

There are many varieties of courses provided by Skillora, and the key feature is that all courses are certified.



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# DIPLoma COURSES





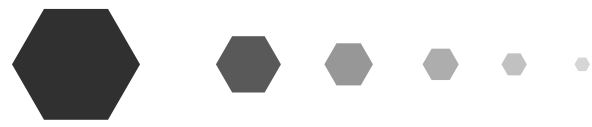
# NEVER STOP LEARNING.

EDUCATION IS THE KEY TO SUCCESS

Each course is focused on particular elements of the learning experience, helping you to develop specific skills you need for your career.

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# WHY CHOOSE SKILLORA?



Placement Assurance

Highly Skillfull Trainers

Advanced Training Modules

Internship Assistance



# ABOUT OUR DIPLOMA COURSE

- *6 Months Duration*
- *Online Course*
- *Certification*
- *Expert Tutors*
- *Recorded Lectures*
- *Q & A Sessions*
- *One to One Interaction*
- *100% Placement Assurance*

# PROFESSIONAL ACCOUNTING



## **Manual Accounting**

- Fundamentals of Accounting
- Accounts of Trading Concerns
- Accounts of Manufacturing Concerns
- Accounts of Non-Trading Concerns
- Inventory Valuation
- Types of Cash Book
- Petty Cash Book
- Valuation of Goodwill
- Modern Approach of BRS
- Cost sheet preparation
- Depreciation Methods
- Sales Bill, Debit Note, Credit Note etc.

## **Report Presentation**

- Reserves & Provisions
- Cash Flow & Fund Flow
- Ratio Analysis
- Daily and Monthly wise Reports
- Employee Reports
- Budget Reports
- Conversion to Excel

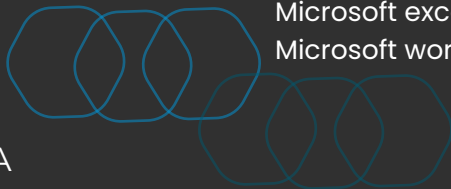


## **Software Packages**

- Basics of Computer Application
- Tally.Erp 9
- Wings Accounting/ Trade Easy
- Peachetree/ Sage 50 Cloud Accounts
- Quick Books/ Myob
- Focus Accounting
- Microsoft excel
- Microsoft word

## **On The Job Training**

- Diffrent Kinds of Business
- Registration Procedures
- Book-keeping
- How to Handle Books of Accounts
- Finalization of Accounts
- Audit Procedures
- Goods & Service Tax [GST]
- GCC VAT [Gulf VAT]
- Banking and Reconciliation
- Valuation of Closing Stocks
- Accounting Ratios
- Payroll

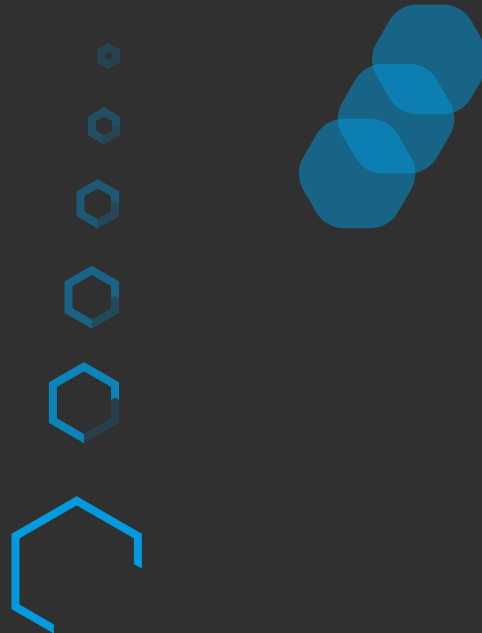


# PROFESSIONAL HR MANAGEMENT



## SEMESTER 1

Human Resource Management  
Human Resource Development  
Organisational Development  
Leadership and personality development  
Performance and potential management  
Understanding individual and behaviour  
Labour welfare and Industrial safety  
Compensation management  
Labour laws -1



## SEMESTER 2

Industrial and labour economics  
Mental health and well being  
Employee relations  
HR analytics  
Human resource information system  
Labour laws 2  
TQM and HR audit  
Research methodology and statistics  
Project



# HEALTHCARE MANAGEMENT



## **SEMESTER 1**

Principles and practices of Management & organizational behaviour  
Medical Terminology & Behaviour  
Hospital Administration & Healthcare Planning  
Management Accounting and financial Accounting  
Hospital functions and services



## **SEMESTER 2**

Legal and Ethical Issues of Hospital & Healthcare  
Services & operation Mangement  
Healthcare & Insurance  
Quality Management in Hospital & Healthcare  
Risk and Disaster Mangement  
Hospital Management & Control System



# BUILDING DESIGN



## SEMESTER 1

Autocad 2D & 3D  
3DS Max  
Lumion  
Vray



## SEMESTER 2

Revit Architecture  
Building Rules  
Sanction drawing  
Project



# DIGITAL MARKETING

## SEMESTER 1

### Module 1

#### Introduction to Digital Marketing

Section 1 - Fundamental Concepts of Digital Marketing

Lesson 1 - Introduction to Digital Marketing

Lesson 2 - History of Digital Marketing

Lesson 3 - Developing and Nurturing a Digital Marketing Head

Lesson 5 - Global Impact of Digital Marketing

Section 2 - Customer Lifecycle

Lesson 1 - Acquisition

Lesson 2 - Engagement

Lesson 3 - Conversion

Lesson 5 - Onboarding, Retention, and Expansion

Section 3 - Marketing Technology

Lesson 1 - Mobile and IoT

Lesson 2 - Analytics

Lesson 3 - Challenges of an Offline-Online Experience

Section 4 - The Future of Digital Marketing

Lesson 1 - A Peek into the Future

### Module 2

#### Search Engine Optimization Foundation

Section 1 - SEO Introduction

Section 2 - How Search Engines Work

Section 3 - Keyword Research

Section 4 - On-Page SEO

Section 5 - Website Management and Optimization

Section 6 - Off-Page SEO

Section 7 - Planning a New Website

Section 8 - Market Your Optimized Website

Section 9 - Analytics and Measurement

Section 10 - What's Next- Learning Path

## SEMESTER 2

### Module 1

#### Foundation Web Analytics

Lesson 1 - Introduction to Digital Marketing

Lesson 2 - Organizational Maturity

Lesson 3 - Building Blocks

Lesson 4 - Managerial Perspectives of Digital Analytics

Lesson 5 - Key Performance Indicators

Lesson 6 - Segmentation

Lesson 7 - The Analysis Process

Lesson 8 - Marketing Management

Lesson 9 - Experimentation and Testing

Lesson 10 - Reports and Dashboards

Lesson 11 - The Digital Analytics Stack

### Advanced Web Analytics

Section 1 - Introduction to Digital Marketing

Section 2 - Building Blocks

Section 3 - Fundamentals of Digital Analytics

Section 4 - Business Perspective

Section 5 - Methodology- Lean Six Sigma

Section 6 - Data Analysis Fundamentals

Section 7 - Analysis Perspective: Providing Insights

Section 8 - Enabling Capabilities

Section 9 - Managing Analytics

Section 10 - Audience

Section 11 - Acquisition

Section 12 - Behaviour

Section 13 - Conversion Onboarding

Section 14 - Retention and Expansion

### Module 2

#### Social Media Foundation

Lesson 1 - Introduction to Social Media

Lesson 2 - Social Media Strategy and Planning

Lesson 3 - Social Media Channel Management Tools

Lesson 4 - Social Media Channel Management and Reporting

Lesson 5 - Social Advertising

### Advanced Social Media Marketing

Section 1 - Introduction to Social Media

Lesson 2 - Building a Sustainable Social Media Strategy

Lesson 3 - Converged Social Media

Lesson 4 - Content Marketing in a Social Media World

Lesson 5 - Visual Social Media

Lesson 6 - Understanding and Sparking Social Sharing

Section 7 - Storytelling as an Essential Part of Your Social Narrative

Section 8 - Influencer Marketing and Online Reputation Management

Section 9 - Social Media Selling

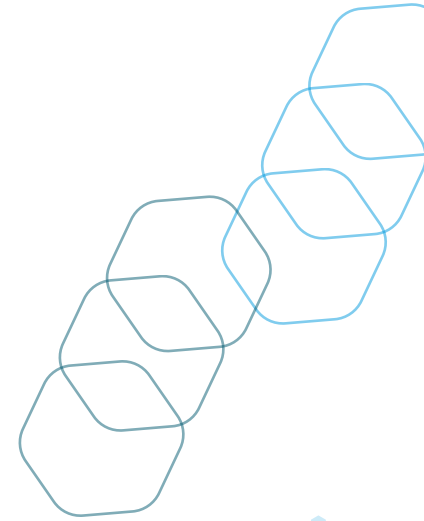
Section 10 - Social Media Measurement

### Advanced Email Marketing

### Advanced Content Marketing

### Advanced Mobile Marketing

### Brand Management





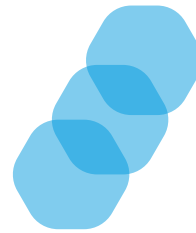
# FASHION DESIGN



## SEMESTER 1

### THEORY

Fundamentals of Apparel Designing  
Principles of pattern making  
Fashion Designing  
Textile Processing



## SEMESTER 2

### Practical

Basic Illustration  
Fashion Sketching  
Basic Draping  
Surface Embellishment  
Computer aided design  
Portfolio



# LOGISTICS & SUPPLY CHAIN MANAGEMENT



## SEMESTER 1

International Logistics  
Supply Chain Mangement  
Warehousing & Inventory Management



## SEMESTER 2

Unitization of cargo  
Transportation Management  
Freight Forwarding

