Internship & Course Syllabus.

Fullstack Internship & Course Syllabus.

Internship Syllabus

Week	Content
Week 1	Introduction to web development and the importance of HTML. Learning the basics of HTML, including tags, elements, and attributes. Creating a basic HTML webpage. Introduction to CSS and basic styling techniques like colors, fonts, backgrounds, and borders. Understanding the box model and CSS positioning for layout. Exploring responsive web design principles and media queries. Introduction to CSS frameworks like Bootstrap for responsive design
Week 2	Advanced CSS styling techniques, including selectors, transitions, animations, and transformations. Understanding CSS flexbox and building flexible layouts. Creating grid-based layouts using CSS grid. Exploring advanced CSS3 features like gradients, shadows, and filters. Implementing CSS best practices for code organization and optimization. Introduction to CSS preprocessors like Sass or Less and their advantages. Applying HTML and CSS knowledge to develop a complete website
Week 3	JavaScript Fundamentals:JavaScript Basics: Understand JavaScript syntax, variables, data types, and control flow. DOM Manipulation: Learn how to manipulate the Document Object Model (DOM) using JavaScript.
Week 4	PHP Basics: Understand PHP syntax, variables, data types, and control structures. Form Handling and Validation: Learn how to handle form submissions and validate user inputs using PHP. Working with Databases and MySQL:Introduction to Databases: Understand database concepts and relational databases.MySQL Basics: Learn how to create, retrieve, update, and delete data using MySQL and PHP.

Course Syllabus

Week	Content
Week1-Week2	Introduction to Web Development:HTML Basics: Learn about HTML tags, elements, attributes, and document structure. CSS Basics: Explore CSS selectors, properties, and basic styling techniques.Build a simple static webpage using HTML and CSS. Advanced HTML and CSS HTML5: Learn advanced HTML features like semantic elements, forms, and local storage. CSS3: Dive deeper into CSS with advanced styling techniques, animations, and responsive design.
Week3-Week4	JavaScript Fundamentals:JavaScript Basics: Understand JavaScript syntax, variables, data types, and control flow. DOM Manipulation: Learn how to manipulate the Document Object Model (DOM) using JavaScript. Backend Development with PHP PHP Basics: Understand PHP syntax, variables, data types, and control structures. Form Handling and Validation: Learn how to handle form submissions and validate user inputs using PHP.
Week5-Week6	Working with Databases and MySQL:Introduction to Databases: Understand database concepts and relational databases.MySQL Basics: Learn how to create, retrieve, update, and delete data using MySQL and PHP. Advanced PHP and Database Integration:PHP Functions and File Handling: Explore advanced PHP concepts, including functions, file handling, and error handling. Database Integration: Practice connecting PHP with MySQL and performing CRUD operations.
Week7-Week8	Building Dynamic Web Applications PHP Sessions and Cookies: Learn how to implement user sessions and manage user data across multiple requests. Building a Simple CMS: Apply PHP and MySQL knowledge to develop a basic Content Management System (CMS).

Week	Content
Week9-Week10	Frontend Framework (Bootstrap) Introduction to Frontend Frameworks: Learn the basics of popular CSS frameworks like Bootstrap. Responsive Web Design: Explore responsive design principles and build mobile-friendly web pages.
Week11-Week12	Project Development and Deployment Full-Stack Web Application Project: Apply your knowledge to develop a complete web application, incorporating frontend and backend components. Deployment and Hosting: Learn how to deploy your web application to a hosting provider and make it accessible to the public.

Digital Marketing Internship & Courses Syllabus.

Course Syllabus

Week	Content
Week 1	Introduction to Digital Marketing and Strategy Understand the fundamentals of digital marketing and its significance in today's business landscape. Learn about different digital marketing channels (e.g., SEO, PPC, social media, email marketing) and their respective strategies. Explore key concepts like target audience identification, buyer personas, and setting marketing objectives.
Week 2	Search Engine Optimization (SEO) and Content Marketing Dive into the principles and techniques of search engine optimization (SEO) to improve website visibility and organic search rankings. Learn about keyword research, on-page optimization, link building, and SEO analytics. Explore content marketing strategies, including creating valuable and engaging content, optimizing content for SEO, and promoting content across channels.
Week 3	Pay-Per-Click (PPC) Advertising and Social Media Marketing Understand the basics of PPC advertising and platforms like Google Ads and Facebook Ads. Learn how to create and optimize PPC campaigns, set budgets, target audiences, and measure campaign performance. Dive into social media marketing strategies, including creating a social media presence, developing content plans, running paid campaigns, and analyzing social media metrics.
Week 4	Email Marketing, Analytics, and Conversion Optimization Explore email marketing strategies, including building email lists, creating effective campaigns, and analyzing email marketing metrics. Gain insights into web analytics tools (e.g., Google Analytics) and learn how to track website performance, user behavior, and conversion rates. Understand the principles of conversion rate optimization (CRO) and learn techniques to improve website conversions through A/B testing, landing page optimization, and user experience (UX) enhancements.

Graphic Design Course Syllabus.

Course Syllabus

Week	Content
Week1-Week2	Introduction to Photoshop and Basic Tools:Understand the Photoshop interface, workspace, and essential tools like move, selection, and brush tools.Learn about layers, layer masks, and blending modes. Practice basic image editing techniques, such as cropping, resizing, and adjusting colors.Working with Selections and Masks:Master advanced selection techniques, including the Quick Selection tool, Magic Wand tool, and Refine Edge. creating and editing layer masks,Practice combining multiple images using layer masks and blending modes
Week3-Week4	Image Retouching and Restoration: spot healing, clone stamp, and content-aware fill, layers for enhancing colors, tones contrast,smudge and blur toolsText and Typography Effects:adding and formatting text layers in Photoshop,text effects, blending options, and layer styles. Practice creating visually appealing text-based designs and compositions.
Week5-Week6	Photo Manipulation and Compositing:object removal, photo blending, and image composition. blending modes and layer masking for seamless integration of images. Advanced Tools and Techniques:Pen tool, Gradient tool,Shape tool,Marquee tool,lasso tool,eyedropper tool, eraser tool. Learn about smart objects, filters, and adjustment layers, photo filters, photo effects.
Week7-Week8	Hands on Experience on Brochure designing ,social media poster designing,logo designing ,visiting card etc.
Week9-Week10	Introduction to Illustrator and Basic Tools: Get familiar with the Illustrator interface, workspace, and essential tools. creating and manipulating basic shapes, lines, and paths, selection tools, transforming objects, and arranging layers. Working with Colors and Gradients:color models, swatches, gradients, and patterns,Experiment with color blending and shading techniques.
Week11-Week12	Creating and Editing Vector Graphics: creating and editing vector graphics. Pen tool, Bezier curves, and anchor points for precise shapes and designs.Magic wand tool, shaper tool, rotate tool ,eyedropper tool Explore advanced path editing techniques : join, divide, and align. Typography and Text Effects, font selection, and text styling options. Text effects: warping, distorting, and creating custom typography. Working with Images and Masks Learn about image tracing and converting raster images to vector graphic, clipping masks, opacity masks, and blending modes

Datascience Course & Internship Syllabus.

Internship Syllabus

Week	Content
Week 1	Basics of python:Understand the Python Interpreter,. Variables and Data Types: Familiarize yourself with variables, data types (such as integers, floats, strings, lists, and dictionaries), and basic operations. Control Flow: Learn about if statements, loops (for and while), and conditional expressions.
Week 2	Data Structures:Lists and Tuples: Explore the list and tuple data structures and learn how to manipulate them. Set & Dictionaries: Understand how dictionaries work and how to use them to store key-value pairs. Functions and Modules:Functions: Understand how to define and call functions, pass arguments, and return values. Modules: Learn how to import and use modules to extend the functionality of your code.Classes and Objects: Learn the principles of OOP, including classes, objects, attributes, and methods.
Week 3	Introduction to EDA:Understand the importance of EDA in the data analysis process. Data Collection and Data Cleaning:how to import data into Python using libraries like Pandas,Practice data cleaning techniques such as handling missing values, handling duplicates, dealing with outliers, one hot encoder and standard scaler. Data Exploration and Visualization: Explore the dataset using statistics, such as mean, median, mode, and standard deviation. Create visualizations using libraries like Matplotlib and Seaborn to gain insights into the data. Generate histograms, scatter plots, box plots, and other relevant visualizations.
Week 4	Introduction to Machine Learning Supervised algorithm-Linear regression,Logistic Regression,SVM,Decision Tree,Train test split algorithm Unsupervised algorithm:K-means Clustering,Dimensionality Reduction:P-CAPractice and Project Apply supervised and unsupervised algorithms on real-world datasets. Work on a self-guided project that incorporates both supervised and unsupervised learning techniques. insights into the data. Generate histograms, scatter plots, box plots, and other relevant visualizations.

Course Syllabus

Week	Content
Week1-Week2	Introduction to data science: Overview of data science concepts, applications, and its role in various industries. Python fundamentals: Variables, data types, operators, control flow statements, Data Structures:Lists and Tuples: Explore the list and tuple data structures and learn how to manipulate them. Set and Dictionaries: Explore set data structure and learn how to manipulate it,Understand how dictionaries work and how to use them to store key-value pairs.
Week3-Week4	Functions and Modules Functions: Understand how to define and call functions, pass arguments, and return values. Modules: Learn how to import and use modules to extend the functionality of your code.Classes and Objects: Learn the principles of OOP, including classes, objects, attributes, and methods. Introduction to EDA:Understand the importance of EDA in the data analysis process. Data Collection and Data Cleaning:how to import data into Python using libraries like Pandas,Practice data cleaning techniques such as handling missing values, handling duplicates, dealing with outliers, one hot encoder and standard scaler. Data Exploration and Visualization: Explore the dataset using statistics, such as mean, median, mode, and standard deviation. Create visualizations using libraries like Matplotlib and Seaborn to gain insights into the data. Generate histograms, scatter plots, box plots, and other relevant visualizations.
Week5-Week6	Introduction to Databases and SQL:DDL and DML commands Basic SQL Queries: Learn the SQL SELECT statement and its various clauses (FROM, WHERE, GROUP BY, HAVING, ORDER BY). Filtering and Sorting Data:Explore advanced filtering techniques using logical operators, comparison operators, and wildcard characters. Sort query results using ORDER BY clause. Joins and Relational Databases

Week	Content
	Understand the concept of relational databases and their advantages: Learn different types of joins (INNER JOIN, LEFT JOIN, RIGHT JOIN) to combine data from multiple tables Aggregating and Grouping Data Use aggregate functions (SUM, AVG, COUNT, MAX, MIN) to perform calculations on groups of data. Group data using GROUP BY clause. Subqueries and Nested Queries:Understand the concept of subqueries and their applications in SQL. Use subqueries for advanced filtering, sorting, and calculations. Python with mysql-connecting database to python hands-on exercises and practice sessions for students to reinforce their understanding of SQL concepts.
Week7-Week8	Introduction to Machine learning:Supervised Learning Algorithms Linear Regression: Simple linear regression, multiple linear regression, and model evaluation. Logistic Regression: Binary and multiclass logistic regression, regularization, and evaluation metrics. Decision Trees and Ensemble Methods: Classification and regression trees, random forests, and gradient boosting.
Week9-Week10	Unsupervised Learning Algorithms and Evaluation K-means Clustering: Understanding clustering algorithms, K-means algorithms, and evaluation metrics. Dimensionality Reduction: Principal Component Analysis (PCA) and its applications for dimensionality reduction. Evaluation Metrics: Introduction to evaluation techniques for unsupervised learning algorithms. Support Vector Machines (SVM): Linear and nonlinear SVM, kernel methods, and model tuning. Neural Networks and Deep Learning: Introduction to neural networks, feedforward networks, backpropagation, and deep learning frameworks like TensorFlow,keras. Developing a Flask web application after studying data science .
Week11-Week12	Apply the learned concepts and techniques to solve a real-world machine learning problem, working on end-to-end project development and presentation. PowerBI-Introduction to Power BI,Data Transformation and Modeling,Creating Visualizations,Creating Dashboards and Reports,Data Exploration and Analytics, MS Excel-Basics

Buisness Analytics Course Syllabus.

Course Syllabus

Week	Content
Week 1	Introduction to Business Analytics and Data Analysis:Understand the role and importance of business analytics in decision-making. Basics of python:Understand the Python Interpreter,. Variables and Data Types: Familiarize yourself with variables, data types (such as integers, floats, strings, lists, and dictionaries), and basic operations.Control Flow: Learn about if statements, loops (for and while), and conditional expressions.
Week 2	Data Visualization and Exploratory Data Analysis Learn techniques for visualizing data using Seaborn,matplotlib :charts, graphs, and dashboards. Understand how to effectively communicate insights through data visualization
Week 3	Dive into exploratory data analysis (EDA) techniques to gain insights from data and identify patterns or trend Using pandas
Week 4	Business Intelligence: Understand the concepts of business intelligence (BI) and how it supports decision-making in organizations. Explore tools and platforms for data mining and BI, such as Power BI, or SQL. Learn basic statistical concepts and data analysis techniques. Explore tools and software commonly used in business analytics, such as Excel, Hands-on practice and projects to apply the concepts learned.

Flutter Course Syllabus.

Course Syllabus

Month 1: Introduction to Flutter and Dart

Week	Content
Week 1-2	**Getting Started** • Introduction to Flutter and its importance in mobile app development. • Setting up the development environment for Flutter. • Basic Dart programming concepts: variables, data types, functions.
Week 3-4	**Widgets and UI Fundamentals** • Understanding Flutter's widgetbased architecture. • Building UI components using various widgets. • Exploring layout widgets and creating responsive designs.
Week 5-6	**Navigation and State Management** • Implementing navigation between screens. • Managing state using StatefulWidget and StatelessWidget classes. • Introduction to the GetX package for basic state management.

Month 2: Intermediate Topics in Flutter

Week	Content
Week 6-7	**Networking and Data Handling** • Making API requests using the `http` package. • Parsing JSON data and handling asynchronous operations. • Integrating API data into the app's UI.
Week 8-9	**Advanced UI and Animations** • Creating custom UI components and layouts. • Implementing animations and gestures in Flutter apps. • Understanding implicit and explicit animations.

Month 3: Advanced Topics and Project Work

Week	Content
Week 9-10	**Advanced Topics** • Working with local databases (e.g., MySql) for data persistence. • Integrating Firebase for backend services (authentication, Firestore, etc.). • Accessibility considerations and implementing accessibility features.
Week 10-11	**Project Development** • Applying all learned concepts to develop a complete Flutter app. • Testing, debugging, and optimizing the app for performance.
Week 11-12	**Deployment and Beyond** • Building and packaging the app for Android, iOS, and web. • Deploying the app to app stores and web servers. • Exploring next steps in app development, advanced libraries, and continued learning.

Drone Technology Syllubus.

Level: Beginner

Introduction to Drones

- Overview of Drone Technology
- Historical perspective
- Drone components and terminology
- Types of Drones
- UAV (Unmanned Aerial Vehicle) categories
- Quadcopters, fixed-wing, and hybrid drones
- Basic Drone Operation
- Principles of flight
- Remote control and autopilot systems

Drone Design and Construction

- Drone Anatomy
- Understanding the major components (frame, motors, propellers, flight controller, etc.)
- How different parts work together
- Building Your Own Drone
- DIY drone kits
- Assembling and configuring a basic drone
- Safety Considerations
- Safe handling and storage of LiPo batteries
- Safety precautions during drone assembly and testing

Drone Flight and Navigation

- Pre-flight Checklist
- Preparing for a flight
- Checking weather conditions and airspace restrictions
- Drone Flight Modes
- Manual, stabilized, and autonomous flight modes
- Understanding GPS-assisted flight
- Basic Flight Maneuvers
- Takeoff, landing, hovering, and flying in different directions
- Practicing with a simulator or basic drone

Level: Intermediate

Drone Photography and Videography

- Aerial Photography Basics
- Camera options and settings
- Framing and composition
- Drone Cinematography
- Techniques for capturing cinematic shots
- Post-processing for video editing
- Legal and Ethical Considerations
- Privacy and drone photography
- Regulations regarding aerial photography

Drone Regulations and Licensing

- Drone Regulations Worldwide
- Understanding aviation authorities' regulations (e.g., FAA in the U.S., EASA in Europe)
- Registration requirements
- Getting a Remote Pilot License
- Preparing for the Part 107 (U.S.) or similar exams in other regions
- Understanding airspace classifications and restrictions
- Commercial Drone Operations
- Guidelines for operating drones for commercial purposes
- Insurance and liability considerations

Drone Applications

- Agriculture and Precision Farming
- Using drones for crop monitoring and management
- Collecting data for precision agriculture
- Search and Rescue
- Drone applications in disaster response and search missions
- Integrating thermal imaging and other sensors
- Environmental Monitoring
- Monitoring wildlife, forests, and ecosystems
- Data collection for environmental research

Level: Advanced

Advanced Drone Technologies

- Advanced Drone Control
- Using waypoints and advanced flight planning
- Autonomous drone missions
- Drone Swarming
- Coordinated flight of multiple drones
- Applications in entertainment and industrial scenarios
- Beyond Visual Line of Sight (BVLOS) Operations
- Understanding BVLOS regulations
- Implementing BVLOS technology and procedures

Future Trends and Innovations

- Emerging Technologies
- AI and machine learning in drone applications
- Integration with 5G networks and IoT
- Drone Industry Opportunities
- Career options and entrepreneurship in the drone industry
- Collaborative projects and research opportunities

Mernstack Course Syllabus.
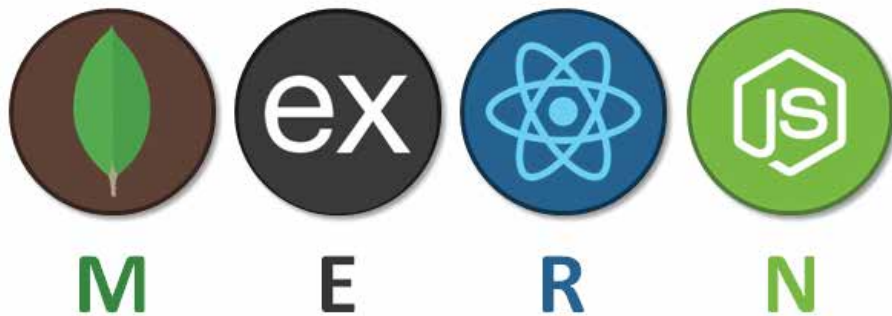
Level: Intermediate (Assuming basic HTML, CSS, and JavaScript knowledge)

Introduction to the MERN Stack

Introduction to the MERN Stack

- Overview of MongoDB, Express.js, React, and Node.js
- Setting up your development environment
- Creating a Simple Node.js and Express.js Server
- Setting up a basic Express.js server
- Routing and middleware in Express.js

Introduction to MongoDB

- Setting up MongoDB locally or using a cloud service
- CRUD operations with MongoDB

Building a RESTful API with Express.js and MongoDB

Designing RESTful routes

- Creating API endpoints for CRUD operations
- Testing your API using Postman or a similar tool

Data validation and error handling

- Implementing input validation and sanitization
- Handling errors gracefully

Authentication with JWT

- User registration and login
- Securing routes with JWT authentication

Front-End Development with React

Introduction to React

- Setting up a React application
- Components and props

State and Lifecycle

- Managing state in React components
- Component lifecycle methods

Building a Single-Page Application (SPA)

- Routing in React using React Router
- Fetching data from the API and displaying it in React components

State Management with Redux

Introduction to Redux

- Understanding the Redux store, actions, and reducers
- Setting up Redux in a React application

Advanced Redux Concepts

- Middleware for async actions
- Combining multiple reducers

Implementing Redux in your MERN project

- Managing application state with Redux
- Connecting React components to the Redux store

Full-Stack Integration

Integrating the React Frontend with the Express.js Backend

- Setting up CORS for cross-origin requests
- Making API requests from React components

Authentication Flow in a MERN Application

- Implementing user registration and login in the React frontend
- Protecting routes with authentication checks

Testing and Debugging

- Writing tests for both the backend and frontend
- Debugging and troubleshooting common issues

Deployment and Beyond

Preparing for Deployment

- Environment variables and configuration management
- Securing sensitive information

Deploying your MERN Application

- Deployment platforms (e.g., Heroku, AWS, Netlify)
- Continuous integration and continuous deployment (CI/CD)

Finalizing Your Project

- Performance optimization
- Adding additional features and improvements
- Project documentation and best practices

Cyber Security Course Syllabus.

Level: Beginner

Introduction to Cybersecurity

- Overview of Cybersecurity
- Understanding the importance of cybersecurity
- Key terminology and concepts
- Security Fundamentals
- CIA Triad (Confidentiality, Integrity, Availability)
- Types of cyber threats (e.g., malware, phishing, DDoS)
- Security Policies and Compliance
- Creating and enforcing security policies
- Overview of compliance standards (e.g., GDPR, HIPAA)

Networking and System Security

- Basics of Networking
- Understanding TCP/IP, DNS, and DHCP
- Identifying network vulnerabilities
- Operating System Security
- Securing Windows and Linux systems
- User access control and permissions
- Firewall and Network Security
- Introduction to firewalls and intrusion detection systems (IDS)
- Configuring and monitoring network security

Cryptography and Data Protection

- Cryptography Fundamentals
- Types of encryption (symmetric and asymmetric)
- Hash functions and digital signatures
- Data Encryption
- Encrypting data at rest and in transit
- Implementing secure communication (e.g., SSL/TLS)
- Public Key Infrastructure (PKI)
- Certificate authorities and digital certificates
- Managing and securing cryptographic keys

Web Security

- Web Application Security
- Common web vulnerabilities (e.g., XSS, SQL injection)
- Secure coding practices
- Web Application Firewalls (WAFs)
- Implementing WAFs for web application protection
- Security headers and best practices
- Secure Software Development
- The importance of secure development lifecycles
- Secure coding tools and methodologies

Threat Detection and Incident Response

- Threat Detection
- Identifying and monitoring security events
- Security information and event management (SIEM) systems
- Incident Response
- Developing an incident response plan
- Handling security incidents and breaches
- Digital Forensics
- Collecting and analyzing digital evidence
- Legal and ethical considerations in digital forensics

Network Security and Ethical Hacking

- Network Penetration Testing
- Conducting vulnerability assessments
- Exploiting vulnerabilities for ethical hacking
- Penetration Testing Tools
- Introduction to tools like Nmap, Metasploit, Wireshark
- Hands-on exercises in penetration testing
- Capture The Flag (CTF) Challenges
- Participating in CTF competitions
- Applying skills learned throughout the curriculum

Secure Cloud and Mobile Security

- Cloud Security
- Securing cloud services and infrastructure
- Identity and access management in the cloud
- Mobile Security
- Understanding mobile app vulnerabilities
- Best practices for mobile device security
- Emerging Threats and Trends
- Staying current with the latest cybersecurity threats
- Preparing for future challenges in cybersecurity

Advanced Digital Marketing.

Let your career growth go viral !

Digital Marketing
Graphic Design
Full - Stack Web Development

Course Duration : 4 Months

Digital Marketing

Living the Digital Life

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like InShorts or Buzzfeed. From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on Mr. WWW for everything.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

Rule the Digital World

Digital Marketers today need to know it all. The challenge is to consistently stay ahead of the curve for which students need to learn much more than just the basics. They need a programme that sets a high standard of knowledge and a strong base for a budding marketing career.

With NIIT's Post Graduate Programme in Digital Marketing and Branding, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph.

This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on business & leadership skills that will equip the students to become future leaders in this fast-paced digital world.

| **20 Lakh** Jobs by 2020 | **3 Lakh** Average Salary Per Annum | **Increase in Digital Marketing spends from 15% to 24%** | **40%** Industry growth |

Programme Objectives

Learn advanced social media tools and techniques to execute compelling social campaigns	Master the process of organically driving traffic on website/webpage	Create viral mobile marketing campaigns	Manage backlash, issues or complaints online and build positive perceptions of brands
Run email marketing campaigns for your businesses and brands	Use analytical tools to analyse data of the digital platforms	Acquire skills to conduct market research to understand what customers think and want	Learn how to build and execute an Integrated Digital Marketing Strategy

Programme Features

The Post Graduate Programme in Digital Marketing and Branding turns learners into all-rounded professionals with expertise in a host of specialised areas of digital marketing with a comprehensive coverage of fields like - Social Media Marketing, Content Planning, SEO, and SEM. Experienced industry practitioners deliver the programme on NIIT Digital- our very own online learning platform

Programme Modules

The programme starts from the fundamentals of marketing, focussing on laying a strong foundation in Marketing and Digital, with covering essential concepts of marketing like segmentation, targeting & positioning, advertising & sales promotions, integrated marketing communications, product & brand management, digital models & channels

After laying a strong foundation for an individual, the programme moves onto covering digital marketing concepts, tools & techniques such as Social Media Marketing, Content Planning & Promotions, Email Marketing, Digital Analytics, Mobile Marketing, SEO, SEM & Inbound Marketing; making sure that the learner is equipped to launch his career in digital marketing

Once the learner is equipped with the digital marketing tools & techniques, the programme focusses on equipping them with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a learner to become an advanced professional in digital marketing at the end of the course.

Module 1	Module 2	Module 3
• Overview of Marketing • Introduction to Digital Marketing • Email Marketing • Social Media Marketing • Website Fundamentals and Tools • Content Planning and Promotions	• Search Engine Marketing (SEM) • Search Engine Optimization (SEO) • Digital Analytics • Inbound Marketing • Mobile Marketing	• Market Research - Primary & Secondary • Online Reputation Management (ORM) • Customer Relationship Management (CRM) • E-commerce Optimization • Preparation for certifications • Business Perspective in Marketing • Managing Digital Initiatives • Client Management Professional Skills Training

Career Opportunities in Digital Marketing

SEO Executive – Searching for that nearby restaurant, local carpenter, the new bike reviews, etc. on a browser gives out the desired results because we work hard to make web easier and search friendly. Keywords are the main source to our world of success.

Client Servicing Executive – Human relations are the most complicated thing yet, we make them simple. Discussing relevant issues with the clients and making work easy for the various teams back in our office is our key work. Simplification of work and ensuring the timely delivery are the work that we enjoy.

Display Media Executive – We follow you wherever you go on the Internet. Be it those awesome high heels or that swanky bag that you have been drooling over, we ensure that you see them again and again, so that you end up purchasing your dreams.

Copywriter – Languages simplified for better comprehension, correct grammar and punctuations, we are the Grammar Nazis in action. We ensure that you engage with the best of content.

Social Media Executive – For us, 'Content is King'. We ensure that you see the best of content as soon as you wake up for the day. 'Ninja' is the perfect name coined for us, as we deal with somany platforms and algorithms, to engage with you.

Paid Media Executive – CPE, CPM, CTAs are the jargon we thrive on. Excel sheets, correct calculations and understanding the right TG to be targeted are the most important sauces for our success.

ORM Executive – We are the people behind the scenes of every conversation that a user has with any brand. Providing quick resolutions and escalating issues that need urgent attention are what we do with a magic wand. So, the next time you complain or express gratitude, know that we are the ones who respond.

ZEPHYR'S DIGITAL ADVANTAGE

This programme is in Zephyr - our online/Offline learning platform. From a classroom-like experience to faculty and peer chat, this multi-featured platform is sure to make learning a rich and fun experience for you.

LIVE ONLINE CLASSES

CLASSROOM-LIKE EXPERIENCE

PEER AND FACULTY CONNECT

LEARNING RESOURCES

ROLE PLAYS AND CASE STUDIES

Graphic Design

Photoshop

Introduction

- Purpose of Photoshop
- Industries rely on Photoshop
- Image editing introduction
- Pixel Vs Vector
- Creating new document
- Photoshop interface

Layers

- Types of layer
- Rasterize | Smart object
- Shape | Text | Adjustment
- Grouping layers
- Opacity & Blending controls
- Layer management

Tools

- Toolbar overview
- Move | Brush | Shape | Text
- Solid Vs Gradient fill
- FG BG Color

Selection

- Auto selection Vs Pen tool
- BG removal
- Select and mask
- Hair selection

Masking

- Layer masking | Clipping mask
- Quick mask | Vector mask
- Where to use Masks

Double Exposure

- Double exposure
- Typography Double exposure
- Minimal Music poster

Color Correction (2 session)

- Adjustments using layer mask
- Brightness & Contrast | Levels
- Curves | Vibrance | Hue Saturation
- Camera raw adjustments
- Color ranges
- Highlight | Mid-tone | Shadow
- Matching color

Image Manipulation

- Understanding images
- Image perspectives & placements
- Perspective | Distort | Warp
- Compositing images
- Manual Shadows and Highlights
- Blending Textures & layers
- Color correcting
- Realistic & Unrealistic manipulation
- Creating a fantasy world

Retouching (2 session)

- Introduction to healing tools
- Model retouching
- Make-up | Costume
- Product retouching
- Restoring old photo

Filters

- Filters in Raster layer Vs Smartobject
- Exploring filter gallery
- Customizing Filters

Layer styles

- Creating layer styles
- Title styles | Button styles
- Creating styles

Presets & Plugin

- Exploring Presets
- Creating Brush | Shape | Pattern | Action
- Customizing the presets
- Third party plugins integration

Poster design (2 session)

- Types of posters
- Digital posters Vs Print posters
- Ad poster | Movie poster
- GIF posters

Projects

- Music Album cover
- Photo album template
- Ad poster design
- Social media & print medium
- Movie poster
- Project submission & presentation

> Photoshop is an image editing tool used in many industries like Entertaintment, Marketing, Fashion etc,.

18 Sessions	1.5 hrs session	Projects 5	2 Exams

Illustrator

Introduction

- Purpose of Illustrator
- Industries rely on Illustrator
- Vector editing introduction
- Vector file formats
- Creating new document
- Illustrator interface
- Artboards & Layers
- Arranging artboards
- Resizing artboard
- Main layer Vs Sub Layer

- Managing Artboard & layer

Tools

- Toolbar overview
- Object Creation tools
- Object Editing tools
- Transform tools
- Color

Advanced Object editing

- Pathfinder & Shape modes
- Shape builder tool
- Envelope Editing

Color Panel

- Swatches
- Color Picker
- Color Slider
- Color Gradient

Gradient & Patterns

- Creating and Customizing
- Reflection effect
- Patern concepts

Cartoon & Emojis

- Recreating Cartoons
- Tracing tricks
- Creating own Emoji
- Sticker sheet

Library

- Types of library
- Swatch | Symbol
- Brush | Graphic style
- Creating and Customizing

Effects

- Creating and Customizing
- 3D Effects
- Photoshop Effect

Pencil sketching

- Freehand practices
- Basic shapes drawing
- Icon sketching

Custom Illustrations

- Creating BG illustrations
- Abstract illustrations
- App Onboarding illustrations
- 3D Isometric Illustrations

Branding

- What is branding?
- What is Re Branding?
- Types of branding
- Stackholder questions
- Style guide of a brand

Logo creation

- Types of logo
- Monogram, Pictogram etc
- Logo pencil sketching
- Designing the logo
- Mockup

Marketing Collateral (3 session)

- Standard paper sizes
- Business card, Pamphlet
- Brochure, Banner, Packaging
- Infographics posters & Mockup

Designing for

- Print,Digital, Motion
- Print PDFs vs Interactive PDFs
- Digital ads vs Print ads
- Social media designs
- Motion graphics BG Designs

Exporting for Print

- Color mode
- Print Ups
- Paper types
- Paper calculation

Projects

- Emoji Package
- Custom Illustrated BG
- 3D Isometric city
- Build up a own Brand
- Project submission & presentation

Illustrator is an art creation tool where Logos, Menucards and most of the branding elements created here

20 Sessions	1.5 hrs session	Projects 4	2 Exams

InDesign

Introduction

- Purpose of InDesign
- Industries rely on InDesign
- Intro Pagination
- Creating new document
- InDesign interface

Publishing

- Print Vs e Publishing
- Books, Magazine, News paper
- Digital book

Setting up a Project

- Margins & Columns
- Working with master pages
- Creating Character style
- Creating Paragraph style

Creating

- Purpose of InDesign
- Brochure & Prospectus
- Importing Images and designs
- Interactive Book | Magazine

Portfolio (2 session)

- Creating a Interactive portfolio
- Interactive Buttons | Forms
- Page transitions

Project

- Magazine
- Book layout
- Interactive Portfolio

InDesign is a publishing tool most of the Books, Magazine, news paper production house uses this tool to crate a Interesting layout.

7 Sessions	1.5 hrs session	Projects 3	2 Exams

CorelDraw

Introduction

- Purpose of CorelDraw
- Industries rely on CorelDraw
- Adobe Vs CorelDraw
- Creating new document
- CorelDraw interface

Tools & Effects

- Oject creating tools
- Object editing tools
- Effect tools
- Dockers
- Color panels

Branding & Packaging (2 Session)

- Creating logo
- Brochure, Pamphlet
- Marketing Collateral
- Packaging layout
-

Printing Ups & Concept

- Paper sizes
- Print Ups
- Paper Calculation
- Types of Paper & Printing

Project

- Packaging
- Printing your brand project

Corel Draw is purely used in Printing studios where most of the hoardings and banners other are made

6 Sessions	1.5 hrs session	Projects 2	2 Exams

Full - Stack Web Development

Course Objectives

- Enable participants to develop a complete web application from the scratch that includes Front-end, Backend and Data-exchange technologies

- Build strong foundations (ex: OOPS) in entry level engineers thereby making them job ready as perindustry requirements. Enable them to learn new technologies by applying foundation paradigms

- By the end of the program participants will be become an industry-ready engineer who can be readilydeployed in a project

COURSE FLOW

WSA Full Stack Web developer course starts with introducing participants with front-end technologies(ex: HTM5) and makes them develop responsive one page web application. Followed by that it deep dives into MEAN stack components and brings hands-on perspective to building scalable web applications by leveraging "JavaScript everywhere" phenomenon.Throughout the course foundation paradigms are stressed to ensure participants clearly understand software engineering fundamentals and apply them.

The course further covers various data-exchange mechanisms (ex: HTTP) to get complete perspective of Full Stack. DISHA sessions are interleaved throughout the program for resume and interviewpreparation aspects for placements.

DURATION

1 months

PLATFORM

• Linux (Fedora / Mandriva /Ubuntu) or Windows Host system

• Firefox, Chrome Browsers

DELIVERY METHOD

Instructor-lead, Assignments with hands-on exercises backed with assignments and mini project

MODULE TOPICS

• Front-end (HTML5 | CSS3 | Bootstrap | JavaScript | PHP
• Foundation paradigms (OOPS | Design Patterns | Object Modelling | JSON | AJAX)
• Data Exchange (HTTP | Websockets)
• MYSQL
• Development Environment & Tools
• DISHA (Resume & Interview prep package)

Front-end Course Modules

Hyper Text Mark-up Language (HTML5)

Module Objectives:

Building Strong expertise to develop front end application using HTML5
Implement MVC and responsive design to scale well across PC, tablet and Mobile Phone

Overview:

This course provides you hands-on experience and exposure to developing HTML5 based single page application form browsers. This course builds strong foundation on HTML5 which will help developer to use HTML5 concepts for building responsive web application.

Platform:

Linux (Fedora / Mandriva / Ubuntu) or Windows Host system
Firefox, Chrome

Prerequisites:

Academic level web application knowledge

Delivery method:

Instructor lead, hands-on exercises backed with assignments and mini projectDetailed

Course Contents:

• Introduction HTML
• HTML Basics
• HTML Elements
• HTML5 Semantic
• HTML Attributes
• HTML Headings
• HTML Paragraph
• HTML Styles
• HTML Formatting
• HTML Quotations
• HTML Computer Code
• HTML Comments & Colours
• HTML CSS, Links and Images
• HTML Lists
• HTML Blocks
• HTML Classes
• HTML Layout
• HTML Responsive
• HTML iframes
• HTML JavaScript
• HTML Head
• HTML Entities and URI Code
• HTML Symbols and XHTML
• HTML Charset and Forms

Cascading Style Sheets (CSS3)

Module Objectives:

• Building Strong expertise to develop front end application using CSS3
• Implement MVC and responsive design to scale well across PC, tablet and Mobile Phone

Overview:

This course provides you hands-on experience and exposure to developing CSS3 based web application. This course builds strong foundation on CS33 which will help developer to use CSS3 concepts for building responsive web application.

Platform:

- Linux (Fedora / Mandriva / Ubuntu) or Windows Host system
- Firefox, Chrome

Prerequisites:

Academic level web application knowledge

Delivery method:

Instructor lead, hands-on exercises backed with assignments and mini project

Detailed course contents:

• Introduction CSS3	• CSS Float
• CSS3 Syntax	• CSS Inline-block
• CSS3 How To	• CSS Align
• CSS3 Colours	• CSS Combinators
• CSS3 Backgrounds	• CSS Pseudo-class
• CSS3 Boarders	• CSS Pseudo-element
• CSS Padding	• CSS Navigation Bar
• CSS Height/Width	• CSS Dropdowns
• CSS3 Gradients	• CSS Tooltips
• CSS3 Shadows	• CSS3 Images
• CSS3 Text	• CSS Attr Selectors
• CSS3 Fonts	• CSS Forms
• CSS3 2D Transforms	• CSS Counters
• CSS3 3D Transforms	• CSS3 Animations
• CSS Links	• CSS3 Buttons
• CSS Lists	• CSS3 Pagination
• CSS Tables	• CSS3 Multiple Columns
• CSS Box Model	• CSS3 User Interface
• CSS Outline	• CSS3 Box Sizing
• CSS Display	• CSS3 Filters
• CSS Max-width	• CSS3 Media Queries
• CSS Position	• CSS3 Responsive

JavaScript

Module Objectives:

- Building Strong expertise to develop front end application using HTML5, CSS3 and JavaScript along with jQuery and AngularJS framework
- Implement MVC and responsive design to scale well across PC, tablet and Mobile Phone

Overview:

This course provides you hands-on experience and exposure to develop JavaScript based **web application.** This course builds strong foundation of JavaScript which will help developer to apply JavaScript concepts for responsive web frontend and backend development.

Platform:

- Linux (Fedora / Mandriva / Ubuntu) or Windows Host system
- Firefox, Chrome

Prerequisites:

Academic level web application knowledge

Delivery method:

Instructor lead, hands-on exercises backed with assignments and mini project

Detailed course contents:

- Introduction to JavaScript
- Java Script Language Basics
- JavaScript Objects
- www.zephyrtechnologies.co
- JavaScript Scope
- JavaScript Events
- JavaScript Strings
- JavaScript Numbers
- JavaScript Math
- JavaScript Arrays
- JavaScript Boolean
- JavaScript Comparisons
- JavaScript Conditions
- JavaScript Switch
- JavaScript Loops
- JavaScript Type Conversion
- JavaScript RegExp
- JavaScript Errors
- JavaScript Debugging
- JavaScript Hoisting
- JavaScript Strict Mode
- JavaScript Functions
- JavaScript Objects
- JavaScript Forms
- JavaScript HTML DOM
- JavaScript BOM

Foundation Paradigms

Module Objectives:

To become proficient in OOPS, Design Patterns and Data Modelling concepts
At the end of the course candidates will learn the concepts and their practical applications

Overview:

This course is targeted for fresh engineers or professional who want to build competency in the Object-Oriented Programming. We focus on understanding OOPs concepts and its applications.

Data Exchange – Course modules

Hyper Text Transfer Protocol (HTTP)

Module Objectives:

• Developing single page application using Express Framework

Overview:

This course provides you hands-on experience and exposure to developing web application using HTTP. This course builds strong foundation of HTTP based request and response scenarios which will help developer to build efficient web applications.

Platform:

• Linux (Fedora / Mandriva / Ubuntu) or Windows Host system
• Firefox, Chrome

Prerequisites:

Academic level web application knowledge

Delivery method:

Instructor lead, hands-on exercises backed with assignments and mini project

Detailed course contents:

• Introduction to HTTP
• HTTP Parameters
• HTTP Messages
• HTTP Request
• HTTP Response
• HTTP Methods
• HTTP Status Code
• HTTP Header Fields
• Registration
• HTTP Authentication

WebSockets

Objectives:

• Building strong expertise in WebSockets
• Implement frontend and backend scenarios using WebSockets

Overview:

This course provides you hands-on experience and exposure to use WebSockets in frontend and backend scenarios. This course builds strong foundation for web application development based on client-server architecture.

Platform:

• Linux (Fedora / Mandriva / Ubuntu) or Windows Host system
• Firefox, Chrome

Prerequisites:

Academic level web application knowledge

Delivery method:

Instructor lead, hands-on exercises backed with assignments and mini project

Detailed course contents:

• Introduction to Web sockets
• Web socket URIs
• Web socket APIs
• Opening Handshake
• Data Framing
• Sending and Receiving Data
• Closing the Connections
• Error Handling
• Web socket Security
• Deployment Considerations
• Project

There is an urgent need for real talent in our industry when it comes to marketing for this digital generation...those with these skill sets will flourish.

Manan Shah (Director - Marketing, Truecaller)

As a Digital Marketeer I have worked for many companies, institutions and students in the last decade. What I felt was that there is a need of a course which can build the understanding of Digital Marketing strategy and its implementation. I thank NIIT for tying up with Adobe to bring a good learning experience. I am satisfied with the learning and would certainly recommend the programme to all.

Alumni NIIT - Omkar Nath Nandi (CEO, Extensive Online)

Visiting Faculty: IITs & Army College of Management

Marketing & Growth functions are merging in digital first companies... a good understanding of marketing first principles, technology, analytics and creativity. An Advanced Digital Marketing programme from NIIT...for the ever-evolving digital landscape.

Daman Soni (Head - Growth & Marketing

Business Analytics Course.

Duration: 3-4 Months
Course Fee: ₹38,000
Course Duration : 3-4 Months

Course Overview:

The Business Analytics Course offered by Zephyr Technologies is designed to provide participants with a comprehensive understanding of the fundamental concepts and practical applications of business analytics. The course will cover various techniques and tools used in data analysis, enabling students to derive valuable insights and make data-driven business decisions. Along with theoretical knowledge, students will gain hands-on experience through live projects and a free internship provided by Zephyr Technologies.

Course Syllabus:

1. Introduction to Business Analytics

- Overview of business analytics and its significance
- Role of business analytics in decision-making
- Understanding the analytics lifecycle

2. Data Collection and Preparation

- Data collection methods and sources
- Data cleaning and data preprocessing techniques
- Data integration and transformation

3. Descriptive Analytics

- Data visualization using charts, graphs, and dashboards
- Measures of central tendency and dispersion
- Exploratory data analysis techniques

4. Predictive Analytics

- Introduction to predictive modeling
- Regression analysis and its applications
- Time series forecasting techniques

5. Prescriptive Analytics

- Optimization techniques for decision-making
- Introduction to linear programming
- Decision tree analysis and optimization

6. Data Mining and Machine Learning
- Introduction to data mining
- Classification and clustering techniques
- Introduction to machine learning algorithms

7. Big Data Analytics
- Introduction to big data and its challenges
- Overview of Hadoop and Spark frameworks
- Big data analytics tools and technologies

8. Data Visualization and Reporting
- Data visualization principles and best practices
- Tools and techniques for data visualization
- Creating effective business reports and dashboards

Internship and Projects

Zephyr Technologies provides a free internship opportunity to students enrolled in the Business Analytics Course. During the internship, students will work on real-world projects, gaining practical experience in applying analytics techniques to solve business problems. Upon successful completion of the internship, students will receive an internship certificate.

Certification

Upon completing the Business Analytics Course, students will receive a course certificate from Zephyr Technologies. The certificate will validate their knowledge and skills in business analytics, enhancing their career prospects in the field.

Note: The syllabus provided is a general outline and subject to modifications based on the latest industry trends and advancements in business analytics.

Business analytics course Include PYTHON,SQL, EXCEL,POWER BI

Benefits of zephyr

- Live projects
- Assignments
- 100% guranteed Internship
- 100% Placement assistance
- Mock Interviews and preparations
- Guidance for Portfolio building

- Flexible batch Timings
- Morning batches
- Afternoon batches
- Evening batches
- Weekend batches for working professionals and students
- Tutions for computer science students

Our students and interns are placed at top MNC