Academie

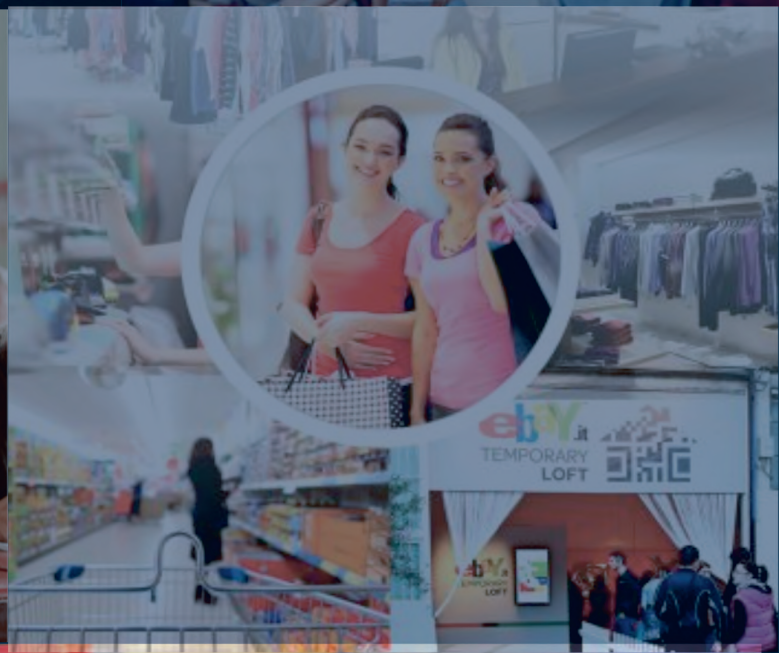
PROSPECTUS

2021-2022

WELCOME!

We are Global Education Academy

DIGITAL MARKETING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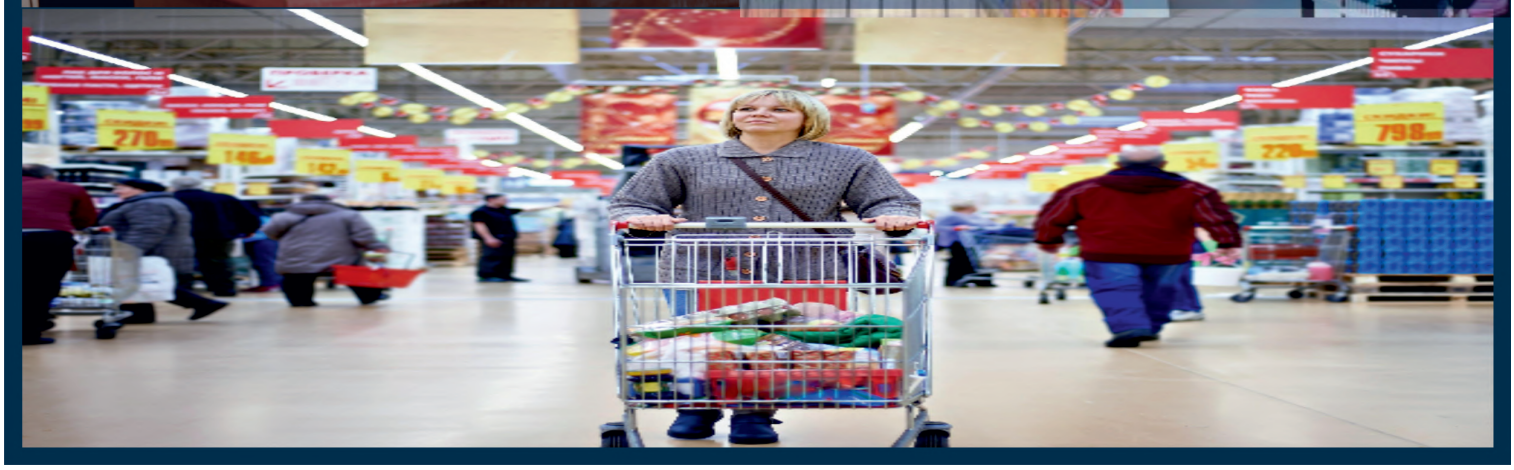

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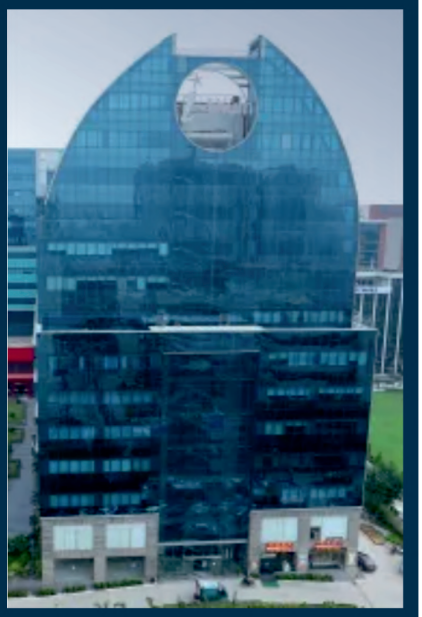

Career selection is the most intimidating task faced by youths today. There is an inevitable change in career alternatives. Preferences have moved from conventional choices to more modern in trend options. Courses like engineering & science have become very comprehensive and provide endless positions in the walk of life. Else than being called an engineer or a doctor, the current employment market explores every possible occupation. Looking at this new development in the mindset of students, education sector has equally broadened its platform. Today the youth is keenly interested in pursuing a course which fits their ability, knowledge & engross them happily. In fact invariable career options are witnessed with a sense of satisfaction & higher productivity in the professional world

Since a decade, developments & enhancement in the economies have opened doors for numerous career courses. Travel, Digital, Retail & Recruitment have emerged as a flourishing industry and supports the economic growth with a new dimension. It not only fascinates the youth but also encourages them to learn the latest upcoming fields.

Over the years, economic & financial experts have realized the importance of Travel, Digital, Retail & Recruitment sectors in every country. The major contribution benefits even the downtrodden sections of the society. To be precise, the evolving segments help in improving social reputation, building employment opportunities, new business generation and ecological conservation. Youth have understood its worth and subsequently guiding themselves to aspiring career paths.

Academie: An Overview

Academie is a leading educational institute in India, incorporated under the flagship of Syolo Group; offers profession-oriented courses. Looking at the current requisite for professional learning, Academie aims to impart study programs for skilled mindsets in the field of Travel, Digital, Retail & Recruitment. . The establishment is thoughtfully designed & cultured by professionals serving academic industry for last 10 years.

The courses are meticulously crafted after extensive research & intensive consultation with experts from various industries. Considering the current need in a profession, the classroom learning is accompanied with practical experiences. The programs are internationally certified & acknowledged. The best-in-class infrastructure supports & accepts registration from every geographical location. The tutors & guest lecturers are professionals from similar industries who deliver all existing technicalities and real in-sight of the business world. Our faculties are the most propelling force behind high quality learning experience at Academie.

In addition, Academie conducts seminars, trainings & workshops to provide interaction opportunity with top professionals. During the course, students are privileged to acquire apprenticeship and placement. We guarantee 100% placement assistance. Students are encouraged to learn & grow with theoretical knowledge & hands-on experience. The institute aspires qualified personnel to expand their credentials.

Precisely Academie, a career oriented structure empowers employees to work and grow with diverse curriculum beneficial in the professional world. The academy provides comprehensive training & guidance in the field of Travel, Retail Management, Digital Marketing & Human Resource Management.

MESSAGE FROM DIRECTOR OF THE INSTITUTE

It gives me immense Pleasure and honor to announce that Academic Institute a Unit of Syolo Group is all set to commence its new session with enthusiasm and commitment to impart 360 degree quality education to its extra inquisitive learners. For the new sessions , I look forward to incorporate meaningful and modern pedagogic insights rendered by our extremely competent faculty. I strongly believe that todays generations has an unquenchable thirst to seek knowledge that cannot be satiated by traditional methods of teaching.

We are confident in the year to come, we shall equip our students with not only the basic knowledge of their concerned discipline but also a deep insight into it in order to lead them to a broader perspective of life.

Academie Institute A Unit Of Syolo Group multicultural and inclusive learning environment with a futurist curriculam in place enables every student to carve a niche for him/her and become a responsible global citizen.

With you the best of time at Academie Institute a part of Syolo Group and a glorious ahead.

Pramod Kumar

DIRECTOR

Academie Institute,

A Unit of Syolo Group

Noida, U.P

SANGITA CHATTERJEE

INCHARGE

ACADEMIE

MESSAGE FROM INCHARGE OF THE INSTITUTE

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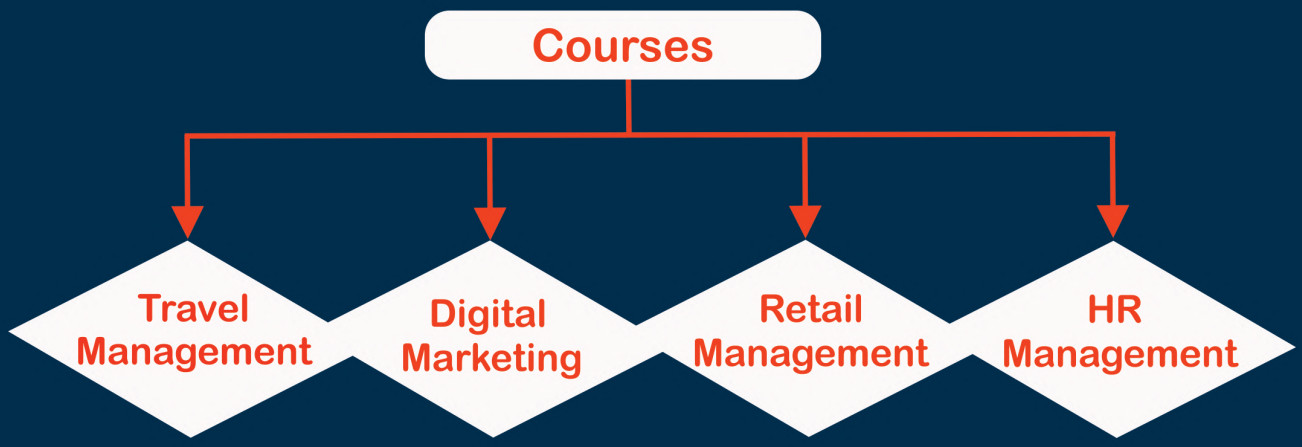
Incharge

Academie

Noida

Quick Glance at Courses

Academie provides a plethora of courses to choose from based on one's requirement, ability or preference. Exclusively domain centric courses are designed in Travel Management, Digital Marketing, Retail Management & Human Resource Management. Take a look below for the courses in detail.



Travel & Tourism Management

About the Course

Travel & Tourism considered to be a part of service industry, is an essential constituent in development of an economy. In India, it is the largest service industry that is develo--ping expeditiously. From the worldwide estimate on Travel & Tourism sector, it can be well-concluded as the major revenue generating industry. Predominantly Travel & Tourism comprises of Travel Management, Hospitality Management & Tour Management. Since it's a diversified field, where every component of inbound/outbound travelling, ticketing, accommodation, food & beverages are covered. Tourism is said to be an elaborated discipline as compared to Travel. Nonetheless, the surging demand for Travel & Tourism has escalated the need for new evolutions in the industry. Simultane--ously the job opportunities in the particular sector have multifold. Academia performs as a Travel Academy for students who are ambitious to build career in Travel & Tourism industry. Our well-defined courses are specifically structured to provide practical & professional learning on culture, heritage, tourist attractions, transportations, tips & packages.

As the course houses plethora of Travel & Tourism aspects, students get well acquainted with the recurring & future performance of the industry. Under the Travel Academy, Academie offers 4 different certifications:

1.Certificate Course in GDS & Air Ticketing

This specific skill set program is focused for students who wish to excel in Airline Industry. The course plan includes understanding the ticketing process in GDS & CRS, fare calculations, itinerary pricing, airline fare type and many more. Experienced & industry-based faculty learning through online/offline classes will provide an extensive knowledge in the field of operation.

Duration: 3 Months
Inclusions: Classroom/Online Lectures

2.Certificate Course in Travel & Hospitality Management:

Under this course, students can gain expertise in two domains, Travel & Hospitality. As the Travel Management is a part of Hospitality industry, the course benefits the students seek career in both the streams. The program includes elaborated knowledge on travel geography,travel terminologies, IATA,global indicators, hospitality, hotel industry, hotel reservations, so on and forth.

Duration : 3 Months
Inclusions: Classroom Lectures & Practical Based Trainings

3.Diploma in Tour & Travel Management:

It is a domain specific course on travel& tourism. Students who are enthusiatic about travelling, visiting places, knowking/connecting people must engage in Tour & Travel Management course. This course is also known as people management where topics like world geography, planning & developing worldiwde itinerary, travel terminologies, IATA, global indicators, travel documents,international transport rules & regulations,etc. The descriptive study format builds a framework for students to initiate blooming career opportunities in the Travel & Tourism industry.
"

Duration: 6 Months
Inclusions: Classroom Lectures & Practical Based Trainings

4.Post-Graduate Diploma in Aviation, Travel & Hospitality Management:

This is a diversified course where three prominent segments of service industry are covered. Despite indulging in separate courses, our 3-in-1 integrated management program provides a complete insight of the sectors. The skilled course will include understanding world geography, IATA, global indicators, GDS, air ticketing process, airline fare type, world maps, travel documentation & regulations and many more. Through our regular assignments & assesments, students pursuing the course will undoubtedly enhance their proficiency in the subjects.

Duration: 12 Months
Inclusions: Classroom

Minimum Eligibility: 12th pass, bachelors or any equivalent degree
Suitable for: 10+2 pass outs, graduates, travel agents, call centre agents, tour operators.

Top skills you Learn

Cultural Competence
Budget Planning
Organizational Management
Communication skills
Multi-Linguistic
Inter-personal skills

Digital Marketing

About the Course

With a view to enrich your career in new age marketing techniques, pursue Digital Marketing course. In depth knowledge of online promoting, advertising, branding & selling a product across several platforms, can be well learnt through this course. Extensive industry-based practical experience will provide students to excel in the real business world. Here, the applicants get an opportunity to master under professional experts guidance. Our faculty comprises supreme talents from Digital Marketing domain & leading industry-oriented guest lecturers.
Our courses are categorized based on the needs of the student. We also customize course plan on request of the student.Considering the duration, subject requirement & payment plan, courses can be structured. Typically there are 3 major programs for Digital Marketing Course:

1. Digital Marketing Beginner:

Students who prefer to expertise in Digital Marketing skills right from scratch are best suitableto initiate with the Beginner Level course. The course will detail in fundamentals, features & implication of digital marketing in real work-life.

Duration: 3 months
Inclusions: 2 months Study + 1 month Internship

2. Digital Marketing Executive:

Students, who have already worked in the field of digital marketing & willing to explore comprehensive curriculum can opt for Executive module. Prior experience in the subject enable students to understand more thoroughly.This in turn easily helps them to correlate learning with work experience.
"

Duration: 5 months
Inclusions: 3 months Study + 2 months Internship

3. Digital Marketing Masters:

Students who want to be proficient in all aspects of digital marketing must choose for Masters. Their existing command on the subject besides execution experience will enhance the learning.

Duration: 9 months
Inclusions: 6 months Study + 3 months Internship

Minimum Eligibility: Bachelors or Equivalent Degree
Suitable for: Fresher's, Traditional Marketers, Entrepreneurs, Brand & Marketing Manager, Sales Professionals

Top skills to learn

Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Social Media Marketing
Content Marketing
Branding
Marketing Analytics

Course Curriculum

The course is designed to facilitate a list of 50 module learning. Each module has note based study content paired with assignments. It encourages students to implement acquired knowledge with little efforts.

Topics covered are:

1. **Digital Marketing Overview**
   - Keyword Research
   - Competitor Analysis

2. **Search Engine Marketing**
   - Search Engine Fundamentals
   - On-Page SEO
   - Off-Page SEO
   - Local SEO
   - Advanced SEO Technique
   - Google Ad words

3. **Social Media Optimization:**
   - Facebook Marketing
   - Instagram Marketing
   - LinkedIn Marketing
   - Quora Marketing
   - Social Media Automation

4. **Content marketing**
   - Content Creation
   - Blog Creation
   - Content Promotion

5. **Google Algorithms**
   - Google Search Console
   - Google Analytics
   - Google Tag Manager
   - Google Optimizer
   - Advanced Google Ad Techniques

6. **Branding**
   - Online Display Advertising
   - Video Marketing
   - Mobile Marketing
   - Whatsapp Marketing
   - Email Marketing
   - SMS Marketing
   - Viral Marketing

7. **Website Creation & Planning**
   - Domain & Hosting
   - Graphic Creation
   - E-Commerce Creation
   - App Creation
   - App Store Optimization
   - Growth Hacking

8. **Ecommerce Marketing**
   - Affiliate Marketing
   - Remarketing
   - Online Reputation Management

9. **Lead Generation & Conversions**

10. **Agency Operation**
    - Freelancing

11. **Start-up Plans & Entrepreneurship**

Retail Management

About the Course

Categorized under general management field, Retail Management is a unique course. Not everyone can pursue Retail Management. Its line of operation extends towards merchandise monitoring, vendor administration, inventory supervision & customer service. Applicants who strive to build a career as Retail Sales associate, Warehouse Manager, Store Manager or Customer-support Executive. Retail Management is a diversified course where several other management courses correspond with each other. Other disciplines spanning from business, international business, marketing, logistics and supply chain management along with operations management are closely interconnected. So, you earn a single degree with ample of learning in various sectors.

Since the prevailing competitive retail market in India & globally, the need for skilled Retail managers has double-folded. This tremendous growth has eventually turned drastic retail job opportunities worldwide.

Academie fosters cross-functional learning through its Retail Management program. Our courses validate applicants to stay updated with recurring and upcoming business trends in the field. The course has two major programs:

1. Diploma in Retail Management:

A short-term course on Retail will elaborate candidates on elementary Retail Management, Vending points, Daily Operations in store/department &Trade Merchandizing. Students will learn on practical modules which boost sales by anticipating demand over supply.

Duration: 7 Months
Inclusions: 4 Months Study + 3 Months Internship

2. Post-graduate Diploma in Retail Management:

Master your retail skills through our post-graduate certification. A comprehensive study on Retail Management is offered through Academie where students acquire leadership & communication expertise as an additional benefit of the course. The higher degree emphasizes on overall personality development of the student along with in-depth knowledge on work culture at variety of retail set-ups.

Duration: 15 Months
Inclusions: 12 Months Study + 3 Months Internship

Minimum Eligibility: Bachelors or equivalent degree in any

Suitable for: 10+2 pass outs, job seekers, Logistic Managers, Warehouse/Store Supervisors

Top Skills you Learn

Leadership
Decision-Making Skills
Marketing Strategy
Inventory Management
Merchandise Promotion
Sales & Customer-Service

Course Curriculum

1. Retail Management
   - Basics of Retailing
   - Retail Management
   - Benefits of Retailing
2. Components of Retailing
   - Classification of Retailers
   - Retailing Concept
   - Retail Strategy & Planning
   - Retail Selling Process
3. Important Aspects in Retailing
   - Location
   - Types of Retail Location
4. Franchising
5. Merchandising
   - Virtual Merchandising
6. Private Label
   - Creation Process of Private Label
7. Myths about Retailing Career
8. Tips for Successful Retailing

Human Resource Management

About the Course

Human Resource Management is an utmost essential segment of any organization. It occupies lion's share in strategic management of resources. Despite any educational background, Human Resource Management can be chosen course of education. A prudent proposition to manage workforce which involves employment hiring, remunerations & exclusive employee engagement are the fundamental jobs. Students who aspire to build a career in skilled resource planning, enthusiastic team development & structuring for high productivity in an organization, are recommended to accelerate with Human Resource Management course.

Academie proposes Human Resource Management course in three-tier educational plan. Based on conceptualization & requisite knowledge on the subject, students can select the course. We privilege enrolled students to benefit with our complementary service of personalized course plan. Specifically the three-tier educational plan is:

1.Human Resource Beginner:

The beginner level course is basically designed for fresh students who are just layman to the subject. The course will detail in basic insights of Human Resource & its Management. The practicality of the work can be best experienced through training programs. Hence, the beginner level will initiate a career for a HR professional.

Duration: 6 Months
Inclusions: 3 Months Study + 3 Months Internship

2.Human Resource Executive:

Students, who wish to expand their existing understanding of the subject, can prefer opting for an Executive program. For seasoned or experienced professionals, their earlier know-how on human resource management will create a framework for smart learning. Through this level of education, the academic will correspond to professional experience. Here the selection of specialization in Advanced HR, SAP HR & Generalist HR Training becomes easier.

Duration: 9 Months
Inclusions : 6 Months Study + 3 Months Internship

3.Human Resource Master:

Polishing the chosen specialized area of interest in Human Resource Management can be achieved through its master's degree. This course aims at students to excel in every aspects of human resource. It is an applied learning process that encourages career indulgence with best practices followed in the actual operations of the department.

Duration: 15 Months
Inclusions: 12 Months Study + 3 Months Paid Internship + Guaranteed Placement

Minimum Eligibility: Bachelors or Equivalent Degree in any discipline

Suitable For: Undergraduates, Job-seekers, Industry- professionals, HR Managers, Entrepreneurs

Top Skills you Learn

Human Resource Administration
HR Recruitment Process
Training Programs
HR Outsourcing
Compliance Management

Course Curriculum

1.Overview on Human Resource Management
- Recruitment across different sectors
- Industrial Recruitment Understanding

2..Basic Human Resource Management
- Domestic HRM
- International HRM

3.HRM Process & Operations
- Fundamental Aspects

4.Recruitment
- Recruitment Strategy
- Recruitment Planning
- Recruitment Cycle

5.Payroll Management
- Perks & Remunerations
- Employee's financial Recording

6.HR Outsourcing
- Hiring fundamentals
- Third Party Association Techniques
- Detailing Job Vacancies

7.Training & Development
- Software Training
"- Advanced HR Training
"- HR Generalist Training
"- SAP HR Training

IT COURSE PROGRAMME

COURSE : MASTERS DEGREE PROGRAMME

ELIGIBILITY: B.SC/ B.TECH

1. DATA SCIENCE MASTERS PROGRAMME

A master's degree is a path of higher education often pursued after an undergraduate degree. A Master of data Science typically focuses on fields related to mathematics and sciences, but some universities could award this degree for something related to arts or humanities. It is hard to pinpoint the cost of an MSc in Data Science because the location of a school, duration of a program and type of classwork can all play a role in the cost. If you want to get an exact estimate, it is best to contact the university you hope to attend.

With the knowledge gained from earning an MSc in Data Science, you might be prepared for a career as a high-ranking data scientist. However, this is not your only career option. Some scholars with this education have gone on to become professors, small business owners and government officials. Information technology is a growing field that needs people who know how to decode large piles of data.

2. PYTHON COURSE ML USING MASTERS PROGRAMME

Python programming language is a general-purpose, dynamic, high level, and powerful Programming Language. It supports Object Oriented programming ways to develop applications. It is effortless and straightforward to learn and provides lots of high-level data structures. Python is simple to learn & powerful and versatile scripting language, which creates it appealing for Application Development.

3. NLP COURSE MASTERS PROGRAMME

The Certification Path in NLP Practitioner Course is designed to provide participants with essential knowledge, skills and presuppositions to become an effective Practitioner of NLP. Through experiential activities, participants will find how to perceive and use essential examples of language, physiology and the sensory system to create capability with fundamental NLP training tools and techniques.

Learn to read the language of the mind through Neuro-Linguistic Programming (NLP) in our expert NLP Practitioner Course. With serious preparing driven by our NLP master practitioner, you will change your own life, connections, just as your expert vocation. Our NLP training will also provide you with a methodology to create models for outstanding performance, personal development, and professional success.

4. DEEP LEARNING MASTERS PROGRAMME

Deep neural networks, identify key architecture parameters, & implement efficient neural networks & deep learning to your applicationsTrain test sets & analyze variance for DL applications, use standard techniques & optimization algorithms, & build neural networks in Tensor FlowBuild a CNN & applyit to detection & recognition tasks, use neural style transfer to generate art, & apply algorithms to image, video, & 2D/3D dataBuild & train RNNs, work with NLP & Word Embeddings, & use HuggingFace tokenizers & transformer models to perform tasks like

5. PYTHON DEVELOPER CERTIFICATION MASTERS PROGRAMME

Python programming language is a general-purpose, dynamic, high level, and powerful Programming Language. It supports Object Oriented programming ways to develop applications. It is effortless and straightforward to learn and provides lots of high-level data structures. Python is simple to learn & powerful and versatile scripting language, which creates it appealing for Application Development.

6. VISUAL ANALYTICS WITH TABLEAU MASTERS PROGRAMME

In this course of the specialization, we'll drill deeper into the tools Tableau offers in the areas of charting, dates, table calculations and mapping. We'll explore the best choices for charts, based on the type of data you are using. We'll look at specific types of charts including scatter plots, Gantt charts, histograms, bullet charts and several others, and we'll address charting guidelines. We'll define discrete and continuous dates, and examine when to use each one to explain your data. You'll learn how to create custom and quick table calculations and how to create parameters. We'll also introduce mapping and explore how Tableau can use different types of geographic data, how to connect to multiple data sources and how to create custom maps.

JOB OPPERTUNITIES FOR IT PROGRAMMES:

1. DATA SCIENCE ANALYST
2. DATA SCIENCE ADMINISTATORS
3. PYTHON DEVELOPERS
4. NLP EXPERT AND PROFESSIONALS
5. PYTHON PROGRAMME EXPERTS
6. VISUAL ANAYTICS EXPERTS

OUR PLACEMENT PARTNERS

1. ACCENTURE
2. TECH MAHINDRA
3. TATA CONSULTENCY SERVICES
4. INFOSYS
5. IBM
6. SPECTRUM NEVISITES

OUR PLACEMENT PARTNERS

RETAIL MANAGEMENT

METRO

bigbasket

more QUALITY 1st

pantaloons

BIG BAZAAR NAYE INDIA KA BAZAAR

DIGITAL MARKETING

TRAVEL AND TOURISM MANAGEMENT

An ISO 9001: 2015 Certified

Academie

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Session :202__ - 202__

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Enrollment No.: .....

ADMISSION FORM

1. Name _____

2. Father's Name _____

3. Mother's Name _____

4. Occupation : Father _____

5. Date of Birth (DD/MM/YYYY)_____

6. Address :- Permanent_____

Correspondence_____

7. Contact No:_____Emergency Contact_____

8.Nationality _____

Admission In charge **Student Sign.**

For Office Use Only

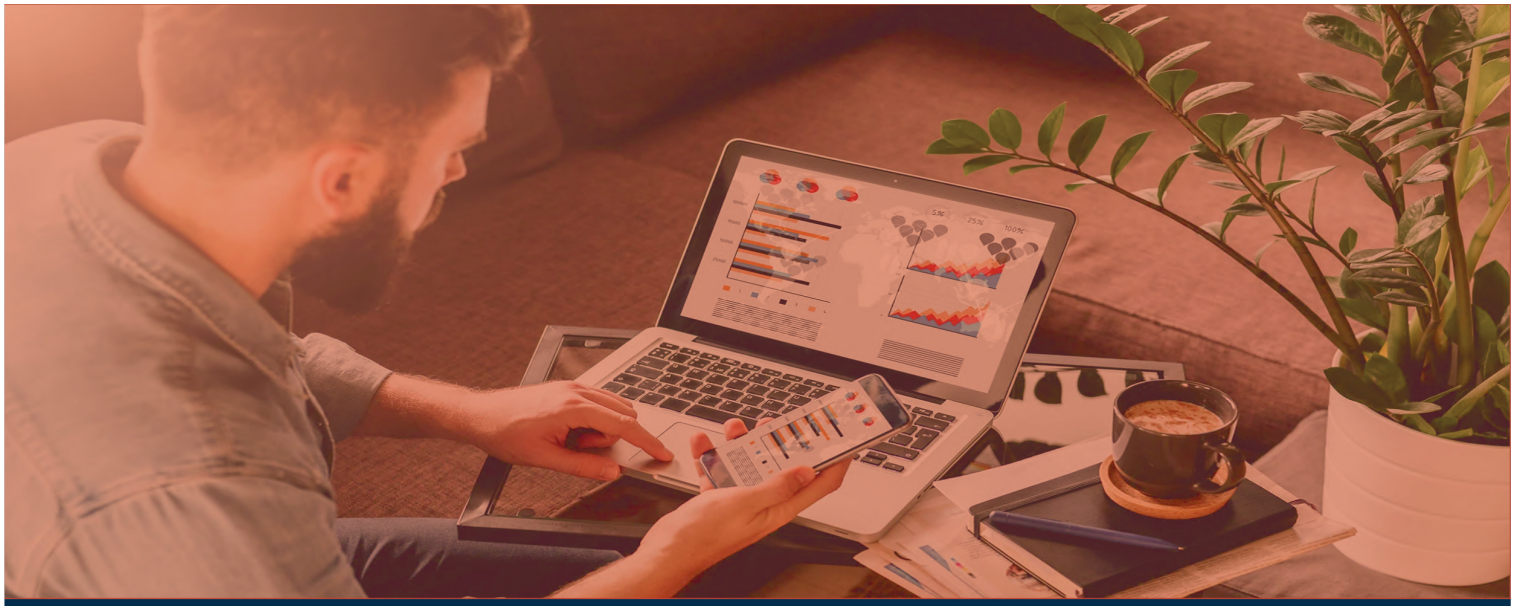
I. Course Name _____

ii. Admission Date _____From _____To_____

iii. Total Fee _____

Admitted to Batch_____

Admission In charge **Student Sign.**



YOUR FUTURE START HERE

Academie is a platform for online education where we conduct several online certified courses in respective fields. The fields and complete details can be obtained from our brochure.

Academie

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