

Certificate Programs

Certificate Programs is the key to success in every organization and the key to your career success.

PROGRAM ELIGIBILITY

HSC or SSC + 2yrs Experience

FEE STRUCTURE

| Certificate Program in Digital Marketing | Program Fees |
|--|--------------|
| Admission Processing Fee | INR 1,200 |
| Course Fees | INR 20,000 * |

*Excluding GST

Please note:

- The above-mentioned fee structure is subject to change at the discretion of the University. Any payment made via Demand Draft should be made in favour of "SVKM's NMIMS" payable at Mumbai.
- In addition, Students need to pay an examination fee of Rs 600/- per subject.
- EMI Facility (3, 6, 9, 12 months) available via credit cards of the following banks: HDFC Bank, ICICI Bank, Axis Bank, Citi Bank, Standard Chartered Bank, HSBC Bank, SBI, Kotak Mahindra Bank.

CERTIFICATE PROGRAM IN DIGITAL MARKETING (CPDM)

The Certificate Program in Digital Marketing program is ideal for professionals looking to acquire new skill sets or fresher's wanting to boost their resume. The course is also an ideal beginning for anyone interested in understanding the nuances of digital marketing.

Program duration: 6 months

CERTIFICATE PROGRAM IN IT MANAGEMENT (CPIM)

Primary focus of IT Management is to create value with the help of numerous tools & technologies. In today's time and age, technology plays a very important role in improving the overall value chain in an organization. Therefore effective IT management enables an organization to optimize their resources, improve set business processes and communication and enforce best practices in their respective fields.

Program duration: 6 months

CERTIFICATE PROGRAM IN OPERATIONS MANAGEMENT (CPIOM)

Operations management is a multi-disciplinary field which focuses on managing all the aspects of any organization's operations.

Program duration: 6 months

CERTIFICATE PROGRAM IN PROJECT MANAGEMENT (CPPM)

The certificate program in Project Management is ideal for individuals looking to quickly develop foundational knowledge in project management. The program aims at delivering the basic nature of managing different types of projects – public, business, information systems, energy, transportation, engineering and construction.

Program duration: 6 months

CERTIFICATE IN CORPORATE COMMUNICATION (CCC)

The world of corporate communications is rapidly evolving with the fast-paced growth of social media and creating and maintaining the corporate brand has become imperative to business.

Program duration: 6 months

CERTIFICATE PROGRAM IN WEALTH MANAGEMENT (CPWM)

The meteoric rise of the Indian economy coupled with the Government's "Made in India" initiative has given rise to many Ultra High Net worth Individuals.

Program duration: 6 months

CERTIFICATION IN BUSINESS MANAGEMENT (CBM)

In a highly competitive corporate environment, business management skills have become essential to all roles in the company.

Program duration: 6 months

CERTIFICATE PROGRAM IN DIGITAL MARKETING

OVERVIEW

Duration: 6 months

The Certificate Program in Digital Marketing program is ideal for professionals looking to acquire new skill sets or fresher's wanting to boost their resume. The course is also an ideal beginning for anyone interested in understanding the nuances of digital marketing.

In a period of six months, the program will give you a macro perspective of digital marketing with a conceptual and practical understanding of various elements of digital marketing like SEO, SEM, CRM and Internet Marketing.

Program at a glance:

- Learn the principles of Digital Marketing
- Understand the world of internet and its functionality
- Understand the impact of social media on business
- Understand the concept of AdWords and web analytics
- Implement marketing fundamentals in the digital world

PROGRAM STRUCTURE

Program Structure

Term I

- Introduction to Digital Marketing
- Search Engine Optimization
- Web Analytics
- Adwords
- Search Engine and Email Marketing
- Social Media Marketing

CERTIFICATE PROGRAM IN IT MANAGEMENT

OVERVIEW

Duration: 6 months

Primary focus of IT Management is to create value with the help of numerous tools & technologies. In today's time and age, technology plays a very important role in improving the overall value chain in an organization. Therefore effective IT management enables an organization to optimize their resources, improve set business processes and communication and enforce best practices in their respective fields.

The certificate program in IT management will give an overview of the numerous systems and also focus on Enterprise Resource to begin with. This is one of the only course's which gives an individual the opportunity to further specialize in one of the numerous facets of IT Management like Security & Risk Management or delve into the new age technologies like Big Data or step into the fast growing world of Digital Business.

Program at a glance:

- Understand and analyze business strategies, business processes and organizational structures
- Helps individuals make better informed decisions related to IT procurement, sourcing and implementation within an organization and outsourcing at an appropriate time
- Develop a deep understanding of the factors needed to initiate Business Process reengineering wherever required

PROGRAM STRUCTURE

| Enterprise Solutions | Emerging Trends | Digital Business |
|---------------------------------------|--|----------------------------------|
| Information Systems for Managers | Information Systems for Managers | Information Systems for Managers |
| Enterprise Resource Planning | Enterprise Resource Planning | Enterprise Resource Planning |
| IT Infrastructure Management | IT Infrastructure Management | IT Infrastructure Management |
| IT Security and Risk Management | Emerging Technologies: IoT, Augmented Reality, Virtual Reality | E-Business |
| Managing Business Process Outsourcing | Fundamentals of Big Data & Business Analytics | E-Governance |
| IT Project Management | Cloud Computing | Digital Payments |

CERTIFICATE PROGRAM IN OPERATIONS MANAGEMENT

OVERVIEW

Duration: 6 months

Operations management is a multi-disciplinary field which focuses on managing all the aspects of any organization's operations. An operations manager's role is to apply ideas and technologies to increase productivity whilst reducing cost, improve flexibility to meet the ever-changing customer requirements whilst maintaining high quality customer service and assure a safe working environment for all the employees.

The certificate program in Operations Management will help an individual to develop the necessary skills in the operations and functioning of any enterprise in the manufacturing or service sector. The program is ideal for individuals who want to make a career in operations and will equip them with knowledge on topics like Supply Chain Management, Project Management and Service Operations Management.

Program at a glance:

- To provide formal operations management skills to working professionals
- To provide a critical understanding of operations management in today's business environment and to give a solid understanding of business principles leading to operational excellence
- To provide a balance between operations and supply expertise and general business knowledge by disseminating new techniques in the area of operations management

PROGRAM STRUCTURE

Program Structure:

Term I

- Operations and Supply Management
- Enterprise Resource Planning
- Total Quality Management
- Project Management
- Procurement Management
- Service Operations Management

CERTIFICATE PROGRAM IN PROJECT MANAGEMENT

OVERVIEW

PROGRAM STRUCTURE

PROGRAM ELIGIBILITY

FEE STRUCTURE

Duration: 6 months

The certificate program in Project Management is ideal for individuals looking to quickly develop foundational knowledge in project management. The program aims at delivering the basic nature of managing different types of projects – public, business, information systems, energy, transportation, engineering and construction.

During the tenure of the program the individuals will imbibe the specific techniques and insights required to carry out projects in a systematic and timely manner. The program will cover the key components of selecting, initiating, planning, executing, controlling, evaluating and terminating projects.

Program at a glance:

- To impart knowledge, skills and abilities for project management
- To apply project management principles in existing projects professionally
- To give the learner a thorough understanding of the tools and techniques used in project management
- Hands on practice on MS Project to automate the project management process

PROGRAM STRUCTURE

Program structure

Module I

- Introduction to Project management
- Project life cycle and Initiation
- Project Planning and Scope
- Project Scheduling
- Project Cost Estimation
- Risk Analysis of projects

Module II

- Project monitoring: time and cost evaluation
- Project Quality Management
- Six Sigma and Project Management
- Project Supply Chain Management
- Project Commissioning & Closure
- Use of project management software (MS Project)

CERTIFICATE IN CORPORATE COMMUNICATION

OVERVIEW

Duration: 6 months

The world of corporate communications is rapidly evolving with the fast-paced growth of social media and creating and maintaining the corporate brand has become imperative to business. From HR managers which deal in employee relations to marketing professionals working to create an impact, a corporate communication strategy streamlines the communication. This means that the company, through every channel, echoes a similar value and principles. An effective corporate communication strategy will also provide effective tools for crisis management, brand development and make ambassadors out of employees.

The program introduces you to all aspects of corporate communication and can help you think of communication on a strategic and globally holistic level. It will develop and nurture your potential to face the corporate world head-on, giving you insights into a range of communications - from crafting an effective message to understanding the nuances of other cultures and everything in between. The course work will train you to communicate better, understand the art of clear and concise business writing and learn to apply your skills in a corporate environment.

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Program at a glance

- Create and nurture a corporate brand
- Effective Communication Skills
- Strategic, critical and applied thinking
- Workplace culture and competencies

PROGRAM STRUCTURE

PROGRAM STRUCTURE

- Mass Communication
- Written and Oral Communication
- Public Relations Theory and Practice
- Business Communication
- Integrated Marketing Communication

CERTIFICATE PROGRAM IN WEALTH MANAGEMENT

OVERVIEW

Duration: 6 months

The meteoric rise of the Indian economy coupled with the Government's "Made in India" initiative has given rise to many Ultra High Net worth Individuals. It is estimated that there are close to 146,600 HNI's in India and that this number will continue to grow every year. It is therefore imperative to have professions who can advise these individuals on managing and growing their wealth.

Certificate program in Wealth Management will help an individual develop skills necessary to prepare financial strategies to maximize one's own or their client's wealth. This program is specifically designed for executives, investors, potential financial planners and wealth advisors to hone their skills and learn to deliver a full range of financial services to their clients in a consultative way.

Program at a glance:

- 6 months program with continuous engagement and learning
- Separate work sheets with practical application of the concepts will be provided.
- Classroom and online training from faculty of NMIMS and Industry experts.
- Practical Assignments and Case Based Learning.
- Access to E-learning content.
- Latest updates about the relevant topics will be discussed in the live sessions.
- Discussion forum to decimate industry news & latest happenings
- 4 Hours Personal Contact Programs for application based subjects.

PROGRAM STRUCTURE

Program structure

- Financial Accounting & Analysis
- Corporate Finance
- Financial Institutions and Markets
- Introduction to Financial Planning; Investment Planning; Retirement planning
- Marketing of Financial Services

CERTIFICATION IN BUSINESS MANAGEMENT

OVERVIEW

Duration: 6 months

In a highly competitive corporate environment, professionals with business management skills are highly sought-after. Our six month certificate program in Business Management will provide you with insights into the functionality of a managerial role in a corporate environment. During the course of the program, you will be exposed to the best of business practices and be introduced to four major branches of the industry: management, marketing, business communication, and finance.

This compact but comprehensive certification program helps you develop a holistic approach towards management in the workplace and opens up opportunities to a better future. With an effective mix of theoretical principles and practical applications of business management, this program will serve as an effective guide to maneuvering the workplace. This certification course can be pursued by candidates who may have not completed their under-graduation.

Program at a glance

- Understand the fundamentals of business
- Understand business environment
- Develop strategic and rational thinking critical to business

PROGRAM STRUCTURE

PROGRAM STRUCTURE

- Introduction to Management
- Human Resource Management
- Marketing Management
- Business Communication
- Financial Accounting