

A. Marketing skills, branding, advertising, supply chain and logistics

Session	Topics Covered	Hours
Session 1	Introduction to Marketing Skills and Branding	3
	- Fundamentals of marketing	
	- Role of branding in marketing strategies	
	- Successful branding case studies	
	- Practical exercises: Developing a brand identity	
Session 2	Advertising Techniques and Strategies	3
	- Overview of advertising	
	- Types of advertising	
	- Crafting effective advertising messages	
	- Analyzing advertising campaigns	
	- Hands-on activity: Designing an advertising campaign	
Session 3	Supply Chain Management Fundamentals	3
	- Introduction to supply chain management (SCM)	
	- Key components of SCM	
	- Importance of efficient SCM for businesses	
	- Successful supply chain management case studies	
	- Group discussion: Identifying SCM challenges	
Session 4	Logistics in Marketing and Supply Chain	3
	- Understanding logistics	
	- Logistics operations	
	- Strategies for optimizing logistics processes	
	- Real-life examples of innovative logistics solutions	
	- Practical exercise: Designing a logistics plan	
Session 5	Integrating Marketing, Branding, and Supply Chain	3
	- Intersection of marketing, branding, and SCM	
	- Importance of alignment between marketing and SCM	
	- Successful examples of integrated marketing and SCM	
	- Group project: Developing a comprehensive strategy	
Session 6	Future Trends and Challenges in Marketing and SCM	3
	- Emerging trends in marketing and SCM	
	- Challenges faced by businesses	
	- Strategies for adapting to changing market dynamics	
	- Interactive discussion: Predicting future developments	

B. Quality checks & control measures

C.

Session	Topics Covered	Hours
Session 1	Introduction to Quality Checks and Control Measures	3
	- Understanding quality management	
	- Importance of quality checks and control measures	
	- Overview of quality standards and regulations	
	- Role of quality control in business operations	
Session 2	Types of Quality Control Measures	3
	- Statistical process control	
	- Six Sigma methodology	
	- Total Quality Management (TQM)	
	- Lean principles for quality improvement	
Session 3	Implementing Quality Control Measures	3
	- Designing quality control processes	
	- Establishing quality benchmarks	
	- Training staff for quality assurance	
	- Utilizing technology for quality monitoring	
Session 4	Quality Checks in Manufacturing Processes	3
	- Quality checks at each stage of manufacturing	
	- Quality control tools and techniques	
	- Preventive measures for defects and errors	
	- Case studies: Successful implementation of quality control	
Session 5	Quality Assurance in Service Industries	3
	- Importance of quality assurance in service industries	
	- Developing service quality standards	
	- Training service staff for quality service delivery	
	- Monitoring and improving service quality	
Session 6	Continuous Improvement and Future Trends	3
	- Implementing continuous improvement processes	
	- Feedback mechanisms for quality improvement	
	- Emerging trends in quality management	
	- Interactive discussion: Predicting future developments	

C. Intellectual property Rights (Geographical Indication, Design Rights, Copyright, Trademark, etc)

Session	Topics Covered	Hours
Session 1	Introduction to Intellectual Property Rights (IPR)	3
	- Overview of IPR	
	- Importance and significance of IPR	
	- Historical development of IPR	
	- Legal frameworks for protecting intellectual property	
Session 2	Copyright Law and Protection	3
	- Understanding copyright law	
	- Rights and limitations of copyright holders	
	- Copyright registration and enforcement	
	- Case studies: Copyright infringement cases	
Session 3	Trademark Law and Protection	3
	- Introduction to trademarks	
	- Trademark registration process	
	- Trademark infringement and enforcement	
	- International aspects of trademark protection	
Session 4	Design Rights and Protection	3
	- Understanding design rights	
	- Design registration process	
	- Design infringement and remedies	
	- Case studies: Design infringement cases	
Session 5	Geographical Indication (GI) Protection	3
	- Introduction to GI	
	- GI registration process	
	- Protection of GI products	
	- Economic and cultural significance of GI	
Session 6	Enforcement and Future Trends	3
	- Enforcement mechanisms for IPR violations	
	- Role of technology in IPR enforcement	
	- Emerging trends and challenges in IPR protection	
	- Interactive discussion: Predicting future developments	

D. Packaging techniques for various types of products

Session	Topics Covered	Hours
Session 1	Introduction to Packaging Techniques	3
	- Importance of packaging in product marketing	
	- Overview of packaging materials and types	
	- Factors influencing packaging design	
	- Environmental considerations in packaging	
Session 2	Food Packaging Techniques	3
	- Types of food packaging materials	
	- Preservation techniques in food packaging	
	- Packaging for convenience and portability	
	- Case studies: Innovative food packaging solutions	
Session 3	Pharmaceutical Packaging	3
	- Requirements for pharmaceutical packaging	
	- Safety and compliance standards	
	- Child-resistant packaging	
	- Packaging for temperature-sensitive products	
Session 4	Electronics and Technology Product Packaging	3
	- Packaging for electronic devices	
	- Protection against damage and electrostatic discharge	
	- Retail packaging for consumer electronics	
	- Sustainable packaging solutions for tech products	
Session 5	Cosmetics and Personal Care Packaging	3
	- Cosmetic packaging trends and innovations	
	- Materials and design considerations	
	- Packaging for skincare, makeup, and fragrances	
	- Luxury packaging for high-end cosmetic products	
Session 6	Beverage Packaging	3
	- Types of beverage packaging	
	- Branding and labeling considerations	
	- Packaging for freshness and shelf life	
	- Sustainable packaging initiatives in the beverage industry	

E. IT based Business management skills

Session	Topics Covered	Hours
Session 1	Introduction to IT-Based Business Management	3
	- Overview of IT in business management	
	- Importance of IT skills for modern businesses	
	- Role of IT in decision-making and strategic planning	
	- IT infrastructure and software for business management	
Session 2	Data Analysis and Business Intelligence	3
	- Introduction to data analysis	
	- Tools and techniques for data visualization	
	- Business intelligence and analytics	
	- Case studies: Using data analytics for business insights	
Session 3	Project Management Software and Techniques	3
	- Overview of project management	
	- Project management software	
	- Agile and Scrum methodologies	
	- Case studies: Successful project management with IT tools	
Session 4	Customer Relationship Management (CRM) Systems	3
	- Understanding CRM systems	
	- Benefits of CRM for businesses	
	- Implementing and customizing CRM systems	
	- Integrating CRM with other business processes	
Session 5	E-Commerce Platforms and Digital Marketing	3
	- Introduction to e-commerce platforms	
	- Setting up and managing online stores	
	- Digital marketing strategies	
	- Utilizing IT for customer acquisition and retention	
Session 6	Cybersecurity and Risk Management	3
	- Importance of cybersecurity in business	
	- Common cybersecurity threats and vulnerabilities	
	- Risk management strategies for IT systems	
	- Best practices for protecting business data	

F. Online transaction & security

Session	Topics Covered	Hours
Session 1	Introduction to Online Transactions and Security	3
	- Overview of online transactions	
	- Importance of security in online transactions	
	- Risks associated with online transactions	
	- Legal and regulatory frameworks for online security	
Session 2	Encryption and Secure Communication Protocols	3
	- Basics of encryption and decryption	
	- Secure Socket Layer (SSL) and Transport Layer Security (TLS)	
	- Public-key infrastructure (PKI)	
	- Implementing encryption for secure communication	
Session 3	Payment Gateways and Transaction Processing	3
	- Introduction to payment gateways	
	- Types of payment gateways and their features	
	- Transaction processing workflow	
	- Integrating payment gateways with websites and apps	
Session 4	Fraud Prevention and Detection	3
	- Common types of online fraud	
	- Techniques for fraud prevention	
	- Real-time fraud detection methods	
	- Case studies: Successful fraud prevention strategies	
Session 5	Compliance and Regulatory Requirements	3
	- Payment Card Industry Data Security Standard (PCI DSS)	
	- General Data Protection Regulation (GDPR)	
	- Other industry-specific regulations and standards	
	- Ensuring compliance with security standards	
Session 6	Continuous Monitoring and Future Trends	3
	- Importance of continuous monitoring	
	- Implementing security audits and assessments	
	- Emerging trends in online transaction security	
	- Interactive discussion: Predicting future developments	

G. Soft Skill: customers service, leadership skills, effective communication, presentation skills, team work.

Week	Topic	Subtopics	Hours
1	Introduction to Soft Skills	- Importance of soft skills	2
		- Overview of customer service	
2	Customer Service Fundamentals	- Understanding customer needs	4
		- Handling difficult customers	
3	Leadership Skills	- Qualities of effective leaders	4
		- Strategies for leadership development	
4	Effective Communication	- Verbal and non-verbal communication	6
		- Active listening skills	
5	Presentation Skills	- Structuring presentations	4
		- Engaging the audience	
6	Teamwork	- Importance of teamwork	4
		- Building and managing effective teams	
7	Practical Application & Assessment	- Role-playing exercises	6
		- Case studies and group discussions	
		- Final assessment and feedback	