AMERICAN INTERNATIONAL EDUCATION FEDERATION

TRAINING PROGRAMS

MASTERING CAPITAL BUDGETING

This course provides clarity by describing the process flow for capital requests. It also covers the primary methods for determining whether a proposed investment is acceptable and several strategic and risk-based considerations. Here you will understand how financial returns work and will learn the budgeting process and the various organizational performance appraisal processes.

MASTERING FINANCIAL ANALYSIS - RATIOS AND RETURNS

This course helps the learner to gain deep insights into the financial position of a firm, the factors to be considered when making an investment, and the best possible return that one can expect within a specific period of time. It gives details of the different accounting ratios which expand the learner's knowledge of the financial aspects of a business and help him to make wise decisions.

MASTERING SUSTAINABILITY & BUSINESS

This course discusses Sustainability and how it could be innovatively implemented in business. It explores the organization's core values and how they are linked with Sustainability. It teaches how values and core competencies are beneficial for an organisation paving the way for greater growth. It also describes the sustainable development plan along with its HR role and how Sustainability impacts production.

MASTERING SUSTAINABLE SUPPLY CHAIN MANAGEMENT

This course discusses Sustainability and its impact on various functions as well as the challenges faced by the management. It sheds light on Supply Chain Management and its 4Rs. It equips you with the tools to build more resilient and sustainable supply chains within a rapidly evolving global context. You learn what an organization thinks about the environment and society and how the supply chain can bring a competitive advantage to an organization.

MASTERING CHANGE & INNOVATIONS

Organizations that are not integrating Change management and Innovation into their business processes are planning to fail. It thus becomes important for Business leaders and managers to critically understand how sustainable Change and Innovation can be driven in their Organization. This course provides an understanding of Change Management and the various types of Change that can take shape in an Organization where Innovation is the most important type of Change.

MASTERING STRATEGIC MANAGEMENT

This course enhances your leadership capabilities and teaches you to develop sustainable and successful business strategies. You will be able to understand the impact of external factors through analysis and strategies. Comprehend the different analytic frameworks and tools which are used, to properly manage strategies and their outcomes. Gain a better insight into how an organization can thrive using proper strategies and what kind of management is required to do so.

MASTERING INTERNATIONAL MARKETING MANAGEMENT - FUNDAMENTALS & ANALYSIS

International Marketing – Fundamentals and Analysis course takes the learner through the complexities of marketing in a global environment and the associated challenges. It provides a thorough, informative, and interesting overview of the international marketing and planning process. It gives you a grounding of the marketing mix, strategies, positioning, pricing, and distribution. This course helps to demonstrate and explain how international marketing works, and how to take effective marketing decisions by outlining the theory and showing practical applications.

MASTERING BUSINESS ANALYTICS-FUNDAMENTALS

The course provides an overview of Business Analytics and what some of the overarching frameworks and drivers are in relation to Business Analytics. It discusses the dimensions of Business Analytics, Artificial Intelligence, Analytics on Spreadsheets, and Probability Distribution. It also teaches you the fundamental principles of Machine Learning including data sourcing, data mining, and data warehousing. The course delves into Data Visualization as well.

MASTERING BUSINESS ANALYTICS - MODELS & APPLICATIONS

This course provides an overview of key areas of customer analytics: descriptive analytics, predictive analytics, prescriptive analytics, and their application. It explores analytics in the specific domains of Social media, Supply Chain, and Marketing as well.

MASTERING OPERATIONS & PROJECTS MANAGEMENT

The course teaches you to design, plan, direct, and control all the processes in an efficient way to transform resources into quality goods or services. It equips students with the ability to create project management plans using appropriate techniques and tools to initiate, plan, execute, monitor and control, and close, and prioritize project needs with regard to scope, resources, cost, and schedules. The course will help you to understand the fundamentals of Operations Management, Project management, Operation Strategies, Logistics, and Warehousing.
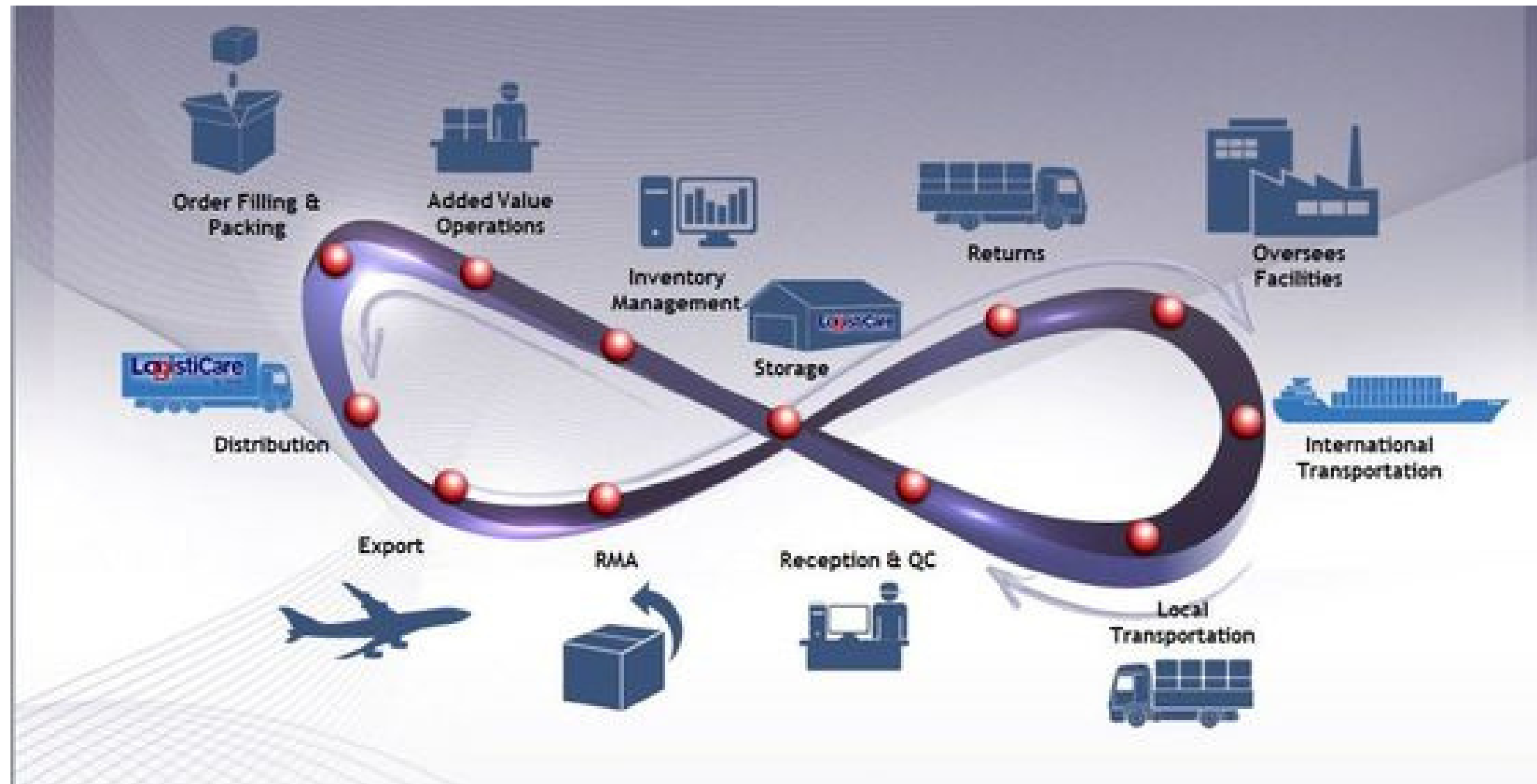
MASTERING SUPPLY CHAIN MANAGEMENT

This course discusses the goals of Supply Chain Management, risk management in supply chains, and supply chain challenges like uncertainty in supply & demand and demand forecasting. It will introduce you to integral concepts of supply chain management like Management Information systems (MIS), Material Requirement Planning (MRP), and Enterprise Resource Planning (ERP). It teaches you to design, plan, direct, and control all the processes in operations management in an efficient way to transform resources into quality goods or services. The course will help you to understand the fundamentals of Operations Management, Project management, Logistics, and Warehousing.

MASTERING QUALITY MANAGEMENT & LEAN OPERATIONS

This course provides an understanding of Total quality management and value engineering in operations, their significance, and processes. It also briefs on the concept of continuous improvement and the just-in-time inventory method.

MASTERING INTERNATIONAL SUPPLY CHAIN MANAGEMENT

This course explains Supply chain management and the drivers on which it depends. It explains how to plan supply chain management and explores the challenges and opportunities that it faces. It discusses the risks associated with supply chain management and how to minimize the risks while implementing them. This course delves into the green supply chain and its implementation in society. It also teaches us push and pull strategy and information systems in SCM.

MASTERING SOCIO-ECONOMICS

The course introduces the learner to the concept of economics and its contribution to society. It discusses the driver of socioeconomics and provides an overview of macroeconomics. It teaches the concept of Business ethics and its importance to the organization. In addition, the course explains the tools of PESTEL analysis and the concept of sharing economics and its implications.

MASTERING ECONOMIC GROWTH & REGULATORY FRAMEWORK

The course explains the factors and benefits of Economic growth. It explores various models including Harrod's model and the influence of Karl Marx. It teaches you the concept of GDP and the implementation of risk mitigation. This course discusses Laws and their various sources along with economic inequalities. Finally, it focuses on the form of Government regulation and law.

MASTERING COMPONENTS OF SUPPLY CHAIN MANAGEMENT

The course gives an overview of Logistics and Procurement Management, the challenges faced, plans, and processes. It teaches you to implement the fundamental principles and concepts of the Supply Chain across a real supply chain.

MASTERING LOGISTICS MANAGEMENT

Logistics Management is a subset of the larger Supply Chain Management. Logistics Management in business works across all industries and is a rapidly evolving business discipline that involves the management of order processing, warehousing, transportation, materials handling, and packaging: all of which should be integrated throughout a network of facilities. This course covers the entire gamut of logistics management - the characteristics, significance, functions, and challenges. It also discusses the qualities that are required to become an excellent logistics manager. In addition, the course gives an overview of various types of Transportation modes and Distribution channels and their significance. Fundamental information on cargo insurance and risk assessment plans is also provided.

MASTERING PROCUREMENT & CONTRACT MANAGEMENT

The mastering program in Procurement and Contracts Management will help the learner understand the fundamentals of managing contracts that are made as part of the legal documentation of forging solid work relationships with customers, vendors, and even partners. It will help the learner gain an understanding of Procurement and its significance for the overall profitability of the organization.

MASTERING DESIGN THINKING

Design Thinking is a process-driven, human-centered approach to problem-solving. This course provides an understanding of the Design Thinking process and why it has been so successful in solving complex business challenges. Also, get an in-depth understanding of the various steps in the Design Thinking process along with the necessary tools and frameworks that can be used to successfully execute each stage of the DT process.

MASTERING NEW VENTURE DEVELOPMENT

New ventures are the backbone of economic growth and progress in any society. It would be impossible to imagine a world without new businesses that solve problems for humanity with innovative business models and solutions. New Ventures also create employment opportunities and can create large-scale economic and social impact. It therefore becomes essential to understand the nuances of what it takes to create, protect, and scale new business ventures. This course provides an in-depth understanding of the various aspects of successfully registering, operating, and scaling new ventures. Gain knowledge of the variety of tools and skills that the creator of new ventures needs to create and grow their business. Learn how to create business plans, pitch for funding, and understand various funding options and structures that aid New Venture Development.

MASTERING PLUMBING, ELECTRICAL, AND SECURITY SYSTEMS IN BUILDINGS

All types of buildings, especially high-rise buildings have many types of security systems and equipment that can be deployed as potential solutions to address specific vulnerabilities. They will also have plumbing and electrical systems designed specifically as per the requirements of the building. The course gives an overall idea about plumbing systems and fixtures, water demands, drainage systems, electrical systems, and power distribution requirements of buildings. Details regarding building security and access control systems are also provided.

MASTERING MACHINE LEARNING WITH BAYESIAN CLASSIFIER

Machine learning models learn, recognize patterns, and make judgments with little or no human intervention. Machines, in theory, improve accuracy and efficiency while eliminating (or considerably reducing) the chance of human error. On a large scale, machine learning models are capable of evaluating larger and more complicated data while giving faster, more accurate results. Machine learning algorithms help businesses identify valuable opportunities and potential risks more quickly.

MASTERING CROSS-CULTURE BUSINESS COMMUNICATION

Cross-cultural communication means communicating with people from different cultural backgrounds. In business, effective cross-cultural communication is necessary as people will be from diverse cultural backgrounds. This course will teach the learner how to communicate across cultures, nonverbal communication, corporate culture, and coping with multicultural ethics.

MASTERING GROUP COMMUNICATION

Effective group communication leads to informed decisions in an organization and smoothens any conflict that arises among group members. Group communication develops a better overall understanding of human interaction, particularly in a team. This course deals with working in groups, procedures for conducting meetings, and interpersonal communication.

MASTERING ACCOUNTING

It is essential for an organization to prepare a financial statement as it shows the financial position of the company. In addition. a sound knowledge of accounting is required for a businessman to run a business effectively and efficiently and to gauge whether the business is running profitably. This course teaches you how to prepare financial statements.
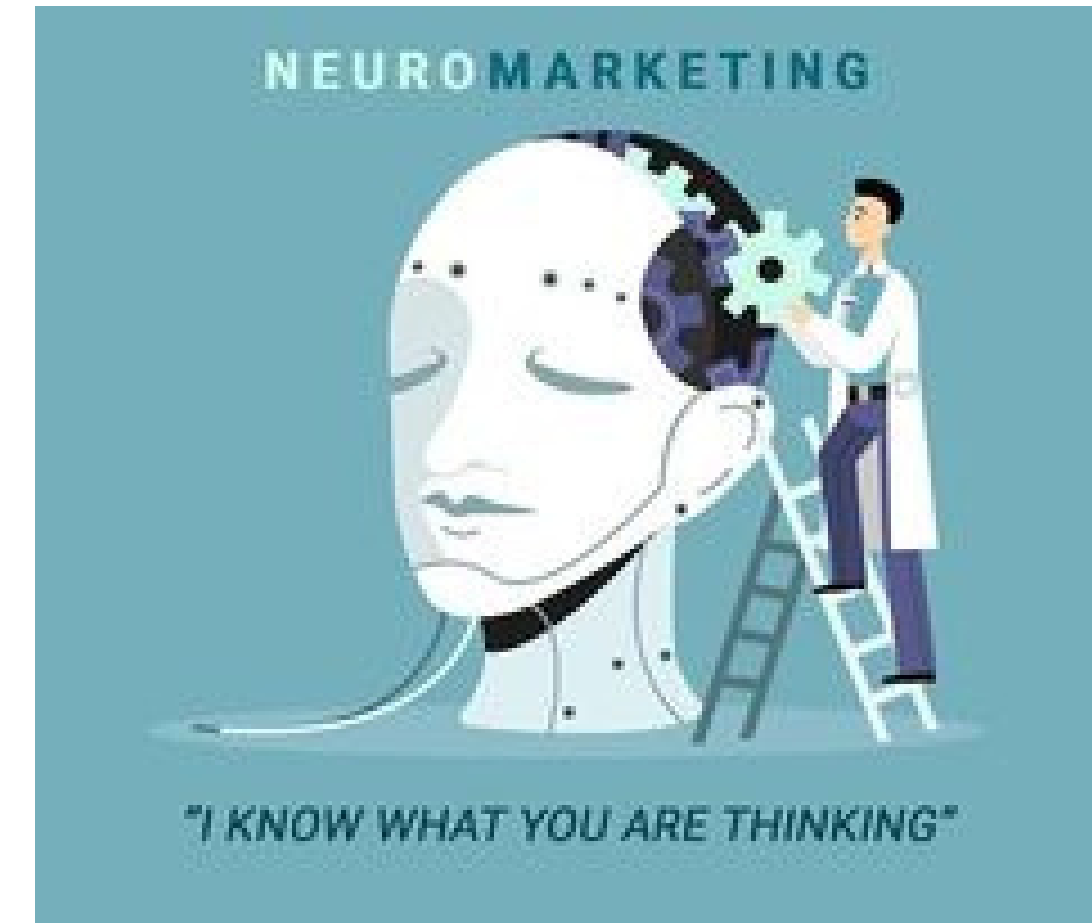
MASTERING CAPITAL AND REVENUE CONCEPT

To correctly determine the accounting profit of a business entity, the concept of capital and revenue is of utmost importance. Capital and Revenue are necessary for the recognition of business assets at the end of the financial year. This course gives an overall idea about capital and revenue transactions. The course teaches the learner about the treatment of fixed assets, the treatment of inventory, the Amortisation of Intangible Assets, the bill of exchange, and the treatment of Royalty.

MASTERING OF DATA VISUALIZATION WITH TABLEAU

The idea of a citizen data scientist is gaining popularity. Skillsets are evolving to adapt to a data-driven environment. The demand for professionals who can use data to make decisions and graphics to communicate stories about how data informs is rising. While traditional education often creates a distinction between creative storytelling and technical analysis, the new professional world encourages people who can bridge the gap: data visualization stands amid analysis and visual storytelling. Data visualization tools make it easy to examine and comprehend trends, outliers, and patterns in data by employing visual elements like charts, graphs, and maps. Data visualization tools and technologies are critical for analyzing enormous volumes of data and making informed decisions.

MASTERING NEUROMARKETING

Neuromarketing is one of the fastest-growing industries in the world."Neuromarketing" loosely refers to the measurement of physiological and neural signals to gain insight into customers' motivations, preferences, and decisions. Neuromarketing requires specialized equipment and skills that are beyond the reach of most companies themselves. This course provides a fundamental understanding of neuromarketing, various tools employed, and how it could be used effectively. Learners also get to acquire knowledge about the basic functioning of the brain and how neural functions play a vital role in consumer behavior.

MASTERING HUMAN RESOURCE MANAGEMENT

The apparatus for a high-yielding Human Resource Management practice includes everything from Recruitment to Employee Performance Appraisal. The course will help you utilize all the managerial skills required in this process.

MASTERING HAZARD AND SAFETY MANAGEMENT

Hazard and Safety Management at the workplace involves setting up a safe, secure, and reliable working environment for all individuals. It is necessary to know the laws and regulations that any workplace must follow to guarantee the safety of the employees as well as the customers. This course teaches you about the types of hazards that can potentially occur in workplaces. It gives a detailed overview of the laws, regulatory bodies, and safety professionals involved in the hazard and safety management aspects of a company.

MASTERING HEALTH AND SAFETY MANAGEMENT

Safety laws and regulations help save people's lives and prevent people from making mistakes that could turn into health hazards. With this course, learn about all the safety laws and regulations as well as the safety professionals that can prevent accidents that threaten your well-being. Educate and inform yourself on how you can set up a safe working environment that promotes a safety-first work culture.

MASTERING LOCAL GOVERNMENT ADMINISTRATION

A Local Government is a complex mechanism with an efficient working structure, high-level functioning, and effective task implementation procedures. In this course, you will get to learn about the history, tiers, factors, and the need for a Local Government. The functions of the government and how it helps in the development of a region are made clear to the learner. He/she gets to understand how the Local Government administration effectively solves problems and makes lives easier.

MASTERING LOCAL GOVERNMENT ADMINISTRATION CHALLENGES

Issues of Local Government Administrations are sometimes extensive and difficult to solve. In this course, you will learn about the problems by primarily taking an example of the problems that arose in the Local Government in Nigeria and what factors led to the issues. The regional problems of Local Governments are also discussed in this course to give you a detailed overview of the solutions to such problematic cases. The involvement of federal management in Local Governments in different regions is also a major factor in identifying and solving problems. Learners will also be able to comprehend these issues in detail.

MASTERING OPERATIONS & DEVELOPMENT OF LOCAL GOVERNMENT ADMINISTRATION

The development of Local Governments is a crucial part of the progress of the region and society. In this course, you will learn how Local Governments manage projects and contracts, the different types of communities that constitute the proper working and structure of the Local Government, and also about the strategies used for the development of the Local Government.

MASTERING PERSONNEL MANAGEMENT

Through this Mastering course, you will understand the history and scope of Personnel Management. Learners will be able to identify and acknowledge the paths and job opportunities that Personnel Management presents. Along with this, you will also learn about the responsibilities that this field brings.

MASTERING PERSONNEL LEADERSHIP & MANAGEMENT PLANNING

Personnel Leadership and Management Planning in an organization determine the quality of performance of employees including the timely completion of tasks. This course will teach you the three crucial aspects of Personnel Leadership and Management Planning: planning, processes, and strategies.

STRATEGIC DOMAIN

Setting strategic direction

Planning and organising

Creating alignment

Leading

Delivering results

Team working

Building and sustaining relationships

OPERATIONAL DOMAIN

INTERPERSONAL DOMAIN

MASTERING ISSUES & PROSPECTS IN PERSONNEL MANAGEMENT

In this Mastering course, you will learn about the issues that exist in recruitment and selection processes. Additionally, this course also discusses a case study in Nigeria in the area of Compensation Training and Development. You will also gain knowledge about the prospects for Personnel Leadership, thereby letting you identify the needs of personnel management around you.

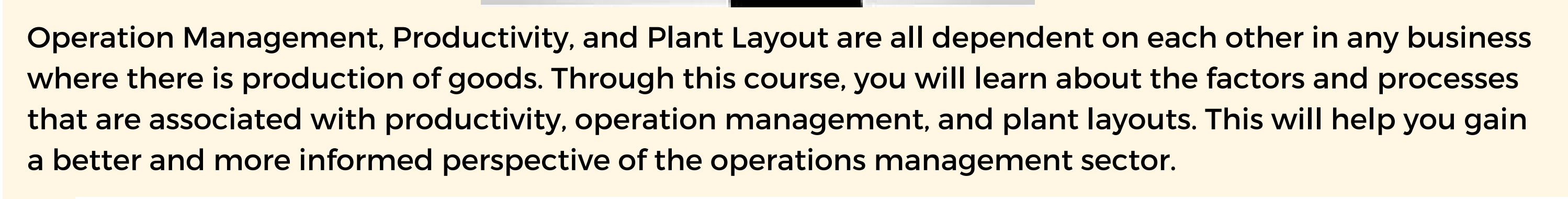# MASTERING PRODUCT MANAGEMENT & CORE MARKET STRATEGY

If you wish to sharpen and advance your marketing knowledge and approach, you need to know the important aspects of product development and management. In this course, you will learn about the basics of products and marketing mix along with STP (Segmentation Targeting & Positioning). In addition, you will be taught about core marketing strategies, product life cycles, and product-based decisions so that you can make informed decisions when it comes to handling your business product.

MASTERING PRODUCT CONCEPTS & PRODUCT DECISIONS

In this mastering course, learners will be able to understand and comprehend concepts and strategies that are central to product management and development. They learn about product life cycles, branding, product decision strategies, and strategic planning models crucial to more marketing growth in business.

MASTERING PRODUCTIVITY AND PLANT LAYOUT

Operation Management, Productivity, and Plant Layout are all dependent on each other in any business where there is production of goods. Through this course, you will learn about the factors and processes that are associated with productivity, operation management, and plant layouts. This will help you gain a better and more informed perspective of the operations management sector.

MASTERING LOGISTICS AND INVENTORY MANAGEMENT

In this Master's course, learners will be able to understand and comprehend the processes that go into proper operations, logistics, supply chain, materials management, and inventory control. Appropriate storage and maintenance results in efficiency and a better working environment. Learn more about the current trends in inventory management and also about supply management integration.

MASTERING E-GOVERNANCE POLICY AND DEVELOPMENT

This course focuses on making the learners understand the background of E-Governance and the effect of Digital Governance. Comprehend the key areas of E-Governance, types, and levels of E-Governance deliveries through this course. Learn about how digital evolution has affected policy development.

MASTERING DIGITAL GOVERNMENT, POLICY, AND E-GOVERNANCE TYPES

In this course, learners will be able to comprehend the key features of E-Governance as well as its advantages. Understand the impact and nature of policy-making and development through the implementation of Digital Governance. Get to know more about the E-Service processes involved in the public enterprises and also in the ministries.

MASTERING BLOCKCHAIN TECHNOLOGY

Television, Social Media, and Newspapers must be bombarding you with terms like Cryptocurrency, Digital Wallets, Blockchain, Bitcoin, Mining, and others making you skeptical about whether to dive into the Crypto industry or not. This course will be your friend, philosopher, and guide for your journey to the world of Blockchain Technology.

MASTERING ADR AND NEGOTIATION ASPECTS

In this Mastering course, learners will be able to comprehend the working structure and forms of ADR (Alternative Dispute Resolution). Gain a professional outlook on the different levels of Dispute Resolution to understand its scope and reach. Learn about the negotiation aspect of Dispute Resolution to have a better perspective of the resolution process.

MASTERING GLOBAL DISPUTE RESOLUTION AND CONSULTATION

This Mastering course focuses on imparting in-depth knowledge to the students about the best dispute resolution practice, arbitration, international trade disputes, and the negotiation aspect of the resolution process. Learn what forms of arbitrations exist and are used, the importance of mediation, and the course of creating and implementing action in Dispute Resolution.

MASTERING FINANCIAL RISK MANAGEMENT

This Mastering course initially focuses on explaining the types and scopes of risks along with risk classification systems. It helps the learners comprehend Risk Assessment Techniques, which prevent and reduce damage. The course highlights the 4Ts of Risk Management and Enterprise Risk Management (ERM).

MASTERING RISK MANAGEMENT - BANKS AND INSURANCE SECTORS

In this Mastering course, learners will be able to understand the important Risk Management Processes used in banks and other financial institutions. They become informed about the risks that are prevalent in these institutions. They also get to know more about the types of risks and Risk Management Processes involved in the insurance sector.

MASTERING OPERATIONS AND PROJECT MANAGEMENT - BACKGROUND AND COMPETITIVENESS

This master's course focuses on understanding Operations and Project Management while giving more attention to operations. Discover how different decisions in Operations Management are carried out, keeping quality management, location strategy, and processes in consideration. Learn about the challenges of Operations Management in the public sector, which includes globalization, sustainability, and many others.

MASTERING OPERATIONS & PROJECT MANAGEMENT - CHALLENGES AND SUCCESS FACTORS

In this course, learners will be focusing on knowing about the challenges of Operations and Project Management as well as the key details involved with the success of a project. Learn about Operations Strategies, Competitiveness, and Contract Management when dealing with National Project Management. The challenges you will learn about are specifically for the public sector.

MASTERING SUPPLY CHAIN PLANNING

Supply Chain Management Flow

The course focuses on effective supply chain strategies for companies with an emphasis on how to plan and integrate supply chain components into a coordinated system. Students are exposed to concepts and models important in supply chain planning with a focus on key tradeoffs and phenomena. The course introduces and utilizes key tactics such as risk pooling and inventory placement, integrated planning and collaboration, and information sharing. It explains various models and methods for supply chain analysis and optimization. The course emphasizes strategic and operational principles that enable you to serve your customers better.

MASTERING CORPORATE GOVERNANCE PHASES & OPERATIONS

This Mastering course provides a deeper look into the theories, models, and practices of Corporate Governance. It teac the conceptual, historical, and contemporary backgrounds of Corporate Governance in the UK. You will learn the legal and phases of Corporate Governance in the UK, along with the functioning of Corporate mechanisms.

MASTERING TECHNOLOGY MANAGEMENT

This Mastering course is designed for gaining in-depth knowledge of engineering and technology management. Apart from the basic conceptual knowledge, the learners will be taught important skills, such as quality assurance, statistical process control, process variability, and process capability, technology management framework and tools, and strategic technology management systems.

MASTERING MANUFACTURING MANAGEMENT

This Mastering course is designed to impart deep learning to professionals who want to gain a sound understanding of fundamental concepts, such as quality management and product management, differences between efficiency and effectiveness, etc. Besides, the learners will master lean manufacturing systems, and understand the difference between production and manufacturing management, and modern manufacturing management systems.
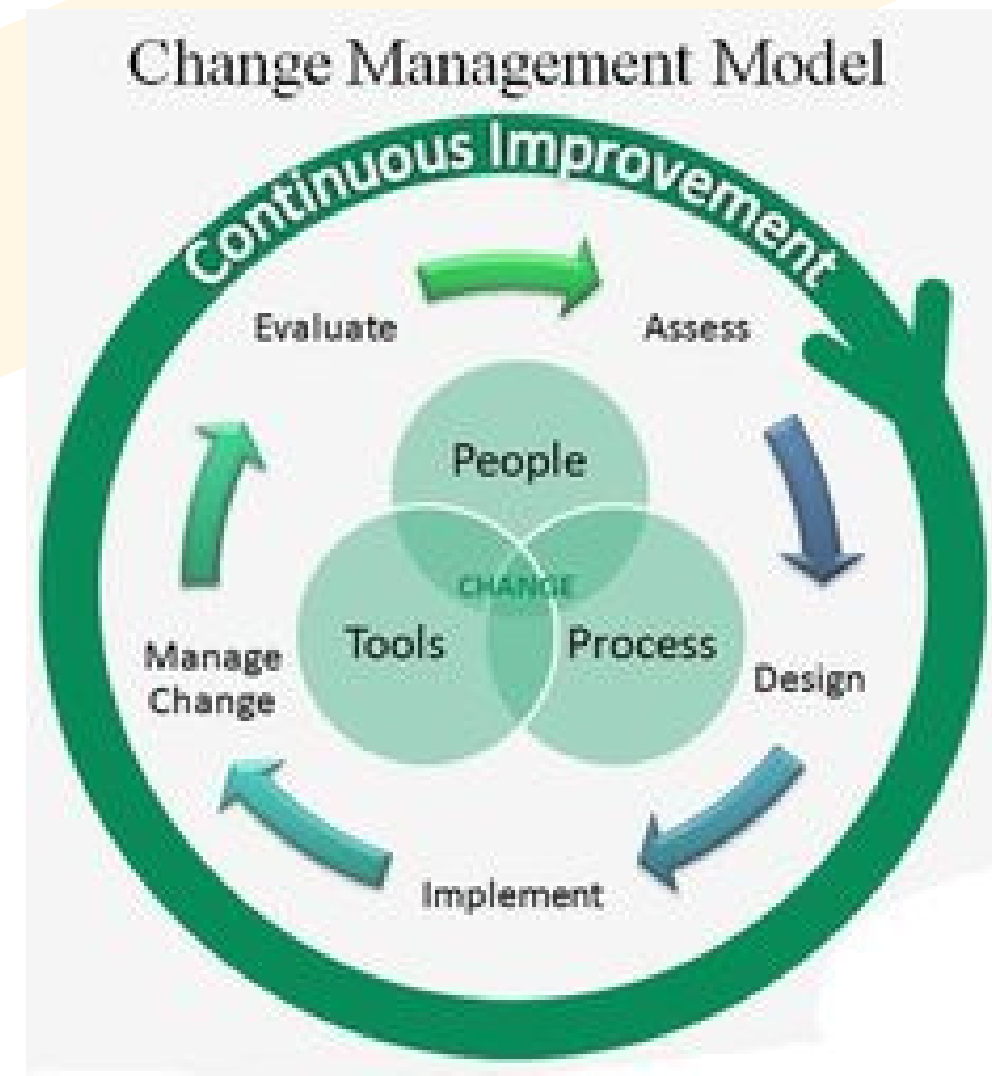
MASTERING LEADERSHIP FOR CHANGE MANAGEMENT

This Mastering course provides a critical understanding of Organizational Change and associated challenges. The learners will get familiarized with various leadership elements influencing the Change management Process and the vital role of a leader during organizational change.

MASTERING CHANGE MANAGEMENT PROCESS & MODELS

This Mastering course introduces the learners to principles of Change Management and various process-based and people-centered models. It also acquaints the learners with a complete cycle of the Change management process and how to wisely manage the key agents and stakeholders during the Change Management process.

MASTERING CHANGE MANAGEMENT PROCESS

This Mastering course equips the learners with the concept of Change and Organization Change. Learners will also get familiarized with elements associated with managing and implementing the Change process. The course imparts vital information regarding stakeholder management and the intervention process.

MASTERING CYBER-GOVERNANCE

This Mastering course offers an end-to-end understanding of the World of the Internet and its protection. Learners will gain knowledge about Websites and networking and understand the concepts of Data Protection and Regulations. The course introduces the learners to the World of various assaults and attacks executed over the internet by Cyber Criminals.

MASTERING E-COMMERCE

This Mastering course has been designed by industry experts to impart a good corpus of knowledge about the World of E-Commerce. The learners will be taught about the emergence of E-Commerce. The course will provide deep knowledge of payment and security issues in E-Commerce. The course also introduces the World of Regulation Governing the E-Commerce application and major developments occurring in E-Commerce around the World.

MASTERING CYBER LAWS

The Mastering course introduces the learners to the different types of criminal activities performed on Cyber-Space, and the Laws Governing them. Learners will be introduced to various cyber crimes and the need for introducing cyber laws. The course also focuses on Key Principles of Cyber Laws, their benefits, and Regulatory bodies.

MASTERING PUBLIC FINANCE - INCOME AND EXPENSES

This Mastering course provides a sound knowledge of Public Finance. Learners will understand the concept of Public Finance and the major components shaping Public Finance. The course also provides deep knowledge of major forms of Revenue generated by the Government and significant forms of Expenses that occurred through Public Finance.

MASTERING PUBLIC FINANCE - BUDGETING & CONTROLS

This Mastering course is designed to impart conceptual knowledge of Public Financial Management. Learners will be introduced to the concepts of Public Finance and the Structure of the Public Financial System. The course also imparts a deep knowledge of Budgeting and effective Implementation of Budgeting Public Finances. Learners will also acquire deep insight into effective means of Financial Control and execution.

MASTERING PUBLIC ENTERPRISES

This Mastering course is crafted to enrich the learners with various aspects of Public Enterprises. Learners get foundational knowledge about the evolution of Public Enterprises, their forms, and various sources of finances. The course also focuses on providing deep insights into Public Enterprises Operations and the way they are regulated.

MASTERING PRACTICAL PSYCHOLOGY

This course is designed to help professionals move beyond the foundations of psychology and delve deeper into the applied science of industrial psychology. This mastering guide is intended to help professionals comprehend the cognitive processes and functions that affect individuals' behavior and performance at work. A detailed overview of dysfunctional psychology is addressed in the course, including key concepts such as psychological stress and coping strategies, defense mechanisms, abnormal behavior, and therapeutic methods. It will help learners identify abnormalities in their reasoning or behavior. Aside from a focus on psychology at work, learners will get further insights into social interactions, which will help them understand personality, cognitive functioning, perception, interpersonal relationships, and group dynamics. The course is an action-oriented guide for professionals seeking to apply psychological approaches to improving workplace relationships and performance.

MASTERING E-COMMERCE APPLICATIONS

The course aims to enable learners to advance their understanding of the foundations of e-commerce to its models and functionalities. It will help learners understand how e-commerce has evolved over the years concerning the changing business landscape. This e-commerce mastering guide will help learners understand the intersection of e-commerce with business support systems, including ERP, CRM, and supply chain management. Additionally, learners will unlock strategic insights into the application of e-commerce in several functional areas, viz publishing, marketing, learning, entertainment, governance, auctions, logistics, and shopping.

MASTERING E-COMMERCE TRANSACTIONS

Get yourself equipped with how rock-and-mortar businesses got online with the global adaptation of new technologies and the role that technology has played in its meteoric rise. E-Payment Systems, Electronic data interchange, Transaction security, Types of card payments, Electronic money transfers, and Electronic cheques are all topics that will be covered in this course, to help you better understand how payments are conducted in E-commerce.

MASTERING E-COMMERCE INFLUENCING FACTORS

Get an in-depth understanding of the evolution, development, transition, technologies, advantages, and disadvantages of E-commerce, followed by E-commerce collaboration with mobile commerce and social media. This course will also shed light on the various issues surrounding e-commerce, and provide insight into the prospects of the e-commerce industry.

MASTERING IN SALES & MARKETING STRATEGY

This course will help learners understand the fundamentals of sales and marketing strategy with some well-defined examples and model illustrations. Learners will get to experience the various facets of strategy development and formulate a sound action plan for converting targeted audiences into potential customers. This course offers executives and professionals alike a detailed look at the sales and marketing framework, with a strong emphasis on the marketing modalities for effective collaboration and budgeting. Additionally, the course will cover concepts including best practices for streamlining processes, marketing operations management, and sales and marketing alignment for cross-functional coordination. It will further help learners analyze sales data using the sophisticated AIDA model for a deeper understanding.

MASTERING IN SALES & MARKETING ANALYTICS

The course guides learners through a step-by-step process of comprehending how to identify patterns and trends, track campaign performance, optimize budgets, and make smart decisions. The course is geared to help professionals learn sales and marketing with greater attention to detail, before moving onto analytics and strategy. Learners will get deeper insights into choosing the right analytics in accordance with the business problem. The course will deliver practical insights to help you gauge variations, figure out what is happening on the ground, optimize ad spend, and design business strategies.

MBA ESSENTIALS WITH DESIGN THINKING

Designed especially for working professionals, this 5 week's crisp MBA Essentials program will help the learners reinforce and refresh one's management skills and fundamentals. The course will cover the key concepts of all major management domains which are critical for any management professional. It provides participants with a clear picture of how organizations operate, their structures, and management methodology for analyzing organizations, strategy, human capital, marketing, and other operational challenges.

This program also includes a Business Analytics module, which will help learners acquire the in-demand skills in contemporary business settings- Data Analytics. Any successful business and hence leaders should know how to use the data to improve operational efficiencies and help design better services and products for one's customers. With this Business Analytics domain, learners will be introduced to different types of data analytical methods, decision-making algorithms, trends analysis, and various data manipulation techniques.

MBA ESSENTIALS WITH MACHINE LEARNING

The course constitutes five modules, viz. Marketing essentials, Strategic HR and Leadership, Operations Management, and Financial Management with specialization in Machine Learning. MBA Essentials is a mini MBA course where the learners acquire knowledge of core management concepts within 5 weeks for free. It provides participants with a clear picture of how organizations operate, their structures, and management methodology for analyzing organizations, strategy, human capital, marketing, and other operational challenges. The module for specialization, Machine Learning, is taught in the 5th week.

Machine Learning is an application of artificial intelligence where a computer/machine learns from past experiences (input data) and makes future predictions. This course introduces the learner to the fundamentals of machine learning theories. It provides deep insights into Machine learning, and the life cycle of machine learning and gives examples of real-life applications to understand its basic concepts.

Machine & Deep Learning Training Program

MBA ESSENTIALS WITH BUSINESS AND SUSTAINABILITY

MBA Essentials is a four-week program designed to help existing business professionals broaden their understanding of core management principles and analytical methodologies. It's a Self-paced program that allows you to accomplish your end-to-end learning objectives the way you want. This mini MBA program will help professionals establish links between various aspects of their current job functions. It will provide them with a bird's eye view of their current job role & and requirements for securing a better position within the organization.

Sustainability and business as a discipline are relevant in the current business era. Sustainable development has become a necessity for mankind & and survival for business. A mini MBA program in Sustainability and business will help professionals incorporate sustainability principles into various operations and functions.

Professionals will be able to gain exposure to some additional fields, such as -

• Marketing Essentials
• Strategic HR & Leadership Essentials
• Operations Management Essentials
• Financial Management Essentials

MBA ESSENTIALS WITH CREATIVITY & INNOVATION MANAGEMENT

Innovation Management is one of the most significant disciplines and has gained strategic importance due to its wide scope & and applicability. It involves critical brainstorming for the formation of ideas for its effective implementation. Innovation can be embedded not only in the product or service design but also in the processes, methodologies, and presentation. Fostering innovation within the business enterprise demands a right culture promoting continuous experimentation. A transformational and participative style of leadership is needed to accelerate the innovative practices within the organization.
Innovation Management as a specialization will entitle professionals to extend their knowledge to other important disciplines such as

Marketing Essentials
Strategic HR & Leadership Essentials
Operations Management Essentials
Financial Management Essentials

MBA ESSENTIALS WITH LOGISTICS & SUPPLY CHAIN MANAGEMENT

It constitutes five modules, viz. Marketing essentials, Strategic HR and Leadership, Operations Management, and Financial Management with specialization in Supply Chain Management. MBA Essentials is a mini MBA course where the learners acquire knowledge of core management concepts within 5 weeks for free. It provides participants with a clear picture of how organizations operate, their structures, and management methodology for analyzing organizations, strategy, human capital, marketing, and other operational challenges. The module for specialization, Supply Chain Management is taught in the 5th week.

The Supply Chain Management module focuses on effective supply chain strategies for companies with an emphasis on how to plan and integrate supply chain components into a coordinated system. It explains various models and methods for supply chain analysis and optimization. The course emphasizes strategic and operational principles that enable you to serve your customers better. It broadens the learner's understanding of the fundamentals of the supply chain management process, supply chain strategies, and the way these strategies need to be aligned with organizational goals and objectives.

MBA ESSENTIALS WITH BUSINESS ANALYTICS

Designed especially for working professionals, this 5 week crisp MBA Essentials program will help the learners to reinforce and refresh one's management skills and fundamentals. The course will cover the key concepts of all major management domains which are critical for any management professional. It provides participants with a clear picture of how organizations operate, their structures, and management methodology for analyzing organizations, strategy, human capital, marketing, and other operational challenges.

This program also includes a Business Analytics module, which will help learners acquire the in-demand skills in contemporary business settings- Data Analytics. Any successful business and hence leaders should know how to use the data to improve operational efficiencies and help design better services and products for one's customers. With this Business Analytics domain, learners will be introduced to different types of data analytical methods, decision-making algorithms, trends analysis, and various data manipulation techniques.

MBA ESSENTIALS WITH SOCIO ECONOMICS

MBA Essentials is a four-week program designed to help existing business professionals broaden their understanding of core management principles and analytical methodologies. It's a Self-paced program that allows you to accomplish your end-to-end learning objectives the way you want. This mini MBA program will help professionals establish links between various aspects of their current job functions. It will provide them with a bird's eye view of their current job role & and definite requirements for securing a better position within the organization.

Socioeconomics proves to be a highly essential discipline for professionals seeking to examine economic activities about social processes. It proves to be a vital field of study for Corporate planners in formulating strategies & and undertaking informed business decisions. Socio-economics as a field of study will help professionals unlock concrete insights into consumer spending trends and purchasing patterns.

Professionals will be able to broaden their understanding of some significant management disciplines such as -

Marketing Essentials
Strategic HR & Leadership Essentials
Operations Management Essentials
Financial Management Essentials.

MBA ESSENTIALS WITH DATA VISUALIZATION

The idea of a citizen data scientist is gaining popularity. To fit a data-driven environment, skill sets are evolving. Professionals' ability to use data to make decisions and use graphics to communicate stories about when data informs the who, what, when, where, and how is becoming increasingly valuable. While traditional education often creates a distinction between creative storytelling and technical analysis, the new professional world encourages people who can bridge the gap: data visualization stands amid analysis and visual storytelling.

MBA ESSENTIALS WITH NEUROMARKETING

Neuromarketing is a commercial marketing technique based on neuroscience and cognitive science, which helps us to analyze the customer's insights through the subconscious activities of their brain, by the application of advanced technologies such as MRI and EEG. Nowadays Neuromarketing is gaining popularity as a method for testing new products against customer tastes, by using it for testing ads, optimizing design, placing products, improving packaging, color selection, and so on. This course will help you to understand the concept of neuromarketing and finally promote your products towards customer tastes and influence their buying decision. This module purely consists of 4 core management modules and a specialization module. It includes Marketing Essentials, Strategic HR and leadership Essentials, Operations Management Essentials, Financial Management Essentials, and Neuromarketing Essentials.

Business Valuations

MBA ESSENTIALS WITH FINANCIAL RISK MANAGEMENT

Risk management is one of the most crucial aspects of any business or organization, as it allows you to access and handle risk-related situations. Risk management helps you to identify, assess, and prevent taking risks or receiving losses from taking risks through strategies and implementations.

The administration sector of a business can perform efficiently with the correct expertise in risk management. Learn about risk assessment techniques, loss prevention, damage limitation, operational risk management, the ERM model of COSO, and other topics that are required in the risk management field.

The MBA Essentials with Risk Management course consists of four core management modules and one Risk Management specialization module. The four core management modules are
 Marketing, Strategic HR & Leadership, Operations Management, and Financial Management.

MBA ESSENTIALS WITH BLOCKCHAIN FOUNDATION

MBA Essentials has been structured to enable learners to understand the core management concepts and analytical approaches within 4-5 weeks. Learn about the principles of business management and establish the basic knowledge required to boost your professional career.

The course has 5 modules in total, with four of them focusing on core MBA subjects and the last module being a specialization module on Blockchain Foundation essentials. The four MBA courses are on Marketing, Strategic HR and leadership, Operations Management, and Financial Management.

The Blockchain Foundation Essentials specialization module will focus on teaching you the history of Blockchain, Cryptographic methods in Blockchain, types of Blockchain Networks, Blockchain Transactional methods, and the usage of wallets.

MBA ESSENTIALS WITH BLOCKCHAIN APPLICATION

The MBA Essentials course has been tailored for students to grasp and learn the core MBA concepts and analytics. You will be studying each module concerning real-world applications and strategies. Learn about the core management concepts and other crucial aspects for aspiring business professionals.

The course has 5 modules, four focusing on core MBA disciplines and the last module being a specialization module on Blockchain Applications. The four MBA modules are on Marketing, Strategic HR and leadership, Operations Management, and Financial Management.

In the Blockchain Application specialization module, you will learn about the frameworks, use cases, and the potential of blockchain in different industries (finance and non-finance).

MBA ESSENTIALS WITH ENVIRONMENT HEALTH AND SAFETY MANAGEMENT

MBA Essentials is a specially designed course for students who want to learn about core management concepts and analytics. All that content can be completed in just 4 to 5 weeks. The course focuses on the crucial information and strategies that will help you elevate your managerial skills.

The course has 5 modules, four focusing on core MBA disciplines. The last module is a specialization module on Environment Health and Safety Management. The four MBA modules are concerned with improving your leadership and managerial skills. The modules are on Marketing, Strategic HR and leadership, Operations Management, and Financial Management.

Gain a holistic insight into Environment Health and Safety Management through the specialization module. You will be able to provide solutions for the health and safety concerns that may arise in your workplace.
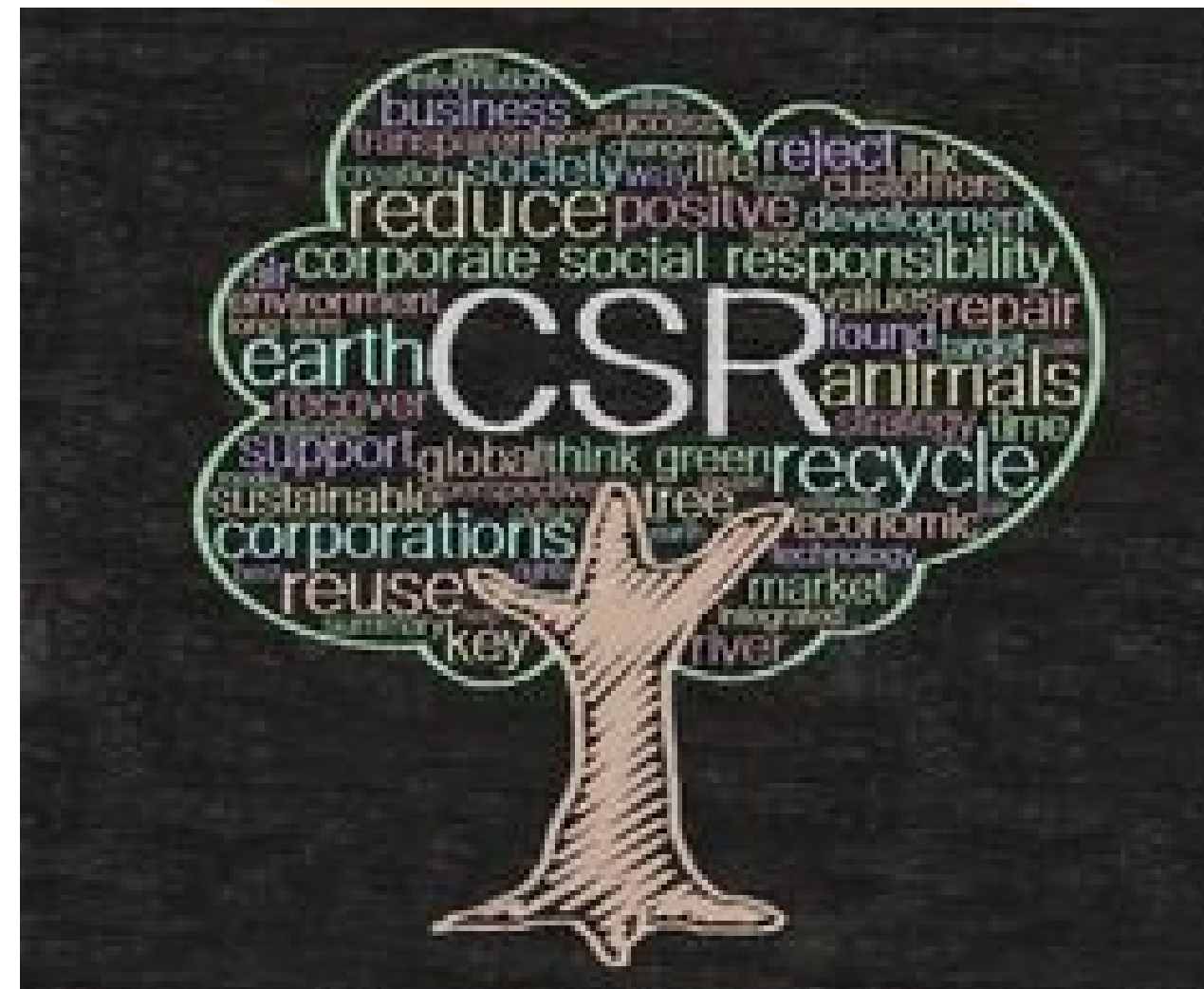
ESSENTIALS OF FINANCIAL MANAGEMENT

This course will help you develop the basic understanding required for the Financial Management of any business or enterprise. You learn the basics of accounting, and accounting standards, and learn how to read and understand Financial Statements.

ESSENTIALS OF TEAM MANAGEMENT - NURTURE YOUR TEAM BETTER

The course offers the learner a comprehensive understanding of team management and its elements including training, leadership, and behavioral aspects. It focuses on nurturing and building the team through understanding the member's personalities and behavior, providing them with relevant training opportunities as well as supportive leadership. The course provides significant insights into leadership and personality styles and enables the learner to develop skills in the training process and management. It also educates the learner on employee compensation, assistance, and grievance redressal measures.

ESSENTIALS OF CORPORATE SOCIAL RESPONSIBILITY

This course introduces the learner to CSR, its historical and developmental context, and its linkages to sustainability and business ethics. It moves through planning, implementation, evaluation, and development of the CSR cycle in profit-making organizations. It teaches the learner to leverage corporate structures to undertake CSR activities that have a real public benefit. The course demonstrates the great potential CSR may have to improve communities in the world.

ESSENTIALS OF SUSTAINABILITY

The course aims to introduce learners to understanding the relevance of sustainability practices in delivering value to the stakeholders. It will guide learners on how to integrate sustainability with leadership, innovation & and human resource practices. In addition to it, the course will throw light on the identification of essential indicators required for meeting sustainable development goals. It will direct professionals on how to integrate Sustainability across the organization's value chain to ensure long-term value creation. It will assist learners in expanding their knowledge of Sustainability across various organizations, industries, and practices; including business, consulting, environmental, social, and governance areas.

ESSENTIALS FOR SUSTAINABLE BUSINESS

This course discusses the current challenges and opportunities faced by organizations in the area of environmental sustainability. It will begin by focusing on how environmental sustainability is relevant to the business. Topics such as Core Values and Sustainability, Key Competencies of Sustainable Leadership, Importance of Supply Chain, and How MNCs will lead their way in making Supply Chain Sustainable will be covered. The course also deals with the aspects of Corporate Social Responsibility like the introduction and concerns of CSR. The course concludes by exploring the Implementation of CSR in business and making the world sustainable.

ESSENTIALS OF INNOVATION MANAGEMENT

This course broadly illustrates the differences between Innovation and Change management and discusses the steps essential to implement innovation management. It explains the types of innovation along with the types of innovators. It also dwells on the coordination between product and technology and the tools necessary for decision-making integrating technology.

ESSENTIALS OF STRATEGIC MANAGEMENT

This course takes the learner through the leading theories related to organizational strategy and design with an emphasis on stakeholders, innovation, and change. It gives an overview of Strategic Management and its significance for an organization's success in this fast-paced world.

ESSENTIALS OF INNOVATION MANAGEMENT AND LEADERSHIP

This course broadly illustrates the significance of Innovation Management and leadership in today's business era. It will provide result-oriented insights to the learners on how effective leadership can help to foster a culture of innovation to optimize business operations & and processes. The course will shed light on the different styles of leadership and their impact on team performance. The course will showcase the relevance of leadership in effective decision-making. Learners will be able to acquire strategic knowledge on how to introduce new products and services or upgrade existing processes with the help of innovation management tools. The innovation funnel for determining the viability of the different business ideas and technology diffusion to determine the rate of innovation will be also covered in the course.

ESSENTIALS OF STRATEGIC MANAGEMENT-ANALYSIS & FRAMEWORK

This course analyzes the external and internal environment and focuses on various portfolios where a company should invest for its growth. It teaches you how the allocation and utilization of physical and financial resources can be done effectively to boost sales. You learn how strategic management can help you establish viable objectives and relate major decisions and actions to achieve those objectives.

ESSENTIALS OF STRATEGIC CHANGE MANAGEMENT & LEADERSHIP

The course exhibits the importance of managing change for business enterprises evolving in a dynamic business environment. It will throw light on the several processes, tools, and techniques that can be effectively used to adapt to the change successfully. Managing strategic change requires strong leadership for employee's readiness to accept change at the ground level. The course will further discuss the leadership traits, competencies, and style of leadership needed to facilitate the change with efficiency and resourcefulness.

ESSENTIALS OF MARKETING MANAGEMENT

The course has been designed to help learners in understanding the core concepts of Marketing, its dynamic nature & scope. It will highlight the difference between marketing & and selling as a process. It will equip learners with the essential knowledge on how to create a marketing plan stating the action plans & and marketing activities aligned for the forthcoming business events. Additionally, it will help learners to acquire knowledge about the different marketing analytics models.
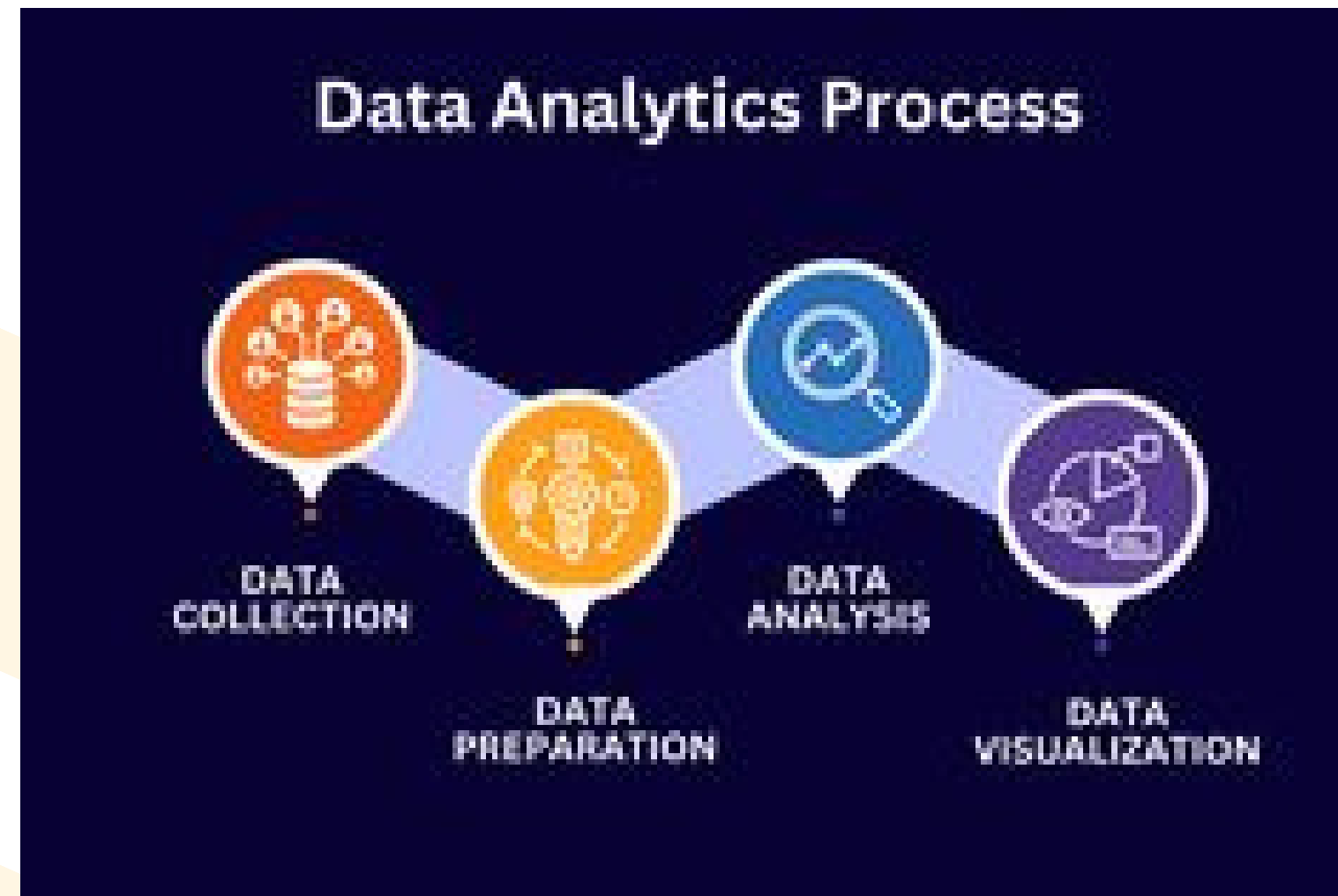
ESSENTIALS OF PRODUCT MANAGEMENT

In this course, you will learn about the importance of product management and strategies. Expand your knowledge on the topics of brand management, consumer behavior, product management, and new product development. Get to understand the types of strategies and processes that are involved in product management as a whole.

ESSENTIALS OF DATA VISUALIZATION USING MS EXCEL

The ability to understand and analyze data is a powerful skill that helps you in making better decisions. Microsoft Excel is one of the top tools for data analysis used by industrial experts. Here in this course, you will learn to do data visualization using different statistical tools. This course will give you useful experience in the cleaning and wrangling of data using functions, and in analyzing data using methods such as sorting, filtering, and pivot tables.

ESSENTIALS OF DATA ANALYTICS

The course provides an understanding of what data is in the context of business and how the businesses of today are using data to make crucial decisions relating to all their business processes. It gives an idea about business analytics which discusses the types of analytical models and methods. The course also analyzes the importance of Big Data in Business.

ESSENTIALS OF PROJECT MANAGEMENT
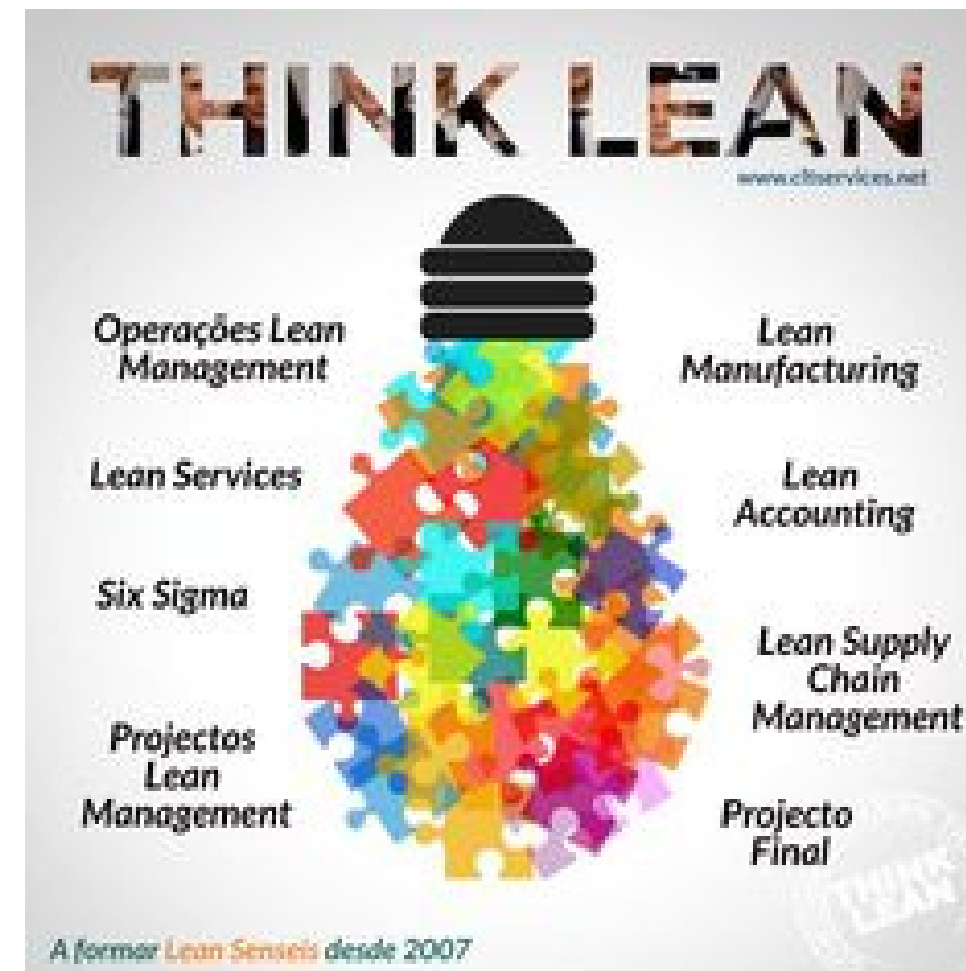
The course aims to introduce learners to the applied science of Project management. It will enable learners to understand the Project life Cycle concerning scope, quality, risk, and addressing stakeholder's needs. The course will assist learners in preparing a Project management plan that incorporates all of the essential metrics responsible for the successful completion of dynamic Projects.

ESSENTIALS OF QUALITY MANAGEMENT & LEAN OPERATIONS

Businesses create value by offering products or services to meet customer demand, which entails a variety of actions and processes. Operations managers deal with the differentiated challenges & and issues relating to task execution, establishing workflows, identifying bottlenecks, fine-tuning processes to save costs, and channeling resources. The course highlights the importance of Total Quality Management and Value Engineering for effective cost management and increased productivity. It will help learners to understand the other critical methodologies such as Six Sigma, Just-In-Time Inventory, Continuous improvement along Failure Models, and Effects Analysis.

ESSENTIALS OF STRATEGIC LEADERSHIP & HR PRACTICES

The course discusses Human Resource Management and its characteristics and sheds light on how it can achieve organizational objectives. It provides a sense of direction to positively affect the outcome of work and keep employees focused on organizational goals. The course gives the management leaders tools to implement their strategic initiatives, and promote employee productivity and overall organizational success.

ESSENTIALS OF STRATEGIC HR PLANNING & IMPLEMENTATION

This course discusses how human resource planning and effective implementation take place and how Global HRM helps cultural diversity to work as a whole. It teaches you how to familiarize employees with the company's workforce and culture.

ESSENTIALS OF CHANGE MANAGEMENT

The course provides deep insights into knowledge, skills, and tools to drive successful change initiatives. This course will help you develop the skills necessary to play an active and effective role within an organization that is going through a period of change. It introduces you to the theory of change management. It examines contemporary forms of organizational structure and analyzes the strategies that are used to implement change in each structure in the most efficient manner. It discusses the factors that develop a positive attitude towards change within an organization in a way that change is embraced rather than feared.

ESSENTIALS OF DESIGNING SUPPLY CHAIN

This course covers all aspects involved in the design of supply chains for companies and organizations anywhere in the world. This course discusses forecasting, planning, and execution of supply chains and Push and pull systems in Supply chains. It explains how firms communicate with suppliers (procurement, risk contracts), internal resources (production planning, bills of materials, material requirements planning), and customers (Sales & Operations Planning and other collaboration-based processes).

ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

Supply Chain Management (SCM) in ERP

Supply Chain Management is an integral part of every business. The primary role of Supply Chain Management is to improve customer service standards and reduce overall operational costs. This course will give an understanding of the goals of supply chain management, risk management in supply chains, supply chain challenges like uncertainty in supply & and demand, and demand forecasting. Integral concepts of supply chain management like Management Information System (MIS), Material Requirement Planning (MRP), and Enterprise Resource Planning (ERP) are also discussed as part of the course.

ESSENTIALS OF INNOVATION AND ENTREPRENEURSHIP

An Innovative Entrepreneur creates and establishes businesses that create economic and social impact. The Innovation and Entrepreneurship course teaches the essential skills and effective strategies to create and manage innovative businesses. The course will enable learners to develop an Innovative mindset and act strategically as an Entrepreneur. It will assist them in examining the viability and future scope of the business idea. The course will help learners to understand the relevance of Innovation in their entrepreneurial journey. A combined knowledge of entrepreneurship & and innovation will assist learners in uncovering new growth opportunities & and encourage learners to continuous experimentations.

ESSENTIALS FOR LAUNCHING YOUR STARTUP

Entrepreneurship has always been thought of as a gamble where instinct seems to take more prevalence than rational and scientific decision-making. The course on lean startup allows you to understand a unique methodology that entrepreneurs or even large corporations can follow to create products that customers need rather than wasting huge amounts of money and resources building something that nobody wants. This course will give you deep insights into how to enter the market with speed and gain valuable feedback from real customers by using tools that provide clarity if the venture is progressing in the right direction and how to quickly accelerate towards sustainable and disruptive growth of the new product or venture.
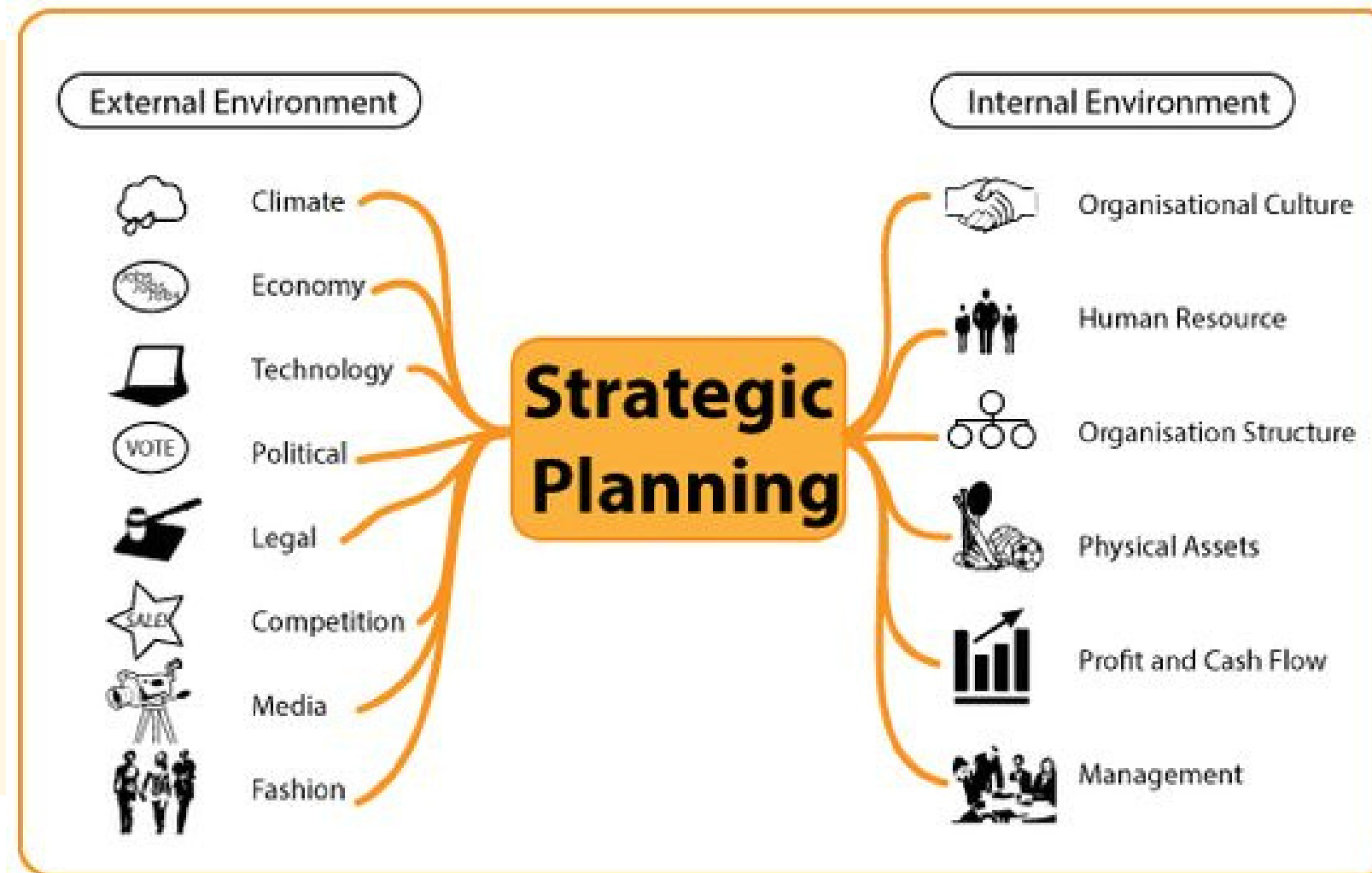
ESSENTIALS OF SOCIAL INNOVATION & ENTREPRENEURSHIP

The course aims to encourage learners to develop a societal problem statement to develop a viable solution to eliminate it from the root cause. It will provide practical insights to professionals on how to identify a social opportunity and transform a solution-driven idea into a commercialized product or service. The course will shed light on evolving theories of Creativity and ideation techniques that will help learners explore the market opportunities and think beyond the frameworks of doing business normally. The course will deliver essential knowledge on how social innovation and entrepreneurship are interwoven to bring about desired changes in any organization and transform lives, communities, and nations. Social innovation on a macro scale will be also discussed in the course with a reference to innovation in different sectors such as automobile, healthcare, financial services, and education.

ESSENTIALS OF STRATEGIC PROJECT MANAGEMENT -INITIATION AND PLANNING

External Environment

- Climate
- Economy
- Technology
- Political
- Legal
- Competition
- Media
- Fashion

Strategic Planning

Internal Environment

- Organisational Culture
- Human Resource
- Organisation Structure
- Physical Assets
- Profit and Cash Flow
- Management

Project initiation proves to be the solid foundation for business projects of all types regardless of their size, static, or dynamic aspects. A well-planned, well-managed project provides clarity, reduces risk, controls cost, and delivers value to the business. This course will give a road map into the project initiation phase which begins with the development of a project charter, identification of stakeholders, and preparation of Project - Initiation documents. This course will also provide a thorough understanding of the major project Planning management process including plans for Scheduling, Budgeting and costing, Project Quality and risk management, Project Sourcing, and communication.

ESSENTIALS OF PROJECT MANAGEMENT - EXECUTION AND MONITORING

The correct project execution methods and procedures will ensure that firms get the right deliverables, output, benefit, and value creation. It helps business ventures strengthen their competitive edge and leverage their market position. The next critical step in ensuring project success is to implement an effective monitoring system that ensures projects are on track and identification of the bottlenecks in the process. The course will provide an in-depth understanding of the procedures involved in project execution as well as strategic suggestions for improving project execution. The course will direct business leaders on how to conduct a scope verification process and compile a budget monitoring report to the project requirements. Additionally, learners will gain essential knowledge on Project control, Project quality management, and resource management.

ESSENTIALS OF PROJECT MANAGEMENT- MONITORING AND CONTROL

Learners will be introduced to the process of tracking all project metrics- including team performance, task duration, problem analysis, and taking corrective actions to keep the project aligned with its scope, budget, and timeliness. Project monitoring and control entails overseeing all tasks and keeping a close check on project operations to ensure that the project is carried out according to plan. The course will deliver critical insights on how to navigate the project risks and meet the stakeholder's expectations at all times. It will further explain the significance of Project control for channeling resources efficiently and ensuring cost optimization. It will deliver essential knowledge on Project Schedule, Project Quality, and Cost Control which falls under the purview of Project monitoring and control.

ESSENTIALS OF PROJECT MANAGEMENT-CONTROL AND CLOSURE

To successfully implement a project or a program, an effective Project control system must be put in place to ensure that projects and programs are on track and alternative measures are available in case the programs get off track. There's a lot of work involved even once a project is technically complete, and these works once done will formally close the project. The course will give a detailed understanding of the most common processes, tools, techniques, and theories that are necessary to control the performance of a project. It will also help to create a Lessons Learned document, Phase-Gate reviews, post-implementation reviews, and how to properly do a project closure after the project work completion.

Project Life Cycle Management

ESSENTIALS OF DESIGN THINKING - OVERVIEW

Design Thinking is a process-driven, human-centered approach to problem-solving. This course provides an overview of the Design Thinking principle and allows one to gain an understanding of why Design Thinking has been successful in solving complex business challenges, the role that DT plays in creating a sustainable future, and every one of us can imbibe the principles of DT for our personal and professional success.

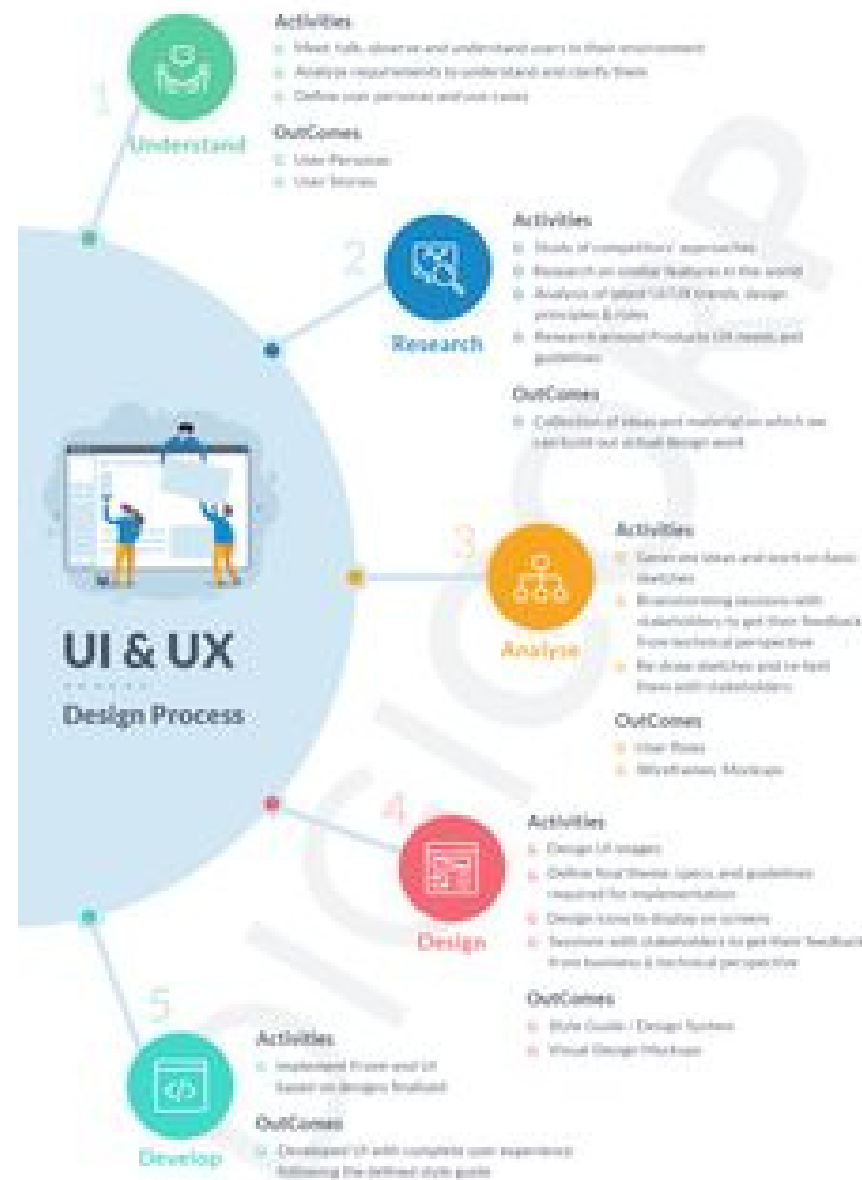# ESSENTIALS OF DESIGN THINKING-THE PROCESS

Design Thinking is a process-driven, human-centered approach to problem-solving. This course provides a deep understanding of the Design Thinking process which starts from the exploration phase where we identify the Design Challenge that we want to solve followed by a four-phase non-linear process that allows practitioners to create solutions that stick.

ESSENTIALS OF DESIGN THINKING - THE APPLICATIONS

Design Thinking is a process-driven, human-centered approach to problem-solving. In this course, get a taste of how the Design Thinking methodology has been applied in businesses across a variety of sectors. Learn from real-life examples how DT has enabled organizations to redefine how they develop new products and integrate the customer into the product design and development process.

ESSENTIALS OF STRATEGIC DESIGN THINKING

Design Thinking is a process-driven, human-centered approach to problem-solving. Gain a fundamental understanding of the Design Thinking process, its significance in today's world, and how Design Thinking plays a crucial role in enabling the creation of Sustainable solutions. Also, understand the strategic significance of DT and how Organizations today are driving innovation using the Design Thinking principles.

ESSENTIALS OF BUSINESS VENTURES

New ventures are the backbone of economic growth and progress in any society. It would be impossible to imagine a world without new businesses that solve problems for humanity with innovative business models and solutions. Through practical real-world examples, understand the factors that contribute to New Venture's success and failure. This would enable new entrepreneurs to avoid some of the mistakes made by business owners in the past and also learn from the success stories of entrepreneurs who made it big.

ESSENTIALS OF SCALING NEW VENTURE

New ventures are the backbone of economic growth and progress in any society. It would be impossible to imagine a world without new businesses that solve problems for humanity with innovative business models and solutions. Gain knowledge of the variety of tools and skills that the creator of new ventures needs to create and grow their business. Learn how to create business plans, pitch for funding, and understand various funding options and structures that aid new venture development.

ESSENTIALS OF NEW VENTURE DEVELOPMENT

New ventures are the backbone of economic growth and progress in any society. It would be impossible to imagine a world without new businesses that solve problems for humanity with innovative business models and solutions. It therefore becomes essential to understand the nuances of what it takes to create, protect, and scale new business ventures. This course provides an in-depth understanding of the various aspects of successfully registering, operating, and scaling new ventures.

ESSENTIALS OF SOCIAL INNOVATION & ENTREPRENEURSHIP

The course aims to encourage learners to develop a societal problem statement to develop a viable solution to eliminate it from the root cause. It will provide practical insights to professionals on how to identify a social opportunity and transform a solution-driven idea into a commercialized product or service. The course will shed light on evolving theories of Creativity and ideation techniques that will help learners explore the market opportunities and think beyond the frameworks of doing business normally. The course will deliver essential knowledge on how social innovation and entrepreneurship are interwoven to bring about desired changes in any organization and transform lives, communities, and nations. Social innovation on a macro scale will be also discussed in the course with a reference to innovation in different sectors such as automobile, healthcare, financial services, and education.

NAF

IDEA TODAY

INNOVATION TOMORROW

Annabel Rebello

ESSENTIALS OF CORPORATE GOVERNANCE LAW

In this Essentials course, you will gain knowledge about the key issues, models, structures, practices, and theories of Corporate Governance. You will be given an overview of the major theoretical debates leading to the Corporate Governance Laws. Additionally, you will learn about the historical, contemporary, and legal contextual settings within which Corporate Governance in the UK has emerged.

Company Law Consultancy Services in delhi

ESSENTIALS OF CORPORATE GOVERNANCE IN PRACTICE

This Essentials course aims to educate you on the formation, roles, and structures of Corporations. With this course, you will learn the implementation techniques of Corporate Governance policies. The course provides an outline of past and present Corporate Governance in the UK and explains policy formulation, evaluation, and development.

ESSENTIALS OF GLOBAL CORPORATE GOVERNANCE

This Essentials course will teach you the European context of Corporate Governance. The course details its mechanisms, financial reporting, and company code development. You will also learn about Corporate Governance in Singapore, the UK, Japan, the US, and Germany. You will learn about the present and past issues in Corporate Governance, along with different solutions and reforms.

ESSENTIALS OF ENGINEERING MANAGEMENT

This Essentials course focuses on the basic concept of Engineering Management in addition to other important concepts, such as quality management and product management. This will also enable the learners to gain significant knowledge about engineering management domains, engineering management skills, and maintaining and increasing efficiency in productivity.

ESSENTIALS OF CHANGE MANAGEMENT - THEORIES & MODELS

This Essentials course is designed to teach the learners different theories and models of Change Management. The learners will be able to acquire radical knowledge about how to implement the change process through process-based and people-centered approaches and also evaluate the appropriate model.

ESSENTIALS OF MANUFACTURING MANAGEMENT

This Essentials course has been designed to impart knowledge of manufacturing management with a special focus on lean manufacturing technology practiced by mainstream manufacturing industries. Besides learning about the tools and techniques used in lean production, the learners will also learn about the latest manufacturing processes and types.

MANUFACTURING MANAGEMENT
SOFTWARE DUBAI
Axolon

ESSENTIALS OF CYBER ATTACKS

This Essentials course is offered to develop a good understanding of the World of Cyber-Space. Learners get introduced to the World of the Internet, Websites, and Web Hosting. The course also provides deep information on various attacks carried out to breach a system and launch various attacks.

ESSENTIALS OF PUBLIC FINANCE - BUDGETING & CONTROLS

This Essentials course has been designed to provide solid conceptual aspects of Budgeting and Finance Controls. Learners will be introduced to the concepts of Budgeting and effective ways of implementing Public Finance Budgeting. The course also focuses on providing information about Financial Control and Levels of Financial Control in managing Public Finances.

ESSENTIALS OF SALES OPERATIONS & ANALYTICS

The course is an instructional guide to assist learners in understanding the impact and interplay of sales operations and analytics. From the conceptual framework of sales operations and analytics to practical considerations, the course provides insight into the subtleties of this vital business function. The course will expose learners to sales process planning, identifying potential risks, negotiation tactics to close sales, and an in-depth exploration of essential selling traits. Learners will become familiar with how customer data analysis can be leveraged to analyze consumer buying patterns and purchasing decisions. Learners will unlock additional insights into the different types of customer data analytics to identify, engage, and retain the right prospects. It will showcase the significant role of customer relationship management in promoting customer loyalty and retention. The course will open up new perspectives, insights, and tools that can be applied across industries to get better results from sales operations and business analytics.

ESSENTIALS OF MARKETING OPERATIONS & STRATEGY

The course aims to enable learners to deepen their knowledge of marketing and gain insights into operations and strategy. The course demonstrates how marketing operations and strategy can be aligned for higher returns. It will allow learners to reflect on their own experience of operating and executing marketing strategies. The course will encourage learners to broaden their domain knowledge by incorporating concepts such as marketing operations toolset, sales, and marketing alignment, and analysis using the sales funnel, with some easy examples learners can relate to. It will arm learners with the essential knowledge base required to understand and improve marketing performance. The course's key takeaway is that learners will be able to contemplate how to build a marketing plan and strategy in line with the business's objectives.

ESSENTIALS IN SALES OPERATIONS & STRATEGY

The course features an excellent blend of principles, practices, and fundamental analysis to understand the relevance of sales operations and strategy for business survival. It will aid learners in deepening their understanding of sales operations and supporting mechanisms. It will foster critical thinking among learners to interpret tricks and tips on how to formulate an effective sales operations strategy. The course will highlight concepts such as sales process planning, negotiation techniques, selling traits, collaboration, and understanding KPIs by using sales funnels. The key takeaway from this course is that learners will be able to develop a solid foundation in critical areas, from defining objectives to problem identification and sales pitch preparation and execution. Learners will discover the fact that even a modest investment in sales operations and strategies yields excellent results.

Sales Management

SALES KPIs

AMERICAN INTERNATIONAL EDUCATION FEDERATION

PROFESSIONAL LEARNING COMMUNITY (PLC) COURSES

www.amief.org

These courses are taken in groups and have groupwork assignments.

PLC 123

This course is for members of continuous improvement leadership teams at accredited institutions: teachers, administrators, and people who study student performance data and lead the faculty to use that data to change instruction to improve student performance across the whole institution.
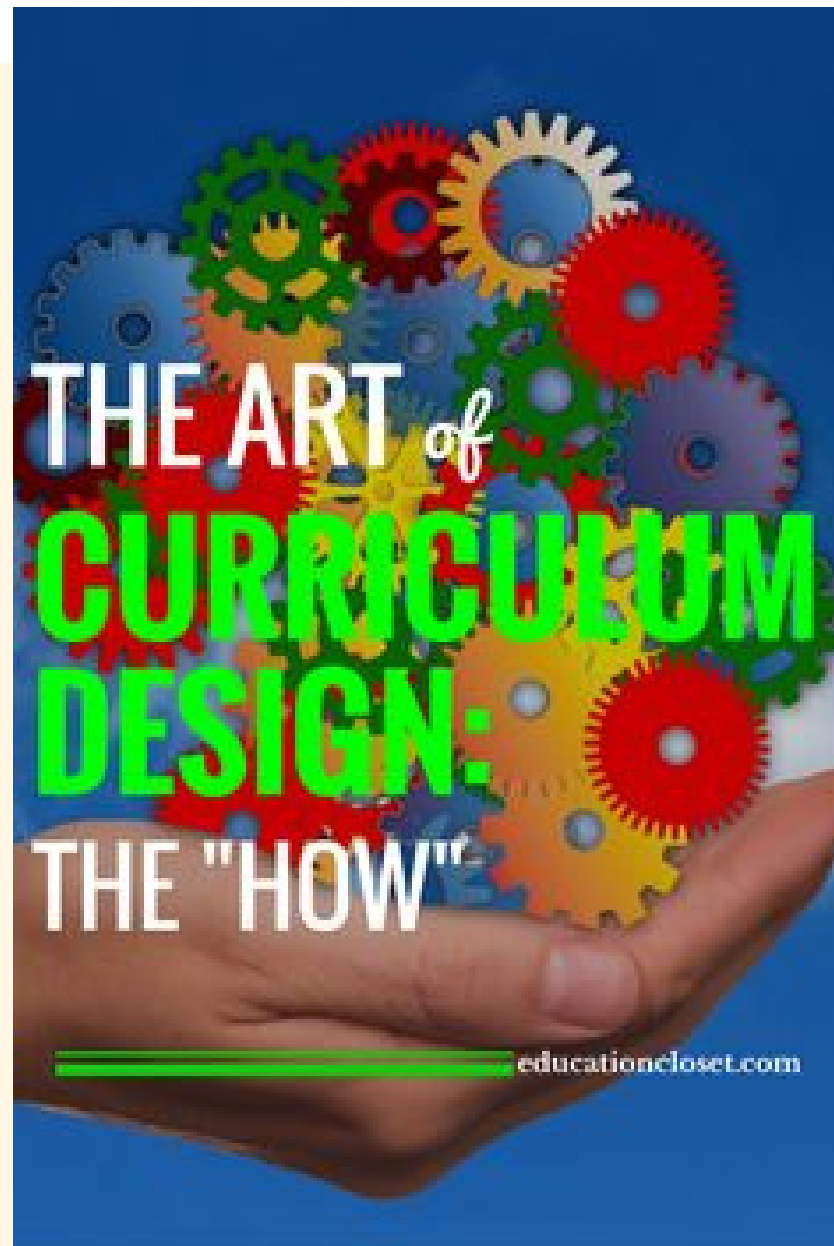
Stakeholders of schools and systems accredited or seeking accreditation School faculty will learn how to use the 3C model to implement a PLC, sustain the PLC, and for teacher efficacy and continuous improvement.

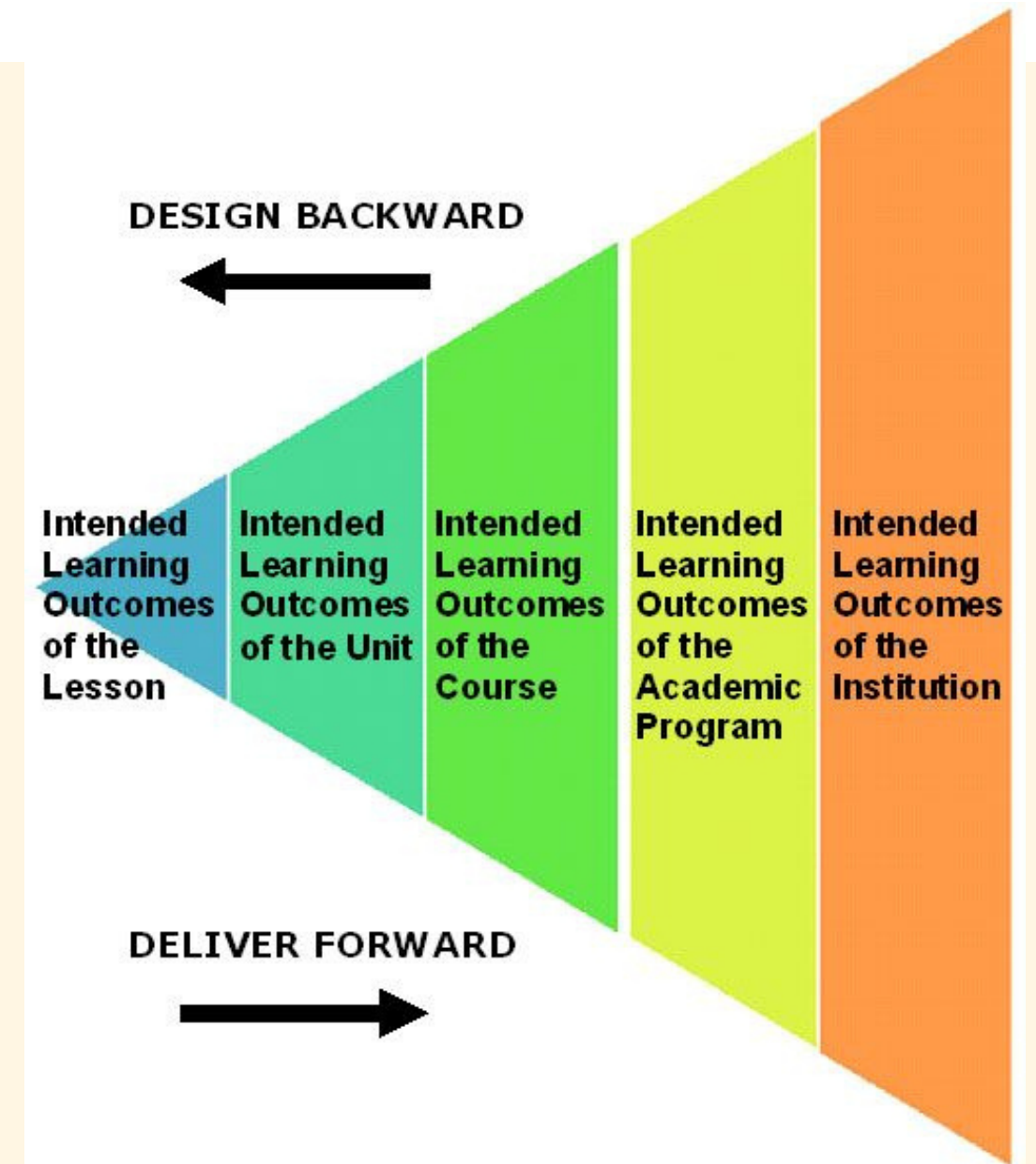# INSTRUCTIONAL ORGANIZERS (PLC)

This course features methods of teaching and learning through Graphic Organizers and Word Walls. Teachers learn to use visual representations to help students organize ideas and thoughts, and learn, and remember information. Strategies are provided for teachers to use word walls in classrooms so that students build vocabulary and build their understanding of major concepts.

CURRICULUM AND STANDARDS (PLC)

This course builds teachers' understanding of academic curriculum content and assessments. Types of assessment are explored and strategies for developing classroom and content assessments related to curriculum are presented. Teachers will learn how to relate the curriculum and assessments to state, provincial, or country standards. Many examples are provided for all grade levels to assist the teacher in learning and implementing effective curriculum and assessment strategies in the classroom.

THE ART of CURRICULUM DESIGN: THE "HOW"

educationcloset.com

DESIGN BACKWARD

Intended Learning Outcomes of the Lesson

Intended Learning Outcomes of the Unit

Intended Learning Outcomes of the Course

Intended Learning Outcomes of the Academic Program

Intended Learning Outcomes of the Institution

DELIVER FORWARD

CRITICAL THINKING STRATEGIES (PLC)

This course covers methods of teaching and learning through Reflection and Summarizing. Teachers learn to design frequent opportunities for students to reflect on the important concepts in the subjects. Based on brain research, reflection means "thinking about learning" and is effective for use in all grades and subject areas to help students learn Students use these reflections to remember information, build concepts, and solidify learning. Teachers learn to assign summaries to organize those reflections. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

CLASSROOM MANAGEMENT (PLC)

This course assists teachers in organizing the classroom environment, working with students to design the rules and routines; and using strategies to foster the building of a learning environment or community. Specific strategies are suggested to limit or decrease behaviors that interfere with learning. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

ACTIVE LEARNING STRATEGIES (PLC)

This course covers methods of teaching and learning through Partnering and Note taking. Teachers learn to use partnering to build students' communication and thinking skills; improve oral language development; and provide active learning. In the note-taking module, teachers learn effective strategies for students to use in a variety of listening situations. Effective note-taking helps students learn information and build concepts in any subject. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

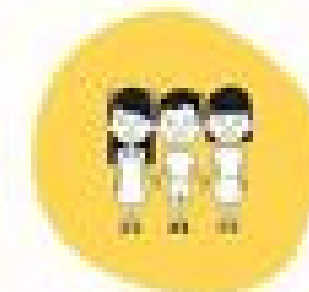

WHAT ARE ACTIVE LEARNING STRATEGIES FOR THE CLASSROOM?

Roleplaying

Discussions

Hands-on learning

Cooperative learning

Think Pair share

Learning Games

DEVELOPMENTAL STRATEGIES (PLC)

This course assists teachers in understanding the stages of child and adolescent development. Those stages will relate to cognitive, emotional, physical, and social development. Teachers will learn strategies that facilitate student growth in these areas. The strategies will focus on all aspects of the classroom from the decision-making to the way instruction is delivered. Many examples are provided for all grade levels to assist the teacher in understanding these stages and using effective strategies in the classroom.

DIFFERENTIATED LEARNING STRATEGIES (PLC)

This course focuses on the special instructional needs related to special education, gifted, and English Language Learners. Teachers learn how to use learning styles, and differentiated learning to engage learners. Specific strategies are suggested for the various populations. Many examples are provided for all grade levels to assist the teacher in learning and implementing effective strategies in the classroom.

DIFFERENT LEARNING STYLES
& tips for teaching

VISUAL
LEARN BY SEEING
- Charts, Graphs
- Graphic organizers
- Lesson outlines
- Picture aids
- PowerPoints

AUDITORY
LEARN BY HEARING
- Read-alouds
- Listening centers
- Verbal instructions
- Discussions
- Repeat to a friend

READ/ WRITE
LEARN BY READING & WRITING
- Books & texts
- Dictionaries
- Note-taking

KINESTHETIC
LEARN BY DOING
- Incorporate body movement
- Tactile- touch, feel
- Hands-on!

PROGRESS MONITORING (PLC)

Teachers learn to use rubrics in all subject areas to set learning expectations and to help students become active learners who take responsibility for their learning. In the editing module, teachers learn to edit and provide specific feedback based on the rubrics analysis. They also learn strategies to build the students' editing skills. The editing will apply to writing as well as other skills. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

HOW TO USE A
PROGRESS MONITORING
SCHEDULE

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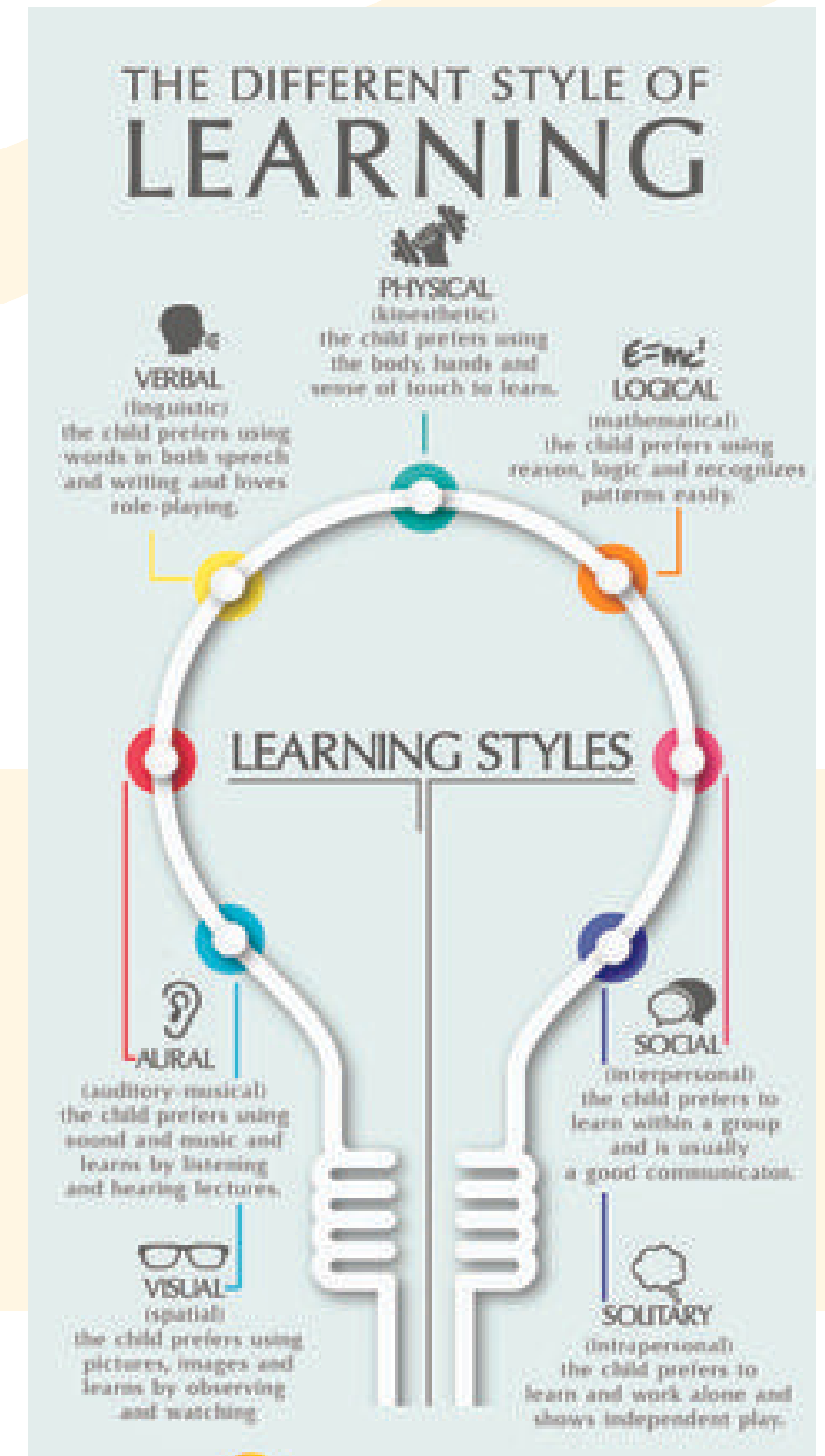
AMIEF

INDEPENDENT COURSES

www.amief.org

These are the same courses as Professional Learning Community (PLC) but are for independent students and assignments are written for individual work.

INSTRUCTIONAL ORGANIZERS (IND)

THE DIFFERENT STYLE OF
LEARNING

PHYSICAL
(kinesthetic)
the child prefers using
the body, hands and
sense of touch to learn.

VERBAL
(linguistic)
the child prefers using
words in both speech
and writing and loves
role-playing.

LOGICAL
(mathematical)
the child prefers using
reason, logic and recognizes
patterns easily.

LEARNING STYLES

AURAL
(auditory-musical)
the child prefers using
sound and music and
learns by listening
and hearing lectures.

SOCIAL
(interpersonal)
the child prefers to
learn within a group
and is usually
a good communicator.

VISUAL
(spatial)
the child prefers using
pictures, images and
learns by observing
and watching.

SOLITARY
(intrapersonal)
the child prefers to
learn and work alone and
shows independent play.

This course features methods of teaching and learning through Graphic Organizers and Word Walls. Teachers learn to use visual representations to help students organize ideas and thoughts, and learn, and remember information. Strategies are provided for teachers to use word walls in classrooms so that students build vocabulary and build their understanding of major concepts.

CURRICULUM AND STANDARDS (IND)

This course builds teachers' understanding of academic curriculum content and assessments. Types of assessment are explored and strategies for developing classroom and content assessments related to curriculum are presented. Teachers will learn how to relate the curriculum and assessments to state, provincial, or country standards. Many examples are provided for all grade levels to assist the teacher in learning and implementing effective curriculum and assessment strategies in the classroom.
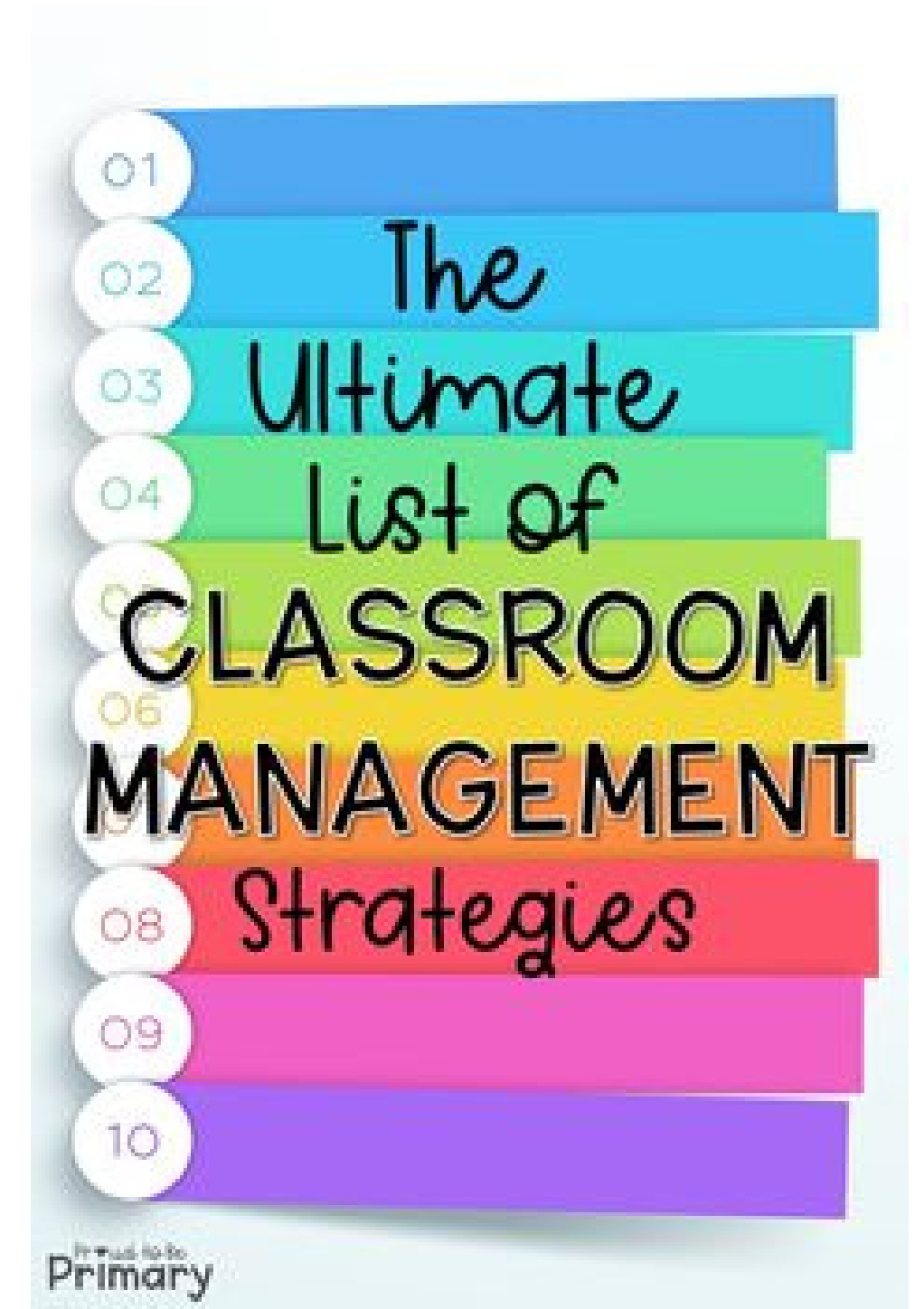
CRITICAL THINKING STRATEGIES (IND)

This course covers methods of teaching and learning through Reflection and Summarizing. Teachers learn to design frequent opportunities for students to reflect on the important concepts in the subjects. Based on brain research, reflection means "thinking about learning" and is effective for use in all grades and subject areas to help students learn Students use these reflections to remember information, build concepts, and solidify learning. Teachers learn to assign summaries to organize those reflections. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

CLASSROOM MANAGEMENT (IND)

This course assists teachers in organizing the classroom environment, working with students to design the rules and routines; and using strategies to foster the building of a learning environment or community. Specific strategies are suggested to limit or decrease behaviors that interfere with learning. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

ACTIVE LEARNING STRATEGIES (IND)

This course covers methods of teaching and learning through Partnering and Note taking. Teachers learn to use partnering to build students' communication and thinking skills; improve oral language development; and provide active learning. In the note-taking module, teachers learn effective strategies for students to use in a variety of listening situations. Effective note-taking helps students learn information and build concepts in any subject. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.
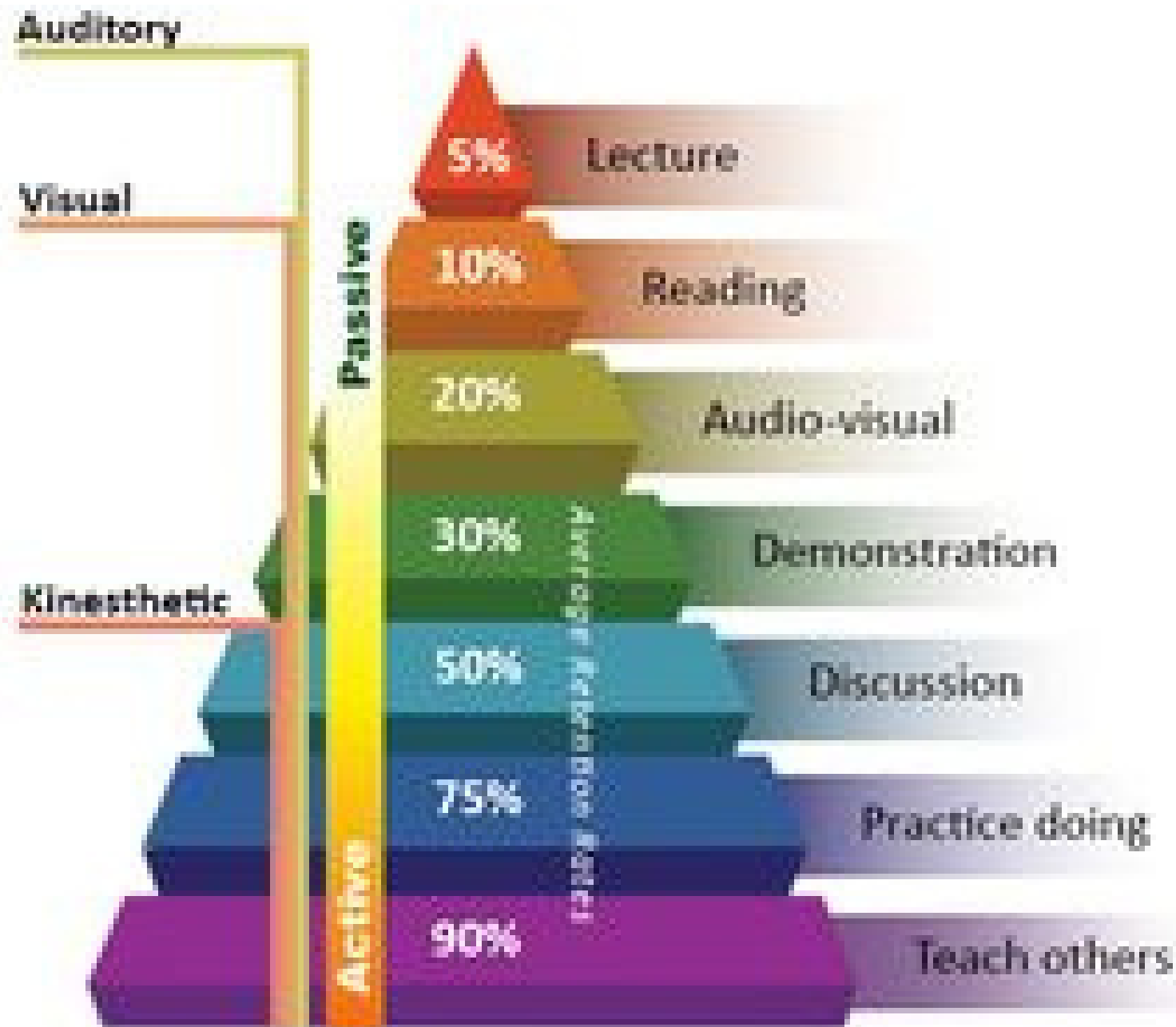
DEVELOPMENTAL STRATEGIES (IND)

This course assists teachers in understanding the stages of child and adolescent development. Those stages will relate to cognitive, emotional, physical, and social development. Teachers will learn strategies that facilitate student growth in these areas. The strategies will focus on all aspects of the classroom from the decision-making to the way instruction is delivered. Many examples are provided for all grade levels to assist the teacher in understanding these stages and using effective strategies in the classroom.

DIFFERENTIATED LEARNING STRATEGIES (IND)

Auditory

Visual

Kinesthetic

Passive

Active

Average Retention Rate

5% Lecture
10% Reading
20% Audio-visual
30% Demonstration
50% Discussion
75% Practice doing
90% Teach others

Adapted from the NTL Institute of Applied Behavioral Science Learning Pyramid

This course focuses on the special instructional needs related to special education, gifted, and English Language Learners. Teachers learn how to use learning styles, and differentiated learning to engage learners. Specific strategies are suggested for the various populations. Many examples are provided for all grade levels to assist the teacher in learning and implementing effective strategies in the classroom.

PROGRESS MONITORING (IND)

Teachers learn to use rubrics in all subject areas to set learning expectations and to help students become active learners who take responsibility for their learning. In the editing module, teachers learn to edit and provide specific feedback based on the rubrics analysis. They also learn strategies to build the students' editing skills. The editing will apply to writing as well as other skills. Many classroom examples are provided for all grade levels to assist the teacher in learning and implementing these strategies in the classroom.

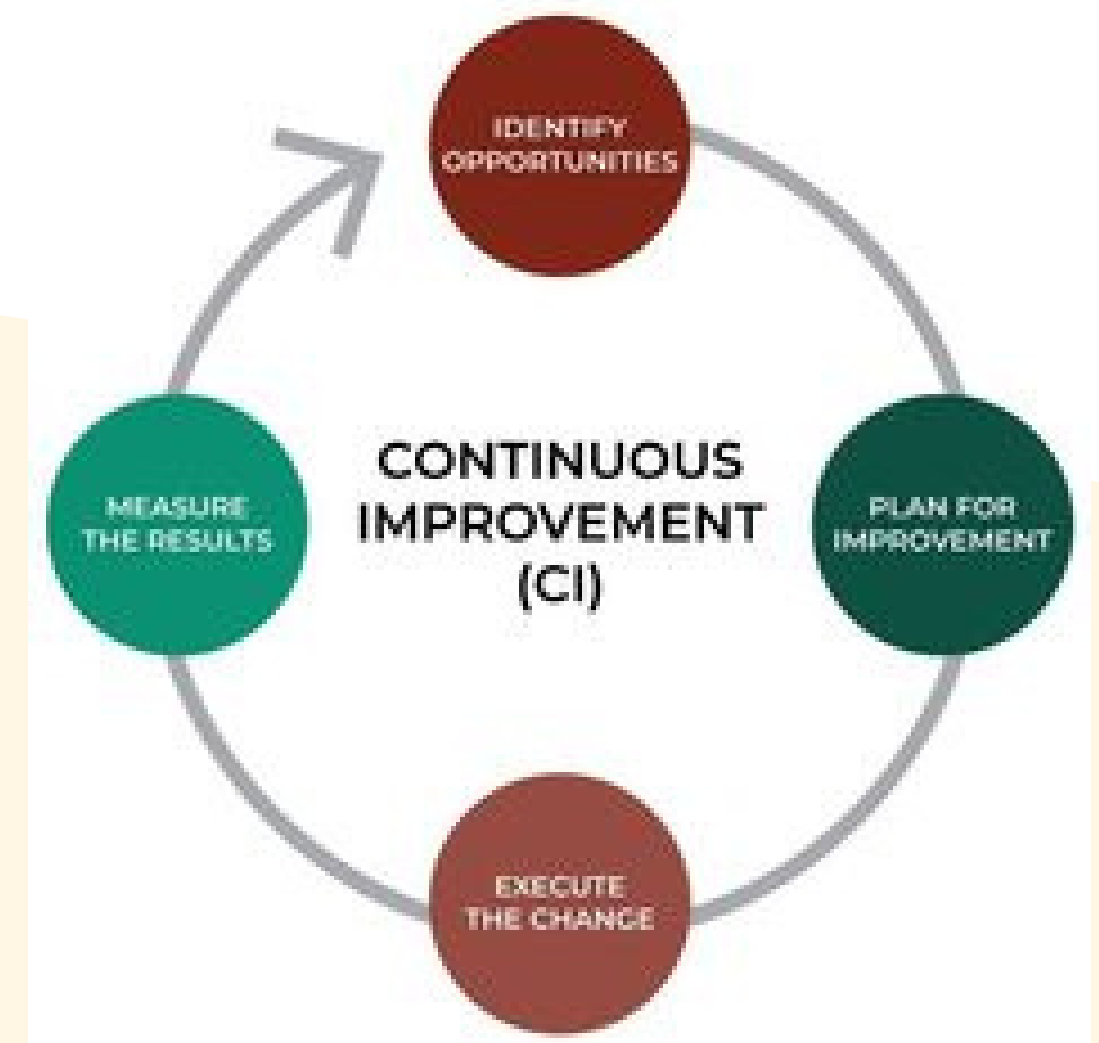# AMERICAN INTERNATIONAL EDUCATION FEDERATION

AMIEF

INDEPENDENT MINI COURSES

These are short courses, 1 credit.

LEADING CONTINUOUS IMPROVEMENT: PART 1

This mini-course will focus on theoretical basis and processes related to strategic and tactical planning in school improvement. Strategies for leadership that support, create, and maintain healthy and effective educational organizations are presented. Ideas for creating a common vision for learning and applying strategies for continuous improvement and systemic reform are explored. This presentation was initially delivered to a class of doctoral students at Acacia University.

WRITING STRATEGIES FOR ESL STUDENTS

The focus of this series will be on how to integrate strategies to enhance writing instruction in your classroom. In this presentation, we will be discussing the four domains of language. We will review the five stages of language acquisition including the characteristics of each stage, writing strategies that can be integrated into your classroom for each stage of learning, as well as a focus for instructional practices. We will discuss and clarify the importance of understanding the two different types of language, BICS and CALP. We will then focus on three strategies that can be used at each stage, across all content areas, and for all ages of learners.

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MASTERING PROGRAMS

(3 Months) Not all programs are available; some are being developed and are to be developed.

Mastering Python for Data Science	**Mastering Data Analytics with Python**
Mastering PowerBi	**Mastering Data Science for Managers**
Mastering for Machine Learning	**Mastering Data Science for Managers**

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All courses are of SCORM contents and will only work on suitable applications.

- [ ] Business Communication Skills
- [ ] Business Intelligence and Knowledge
- [ ] Business Networking Sales and Marketing
- [ ] Customer Relationship Management
- [ ] Customer Service Excellence
- [ ] Employee Compensation and Benefits
- [ ] Employee Relations
- [ ] Finance for Non-Finance Professionals
- [ ] Fundamentals of Accounting
- [ ] Introduction to business services management
- [ ] Introduction to E-Business
- [ ] Introduction to Media Broadcast Print and Online
- [ ] Leadership Skill in Business
- [ ] Marketing Management
- [ ] Product Design Thinking

- [ ] Product Development
- [ ] Project Management Methodolgy
- [ ] Project Management Tools
- [ ] Recruitment, Training, and Development
- [ ] Marketing Management
- [ ] Marketing - An Introduction
- [ ] Nature of Marketing Management
- [ ] Marketing Concepts and Tools
- [ ] Marketing in 21st Century
- [ ] Company Orientation Towards Marketplace
- [ ] The Societal Marketing Group
- [ ] Strategic Planning Process
- [ ] Marketing Environment
- [ ] Business Strategic Planning
- [ ] Identifying and Analysing Competitors

- [ ] Marketing Implementation
- [ ] Marketing Control
- [ ] Marketing Intelligence
- [ ] Forecasting & Demand
- [ ] Market Research System
- [ ] Factors Influencing Customer Behavior
- [ ] Customer Buying Decision Process
- [ ] Building Customer Value, Satisfaction and Loyalty
- [ ] The Role of Marketing Channels
- [ ] Channel Design Decisions
- [ ] Retailers and Wholesalers
- [ ] Communication Models

- [ ] Marketing Mix
- [ ] Marketing Segmentation
- [ ] Targeting and Positioning
- [ ] Brand Equity
- [ ] Create Brand Position
- [ ] Competitive Strategies for Market Leaders
- [ ] Product Life Cycle Marketing
- [ ] Introduction to Digital Marketing

American International Education Federation Training Programs

THANK YOU