page

- Build the website on WordPress tool—Practical Session

Module VI: - Email Marketing
- What is Email Marketing?
- How to write perfect Email?
- Choosing the right audience
- Get familiar with Email Marketing Automation Tools—Practical Session

Module VII: - Google Analytics (Big Data Analytics)
- How to track and analyze website traffic
- How to create custom reports
- How to operate webmaster tool

Module VIII: - Google AdWords —Each Section Includes Practical Session
- Setting up an AdWords account
- Researching and Targeting keywords
- Creating a campaign
- Adjusting bid
- Creating an advertisement
- Writing a text ad
- Running reports
- Connecting Google Analytics
- Optimizing a campaign
- Using ad extensions PPC

Module IX: - Search Engine Optimization
- What is search engine and how it works?
- What is page rank and how to analyze right keywords?
- Optimization Techniques (On-page and Off page)
- Get familiar with online analysis tools—Practical Session

Module X: - Social Media Marketing
- Facebook Marketing—Includes Practical Session
- LinkedIn Marketing— Includes Practical Session
- Twitter Marketing— Includes Practical Session
- Video Marketing— Includes Practical Session
- Instagram Marketing— Includes Practical Session
- Pinterest Marketing— Includes Practical Session

Module XI: - Google AdSense and Blogging
- What is blogging and its purpose?
- Choosing blogging platforms
- Understanding the purpose of Google AdSense
- Setting up AdSense account and its approval
- Getting started with the interface
- Creating and managing website accounts
- Online Display Advertising
- Content Marketing
- Affiliate Marketing Basics

Module XII: - Industrial Training - Working on Project

Module XIII: - Industrial Training Report

(Note: - Practical 60% + Theory 40%)

Total Marks – 200
Internal – 20
External – 100
Industry Training - 80

Suggested Books

11.2. Marketing Management & IT (ITMM)

Objectives

Marketing managers play a critical role in the success of a company. Responsible for developing the customer base of a company, a marketing manager plays a direct role in fostering relationships with customers. Extensive travel and long hours are part of the experience of being a marketing manager for a company. When a person serves as a marketing manager for a company, he/she will receive a great salary and benefits package. The road to becoming a marketing manager usually takes years of experience in the field of marketing. As long as an employee has proven his or her ability to attract and retain new customers, this is usually a reason that is powerful enough to promote him or her to this position.

For Whom

Candidates who wants to understand the marketing management fundamentals and pursue their career in marketing and sales management.

Duration and Date of commencement

Duration of the course is 26 weeks commencing from 10th January 2019

Admission Eligibility

Any candidate from the following category is eligible for the Course
12th Pass
Bachelor degree in any stream
Master degree in any stream

Essential Skills

Should possess excellent communication skills.
Ability to communicate the benefits of a particular service or product
Candidate must be conversant with computer Basics and Capability of understand English

Examination

On completion of Course Final exam will be conducted by RISU/RISU affiliates

Course Highlights

Introduction to marketing Lesson
Marketing concepts
Marketing process
Marketing environment
Buyer Behavior
Market segmentation, targeting and positioning

Fees Structure

Registration Fee	1,000
Course Fee	25,000
Library Fee	2,000
Exam Fee	1,000
Certificate Fees	1,000
Total	30,000

Important Dates

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Module I: -

- Business English
- Communication Skill
- Presentation Skill
- Multitasking

Module II: -

- MS Office
- Internet Application
- Basic Financial Accounting

Module III: - Orientation and Introduction to the Case Study Method

The Student will become familiar with the course, classmates, and learning environment. The orientation will also help obtain the technical skills required for the course. He/She will also become familiar with the tools and process of analyzing a business situation.

- Welcome to Customer Insights: Orientation!
- Market Analyzing Discussion Forums
- Practice Quiz: Orientation Quiz
- Practice Quiz: Demographics Survey
- Discussion Prompt: Getting to Know Your Customer
- Social Media

Module IV: - What Makes a Great New Product

The high risk and cost of new product failure highlights the importance of understanding the reasons for new product successes and failures. In this module, the student will be made to identify and discuss the major reasons for new product development successes and failures. The student will experience first-hand the value of creativity in developing a new product and examine the best practices of successful firms and entrepreneurs.

- Readings and Resources
- Case Method Analysis
- Defining the Problem
- Writing an Executive Summary

Module V: - Product Development Customer Knowledge Requirement

This module will begin by providing an overview of the customer knowledge requirements across stages of the product development cycle. It will then provide a brief

overview of qualitative and quantitative research methods and its benefits in understanding customer needs in product development.

Marketing Concepts: Introduction, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability

- Readings and Resources
- Why New Products Fail
- Why New Products Succeed
- New Product Ideas
- Quiz: Why New Products Fail

Module VI: -: Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment.

- Identifying Customer Needs
- Stages in New Product Development
- Steps in Customer Insight Research
- Discussion Prompt: Practical case Study
- Quiz: Identifying Customer Needs
- Quiz: Stages in NPD
- Jeopardy Quiz: Customer Insights Research Frameworks

Marketing Mix: Introduction, Evolution of the "Marketing mix", Components of a traditional marketing mix, Additional components in the mix, Importance of marketing mix in marketing decisions.

Product Related Decisions: Introduction, Features of a Product and its Classifications, Product Plan and New Product Development, Product Mix and its Elements, Decisions related to Product Mix, Product Life Cycle.

Module VII: - Design Thinking and Customer Journey Maps
The purpose of the journey map is to identify the touch points of engagement with customers and to identify customer needs and expectations through the eye of the customer and their experiences.
- Readings and Resources
- Design Thinking
- Design Thinking Part 2
- Mapping Customer Experiences

- Creating Customer Personas
- Creating Customer Journey Maps
- Jeopardy Quiz: Design Thinking
- Practice Quiz: End of Course Survey

Module VIII: - BRANDING: Effective Brand Communications Strategies and Repositioning Strategies

Introduction to Branding: Introduction, Definition of a Brand, Development of a Brand, Types of Brands, Importance of Brands and Branding, Merits and Demerits of Branding, Brand Equity – Definition and Benefits, Branding Modules, covering effective brand communications strategies and repositioning strategies. Understanding how customers perceive brand messaging and marketing is one of the most important aspects to understanding consumer behavior: what consumers perceive is what affects their actions, and what they perceive is not necessarily true!

- Brand Messaging & Communication
- Brand Elements: Choosing a Brand Name
- Brand Elements: Color & Taglines
- Brand Elements: Packaging
- Brand Elements: Persuasion
- Repositioning a Brand
- Marketing Strategy and Brand Positioning.
- Building Strong Brands Part I
- Building Strong Brands Part II
- Strategic Marketing
- Segmentation and Targeting
- Brand Positioning
- Brand Mantra: The Elevator Speech
- Experiential Branding

Module IX: - Pricing & Distribution Strategies

Introduction, Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions, Pricing Policies and Strategies, Pricing Methods

Distribution Strategy: Introduction, Meaning, need for and Importance of Distribution Channel, Factors Influencing Channel Decisions, Types of Channels, Direct Channel, Indirect Channel, Functions of Channel Members

Services Marketing: Introduction, Definition of services, Characteristics of services, Distinction between goods and services, Marketing mix for services, Types of services, Strategies for Services Marketing

Recent Trends in Marketing: Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

Customer Centricity: The Limits of Product-Centric Thinking & The Opportunities and Challenges of Customer Centricity

Focus on concepts related to Customer Centricity. In an economy that is increasingly responsive to customer behaviors, it is imperative to focus on the right customers for strategic advantages.

- From Product-Centric to Customer-Centric Management
- Cracks in the Product-Centric Approach
- Data-Driven Business Models
- Three Cheers for Direct Marketing
- Which Firms Are Customer Centric?
- What is Customer Centricity?
- Living in a Customer-Centric World
- More Reflections on Customer Centricity
- Questions on Customer Centricity

GO TO MARKET STRATEGIES: Online-Offline Interaction & How to Find Lead Users and Facilitate Influence and Contagion

"Go to Market Strategies." The "go to market" strategy offers more possibilities than ever before as companies have the potential to address consumers both offline and online through a variety of platforms.

- Introduction and Execution
- Online/Offline Competition
- Friction
- The Long Tail Part 1
- The Long Tail Part 2
- How Internet Retailing Startups Grow
- Customers and Digital Marketing
- Influence and How Information Spreads

Module X: - Industrial Training - Working on Project

Module XI: - Industrial Training Report

(Note: - Practical 60% + Theory 40%)

Total Marks – 200
Internal – 20
External – 100
Industry Training - 80
Suggested Books

11.3. Software Development (ITSD)

Objectives

The objective of the course is to assist the student in understanding the process of creating dynamic web applications, including development tools and methodologies (such as Agile development), installation and configuring Apache, programming languages (including C, HTML, CSS, Bootstrap, JavaScript, Ajax and PHP), database, software security and testing.

For Whom

This course is for the students who are looking to explore their career in software development with open source technology.

Duration and Date of commencement

Duration of the course is 26 weeks commencing from 10th January 2019

Admission Eligibility

Any candidate from the following category is eligible for the Course
>   12th Pass
>   Bachelor degree in any stream
>   Master degree in any stream

Essential Skills

Candidate must be conversant with computer Basics and Capability of understand English

Examination

On completion of Course Final exam will be conducted by RISU/RISU affiliates

Fees Structure

Registration Fee	1,000
Course Fee	25,000
Library Fee	2,000
Exam Fee	1,000
Certificate Fees	1,000
Total	30,000

Important Dates

Course announcement	30.11.2018
Release of Advertisement	30.11.2018
Admission start date	01.12.2018
Last date of submission of forms	31.12.2018
Last date of submission of forms (with Late Fees)	07.01.2019
Course commencement	10.01.2019

Software Development (PHP)

Module I: -

- Business English
- Communication Skill
- Presentation Skill
- Multitasking

Module II: -

- MS Office
- C/C++
- HTML

Module III: - SDLC, Software Requirement Study (SRS)

Module IV: - HTML

- Introduction to html
- Writing basic html page
- Creating Heading and paragraph
- Page structure and semantic elements of html-5
- Formatting in html
- Creating lists in html
- Creating tables in html
- Handling links in html
- Forms in html
- Handling of Media resources (Images, Audio, Video)
- Canvas in html-5
- SVG in html-5
- HTML-5 API
  - Geolocation
  - Drag and Drop
  - Web storage
  - Web workers
  - SSE

Module V: - CSS3

- Introduction of CSS
- Types of CSS

- Syntax of CSS
- How to integrate CSS in html
- CSS Backgrounds
- CSS Borders / Margin / Padding
- CSS Box Model
- CSS Text
- CSS Fonts
- CSS display
- CSS Dimension
- Working with icons
- Design links
- Design of list and tables
- CSS Position
- CSS Overflow
- CSS Float property
- Opacity
- Customize your page using Classes & ID
- Pseudo element & Pseudo Classes
- CSS Selector
- Customizing forms
- CSS Gradient
- CSS Shadows
- 2D Transform
- 3D Transform
- CSS Transitions and Animations
- CSS Flexbox
- CSS Media Queries
- Creating Website template using HTML & CSS

Module VI: - JavaScript

- Introduction of JS
- Why JS
- How to Write JS
- Where to Write JS
- JS Syntax
- JS Comments
- Printing in JS
- JS Variables
- JS Operators

- JS Data types
- Handling JS Functions
- JS Events
- Handling JS Numbers / String / Date-time
- JS Conditional Statement
- JS Loops
- JS Array
- Array methods
- JS DOM

  - Methods
  - Elements
  - Selectors
  - Nodes
  - DOM CSS
  - Adding & Removing Elements of DOM
  - Manipulation of DOM
- JS Closures
- JS Cookies
- JSON Handling

Module VII: - Bootstrap

- Why Bootstrap
- Bootstrap Grid System
- Bootstrap Typography
- BS Tables
- BS Images
- BS Jumbotron
- BS Header
- BS Wells
- BS Alerts
- BS Buttons & Button Group
- BS Icons
- BS Pagination & Pager
- BS Forms
- BS List & List Group
- BS Tabs and pills
- BS Modals
- BS Collapse

- BS Navbar
- BS Tooltip
- BS Filters
- BS Navs
- BS Dropdown
- BS Helpers
- Creating Responsive Website using Bootstrap

Module VIII: - PHP

- Php introduction
- Software Requirement and installation
- Syntax of php
- Constant and Variables
- Operators in php
- If-else statements
- Switch Statements
- Looping in php
- Functions
- Array

  - Index Based Array
  - Associative Array
  - Multidimensional Array
  - Array Functions
- Super global variables
- Handling Form submission
- Form Validation and Sanitization using Filters
- Error Handling and Exception
- File uploading in php
- Session & Cooking
- Query Strings
- Database Connectivity using mysqli and PDO
- OOPS in php

  - Class and objects
  - Magic Methods
  - Inheritance

- o Abstract classes and Interfaces
- o Polymorphism
- o Traits & Many more features of PHP-7

Module IX: - MySQL

- Introduction to database
- Basic Components and Structure of Database
- Relational Database Schema
- Creating Database & Tables
- CRUD Operations
- Joins
- Subqueries

Module X: - Ajax

- Introduction to Ajax
- Benefits of Ajax
- Ajax Request
- Ajax Response
- Handling Json type response

Module XI: - Software Security Protocol

Module XII: - Software Testing

Module XIII: - Industrial Training - Working on Project

Module XIII: - Industrial Training Report

(Note: - Practical 60% + Theory 40%)

Total Marks – 200
Internal – 20
External – 100
Industry Training - 80

Suggested Books

11.4. Content Writing (ITCW)

Objectives

Content writing is a form of writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites or promote a specific product. Content writers work according to the brief provided by a client. This brief will define their task and any SEO related requirements, such as keyword density. Content writing is almost always related to SEO marketing campaigns. It will involve writing tightly focused texts that include a set of keywords or phrases that have been researched by marketers. High quality content will ensure that these keywords appear in the right density. The text will also be fluently written, clear and able to promote the product being described. The quality of the content produced also needs to be high. Poor quality content is less likely to achieve a high search engine ranking, meaning that the webpage in question will not be read by a large number of potential customers.

For Whom

- Writing professionals from the information business industry who intend to express better, quicker and become more confident
- Content Writers from e-learning and publishing who wish to upgrade their skills
- Aspiring writers who want to make a career in writing
- Subject Matter Experts who want to express their expertise better
- Trainers who wish to become better at creating content
- Business managers who wish to make a better impact in their results
- Mid-Career professionals who wish to make a transition into a writing career
- Freelance writers who intend learn more and get more opportunities
- Entrepreneurs who would like to document better.

Duration and Date of commencement

Duration of the course is 26 weeks commencing from 10th January 2019

Admission Eligibility

Any candidate from the following category is eligible for the Course
12th Pass
Bachelor degree in any stream
Master degree in any stream

Essential Skills

Candidate must be conversant with computer Basics and Capability of understand English

Examination

On completion of Course Final exam will be conducted by RISU/RISU affiliates

Course Highlights

Introduction to Content Writing
Ways to get inspired to create content
Different types of information to start writing
Planning Your Writing
Guidelines to Write
Reader Centric Document
Referencing and Plagiarism
Writing Effective Paragraphs
Effective writing
Writing for Web
Tools to Improve Writing

Fees Structure

Registration Fee	1,000
Course Fee	25,000
Library Fee	2,000
Exam Fee	1,000
Certificate Fees	1,000
Total	30,000

Important Dates

Course announcement	30.11.2018
Release of Advertisement	30.11.2018
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Last date of submission of forms (with Late Fees)	07.01.2019
Course commencement	10.01.2019

Module I: -

- Business English
- Communication Skill
- Presentation Skill
- Multitasking

Module II: -

- MS Office
- Internet Application
- Basic Financial Accounting

Module III: Essentials of Good Content

- Introduction of Content Writing
- Ways to get inspired to create content
- Different types of information to start writing
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module IV: Plan for effective Content creation

- Understanding the targets
- Design/Image Compatibility Content
- Graphics Guidelines for effective Content
- Referencing and Plagiarism
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module V: Write Right

- Writing Effective Paragraphs
- Prewriting
- Effective writing
- Communication with Graphic Artist
- Caption writing for image/design/photos
- Communication with Subject Matter Expert/Client
- Grammar
- Common Grammatical Errors
- Proof Reading
- Presentation to Client
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module V: After You Write

- Editing post client's Comments
- Rewriting
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module VI: Content writing for web/online market place

- Content for website
- Product Content
- E-commerce Content
- Web tools for effective graphic design with Content
- Online brochure, JPG, GIF Content designs
- Online Advertisements
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module XIII: - Industrial Training - Working on Project

Module XIII: - Industrial Training Report

(Note: - Practical 60% + Theory 40%)

Total Marks – 200
Internal – 20
External – 100
Industry Training - 80

<u>**Suggested Books**</u>

11.5. International Business, Incoterms and import-export documentations (BMIB)

Objectives

International business has many advantages and benefits for a Production or manufacturing company. With local markets being saturated, many companies think of expansion via international business. Everyone wants to expand their market share and to sell more and more products. The importance of International business lies in the fact that you get a new market to enter and to expand in. No matter what was your position in the old market, the new market is a new playing field for any company

For Whom

Individuals most committed to their professional careers.
Willing to accept foreign assignments
People with prior international experience

Duration and Date of commencement

Duration of the course is 26 weeks commencing from 10th January 2019

Admission Eligibility

Any candidate from the following category is eligible for the Course
12th Pass
Bachelor degree in any stream
Master degree in any stream

Essential Skills

Must be able to convey your ideas effectively and efficiently.
Should be a proficient speaker and writer.
Must be conversant with computer Basics and Capability of understand English

Examination

On completion of Course Final exam will be conducted by RISU/RISU affiliates

Course Highlights

International Business
Export Finance
Foreign Trade policy
Market Entry strategies
Risk Management in International Trade
Inspection for Exports,
Packaging, labeling and Marking,
Logistics and Shipping
Export Contract/Export of services
Documentation

Fees Structure

Registration Fee	1,000
Course Fee	25,000
Library Fee	2,000
Exam Fee	1,000
Certificate Fees	1,000
Total	30,000

Important Dates

Course announcement	30.11.2018
Release of Advertisement	30.11.2018
Admission start date	01.12.2018
Last date of submission of forms	31.12.2018
Last date of submission of forms (with Late Fees)	07.01.2019
Course commencement	10.01.2019

Module
(International Business, Incoterms and Import-Export Documentations)

Module I: -

- Business English
- Communication Skill
- Presentation Skill
- Multitasking

Module II: -

- MS Office
- Internet Application
- Basic Financial Accounting

Module III: - Introduction

- International Business (Export and Import)
- How to assess Export/ Import Potential
- World Market, WTO, Commercial Treaties, HSN Code, IEC Code, Incoterms, Foreign Trade Policy, Exim Bank, Export Credit Guarantee Schemes (EGCS)
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module IV: - Identifying Product

- Identifying Product
- Product strategy for Export
- Import Assessment and Local Markets

Module V: - Reaching Buyers

- Presentations
- International Business Communication
- Cost Analysis
- Reading (Book) and Resources
- Case Method Analysis

- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module VI: - Preparing for Export

- Analysis of Product for Export
- Market Entry Strategy
- Risk Analysis
- Foreign Exchange
- Quotation for Export
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module VII: - Preparing for Import

- Identifying Products for Import and Genuine sellers
- Analyzing the Import cost, Duty tariff and landed costs
- Various licenses and clearances requirement for import
- Import quality standards
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module VIII: - Export Procedures

- Selecting Your Business Entity
- Export Financing, GST refund, Duty Draw Back
- Export Agent
- Quality of Product
- Packaging, Labelling for Export
- Logistic & Shipping, Marine, Insurance
- Project Export/ Export of Services
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz

- Orientation Quiz
- Discussion Prompt Practice Session

Module IX: - Export/Import Documentation

- FOB, CIF, C & F and other terminologies
- Consular Invoice
- Commercial Invoice
- Certificate of Origin
- Certificate of Value
- Bill of Lading
- Packing List
- Health Certificate
- Import/Export License
- Insurance Certificate
- Export/Import Declaration Forms
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module X: - Online International Business

- International Business through Email
- Email Marketing
- Cyber Security
- Email Frauds
- Online Business
- Bayer/Seller due diligence
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module XI: - Export/Import Pricing

- Pricing Details
- Letters of Credit

- Certificate of Origin
- Export Transportation & Shipment
- Flag Preference
- Freight Forwarder
- Alternative Shipping Methods
- Freight Surcharges
- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module XII: - Contract for Import/Export

Module XIII: -Tariffs & Regional Trade Treaties

- Tariff Barriers
- Types of Tariffs
- Free Trade Zones
- World Trade Organization
- Trade Agreements
- Understanding TBT, SPS and FTA

Module XIV: -International Commercial Practices and INCOTERMS

Module XV: - Central Excise Clearance Formalities for Exports/ Imports

Module XVI: - Customs Regulations and Clearance Formalities for Exports & Imports

Module XVII: - Export Promotion

- Export Assistance & Facilities
- Export Strategies for Small Scale Sector
- Export-Import Policy for Small Scale Sector

Module XVIII: - Business Communication for International Business

- Effective email writing
- Writing Proposal
- Understanding Contracts

Module XIX: - Terminology

- Reading (Book) and Resources
- Case Method Analysis
- Practice Quiz
- Orientation Quiz
- Discussion Prompt Practice Session

Module XX: - Industrial Training - Working on Project

Module XXI: - Industrial Training Report

(Note: - Practical 60% + Theory 40%)

Total Marks – 200
Internal – 20
External – 100
Industry Training - 80

<u>Suggested Books</u>