



Global E-Careers

Your career partner...

www.globalecareers.com

Courses Offered

- A. Professional Certificate in *Event Management (PCEM)*
- B. Professional Certificate in *Journalism (PCJ)*
- C. Professional Certificate in *Research (PCR)*
- D. Professional Certificate in *Financial Accounting & Reporting (CFA)*



Global E-Careers
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*Allow your **Passion** to become
Profession and **Success** will follow you.*



About Global E-Careers

Global E-Careers is a Leading provider of Practical & Employability oriented Skill development certification, training and courses which help and transform students and Professional to be in market ready condition and employable.

It offers **100% Practical training** based Certification with **assured 100% placement**.

Course Highlights:

- ✓ 100% placement assurance
- ✓ Scholarship for meritorious students
- ✓ Experience letter after completion
- ✓ International faculty exposure
- ✓ Fully practical oriented course
- ✓ Sessions by industry experts
- ✓ Loan/ EMI facility available



VISION

To train and develop World Class Professional with best skill & Competencies in their area of Specialization



VALUE

Our values are our core competencies which provides 100% practical learning environment to develop world class professionals



80% Practical



Passion for Growth & Excellence



ASSURED JOB PLACEMENT



Driven by Research & Innovation



Moral & Ethical



Recognised & Rewarded



Trust and Teamwork



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TRAINING METHODOLOGY



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CLASSROOM LECTURES

To positively impact the perspective of our students lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Events & PR Industry.



ASSIGNMENTS & PROJECTS

Assignments and projects are a part of our curriculum. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Events Industry, under the able guidance of our dedicated faculty



WORKSHOPS

To keep our students updated with the current affairs in the Events Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



SEMINARS & CONFERENCES

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing events



MASTER CLASSES

Master Classes intend to keep students aware of the current world of events. Guest speakers from various areas of event management share their knowledge and help students form ideas and insights about the industry



CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues

STUDENT DEVELOPMENT ACTIVITIES



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ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages in India. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



SOFT SKILLS TRAINING AND GROOMING

Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, etc



STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.

PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Master Classes and share their experiences.

Certificate Course in **Event Management**



RISING DEMAND FOR PROFESSIONALS

With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.



GROWING AND EVOLVING INDUSTRY

The revolutionary growth of events has created a surge in the need of professionals to manage growing individual & organizational needs for image & representation



IDEAL FOR CREATIVE PEOPLE

Out-of-the-box thinking, adaptability and a creative spark are the three things that make a good event management executive, and if these three qualities fit your profile, you're on the right path!



DIVERSE CAREER OPTION

The industry offers opportunities to students of all personalities; leaders and role models may pursue the role of an event manager, or more hands-on students can pursue positions such as event planner/coordinator



LUCRATIVE EARNING

The number of individuals and companies hosting and organizing events has gone up in recent years. Thus, the demand for well-qualified, professional event managers has drastically increased compared to the supply, creating constant lucrative opportunities.



SYLLABUS – PROFESSIONAL CERTIFICATE **EVENT MANAGEMENT (PCEM)**

Module One - Event Planning

Section 1

Event Planning Overview
What is Event Planning?
The Corporate Market
Social Events

Section 2

The Role of an Event Planner
Main Tasks Involved in Event Planning
Skills Required for Event Planners
Where and For Whom Event Planner Work?

Section 3

The Basics of Event Planning
Benefits of Successful and Safe Events

Module Four - Event Concept and Theming

Section 1

Theming the Programme
Environmental Scanning
The Brain storming Process
Theming the Event
Programming
Managing the Creative Team
Theme Parties
Creating a Successful Theming Party

Module Two - Types of Events

Section 1

Corporate Events
Leisure Events
Private Events

Section 2

Conferences
Seminars
Meetings
Conventions
Educational or Training Events

Section 3

Sport Events
Festivals
Concerts
Fashion Shows

Section 4

Weddings
Special Party Celebrations
Event Planning Essentials

Module Five - Event Budgeting

Section 1

Income and Costs Analysis
Establishing an Appropriate Level of Budgeting
Monitoring the Budget
Budget Review

Section 2

Feasibility Study
How to Make a Budget?

Module Three - Event Planning Process

Section 1

Creating a vision and establishing a theme
Undertaking situational analysis
Setting objectives
Determining the Event Feasibility
Choosing an Organizational Structure
Preparing an Event Management Plan

Section 2

Initiating an Event
Planning an Event's Scope
Conducting a Site Survey
Managing Client's Goals and Expectations
Site venue Layout / Design
Selecting Contracting and Managing Performers
Staging the Event

Module Six - Event Management Plan

Section 1

Preparing an Event Management Plan
Event Details
Health & Safety Permits
Briefing before the Event
De briefing After the Event
Documents and Information

Module Seven - Venue Management & Operations

Section 1

Venue Selection
Types of Venues
Site Design Considerations

Section 2

Production, Infrastructure and Back Stage Requirements
Fire and Ambulance Requirements
Noise Considerations
Welfare Facilities

Module 8 - Human Resource Management

Section 1

Identifying People Needs
Sourcing people
Selecting Staff for the Project
Staff Training
Developing Team Charter

Section 2

Maintaining Effective Team Management
Resolving Conflicts
Releasing Staff at the End

Module 9 - Marketing the Event

Section 1

Key Steps in Event Marketing
Promotion
Event Marketing Mix
Marketing Strategy

Developing Marketing Plan for the Event

SYLLABUS – PROFESSIONAL CERTIFICATE **EVENT MANAGEMENT (PCEM)**

Module 10 - Major incident & Crisis Management

Section 1

Event Risk Management
How to Manage Risk
Hazard Analysis
Contingency Plans

Section 2

The Planning Process
Monitoring Safety Performance
The Role of a Safety co Coordinator
Auditing and Reviewing Safety Performance
Dealing with Disaster
Preparing for a Major Incident

Section 3

Threat Assessment
Pre-event Public Health Survey
Public Health Contingency Arrangements
Planning Medical Care
Emergency Evacuation
Pre-event Briefing and Security Personnel

Module 11 - Health & Safety Requirements

Section 1

Planning for safety
The Phases of an Event
The Event Safety Management Plan
Planning for Safety in Large Events
Planning for Safety in Small Events

Module 12 - Communication & Customer Services

Section 1

Communication
A framework for Handling the Event
The Need to Maintain Emergency Communications
Off- site Links
Radio Communication
Telephonic Equipment
CCTV

Section 2

Communication Procedures
Message delivery and Acknowledgement
Public Information and Communication
Communication Channels

Section 3

Customer Service
Customer Service Skills Required in Event Coordinator
Providing Professional Customer Service
Understanding the Demanding Customer
Inclusive Planning for People with Special Needs

Module 13 - Catering Operations

Section 1

Catering
Safety Considerations for Catering Operations
Menus and Choices
Planning Catering Facilities
Impact of Catering on Other Facilities
Management Services

Module 14 - Waste Management & Noise Control

Section 1

Types of Waste
Hazards Posed by Waste
Health, Safety, Welfare of Employees and Event Workers
Waste Collection

Section 2

Audience
Workers
Controlling Sound and Vibration Levels
Monitoring Sound and Vibration Levels

Module 15 - Transport Management

Section 1

Traffic Marshalling
Public Transport
Public Transport Management for Special Events
Parking
Emergency Access
Pedestrians
Lift Trucks and Other Vehicles used on Site

Module 16 - Crowd Management

Section 1

Entry and Exits for the Audience
Crowd Pressure at the Entrances
Ticketing & Passes
Admission Policies
Admission of Young Children
Guests/ VIPS/ Restricted Areas
Use of PA system and Video Screens
Deployment of Staff for Controlling Crowd

Module 17 - Monitoring & Evaluating the Event

Section 1

Why Should Monitoring and Evaluation be done?
How to evaluate an Event
Evaluation methods

Section 2

Event Surveys
Questionnaires
Interviewing
Observation
What to Observe

Module 18 - Starting up & Running the Business

Section 1

How to Get Started as an Event Planner
Importance of Networking for Event Planners
The Portfolio
Skills required for an Event planner

Section 2

Representing Your Client
Calculating Start up Costs
Preparing a Business Plan
Setting price for Your Service
Creating a Good Contract
Sample Contract
Legal Issues
First Meeting with the Client and Presenting proposal
Planning the Ceremony
Growing Your Business

Certificate Course in Journalism



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IMPORTANT FOR THE SOCIETY

Journalism is an investigation and reporting of current world affairs which include fashion trends, political or general issue and events to a broad audience. Though there are various purposes for it, the most important aspect is the freedom of expression. The root of journalism comes from people's right to have an opinion.



JOURNALISM'S FIRST OBLIGATION IS TO THE TRUTH

Good decision-making depends on people having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but in a capacity that is more down to earth.



IMPORTANT ROLES OF JOURNALISM

"serve as an independent monitor of power" and "offer a voice to the voiceless." Powerful people often try to get away with bad things. If journalists weren't there to expose them, those powerful people would just get away with it.



CAREER OPORTUNITIES

Many in demand career opportunities are Content Marketer, Editor, Public Relations Specialist, Corporate Communications Specialist, Social Media Specialist, etc.

SYLLABUS – PROFESSIONAL CERTIFICATE JOURNALISM (PCJ)

Module One - Journalism and News writing with Media Law

- Starting out in journalism
- What is news?
- Local government
- Crime and the courts - 1
- Crime and the courts - 2
- Specialist writing
- News Features
- Media Law - 1
- Government
- Media Law - 2
- Subediting
- TV and Radio
- The editor's chair

Module Three - Freelance and Feature Writing

- Introduction to features writing
- Freelance opportunities
- Features Intros
- Reviews - 1
- Reviews - 2
- Legal issues
- Lifestyle and consumer features
- Human interest features
- Features profiles
- Gossip, diary and opinion columns
- Trade Press
- Specialist module 1*
- Specialist module 2 *
- Specialist module 3 *
- Round-up

Module Two - Freelance and Internet Journalism

- The freelance journalist
- Market research and writing for publication
- Writing for newspapers, magazines and websites
- The Freelance Reviewer
- Legal issues
- Directing your writing
- More about markets and trade press
- Legal dilemmas and law revision
- Successful packages
- Writing for TV and Radio
- Going it alone
- Writing for the web and selling
- Round-up

Module Four - Subediting

- The subeditor's role
- The professional sub
- Grammar, language and the Sub
- Punctuation and the Subeditor
- Intros
- Headlines, bills, captions
- Paper proofing
- Media Law and the Sub - Introduction
- Media Law, Media Conventions and the Sub
- Introduction to layout and design
- Typography and pictures
- Planning for publication
- Round-up

**Travel, Sports or Music and the Arts*

Certificate Course in **Market Research**



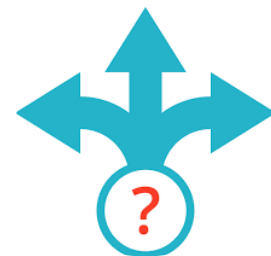
MUST HAVE FACTOR FOR SUCCESS

With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.



CONTINUOUS INNOVATION

Increasing competition is forcing companies to continuously innovate towards Products and Services. Market research plays a vital role in innovation process



HELPS IN CLOSE TO ACCURATE DECISION MAKING

Research based decision is almost close to accurate. Market Research eliminates personal biases, perceptions and judgments while making any vital decision for business



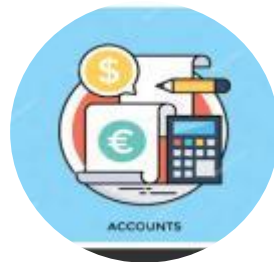
DEFINITE CAREER OPPORTUNITY

Considering it's importance; almost every company has a Market Research department which has created pool of opportunities for professionals

SYLLABUS – PROFESSIONAL CERTIFICATE **MARKET RESEARCH (PCMR)**

1. Introduction to Market research?	2. Conducting market research and market research concepts	3. Data analysis and Reporting
A. The marketing research process, research methods and design	A. Scanning the environment	A. Turning data into findings
I. Research objectives	I. Components of a modern marketing information system	B. Reporting and communicating findings
II. Research design	II. Analyzing the macro-environment	C. Drafting conclusions
III. An introduction to research methodologies	III. Identifying the major environment forces	D. Text Analysis
B. Designing a research project: The tools of market research	IV. Other major macro-environment	E. Data Modeling
I. Sampling techniques	B. Marketing research system and forecasting demand	F. Additional Analysis
II. Designing a questionnaire and discussion guide	I. The marketing research system	
III. Preparation of study brief materials	II. The marketing research process	
	III. Marketing research instruments	
	IV. The measures of market demand	
	V. Forecasting demand	
	C. Competition Analysis	
	I. Analyzing competitors	
	II. Selecting Customers	
	III. Defending Market Share	
	IV. Expanding market share	
	V. Attack strategies	
	VI. Market follower strategies	
	D. Branding and Customer value	
	I. Creating Brand Equity	
	1. Brand Equity Models	
	2. Brand Resonance Model	
	3. Brand extensions	
	II. Crafting The Brand Positioning	
	1. Developing and communicating a positioning strategy	
	2. Marketing Strategies	
	III. Creating Customer Value, Satisfaction & Loyalty	
	1. Customer Value	
	2. Customer Satisfaction and Loyalty	
	E. Consumer behavior	
	I. Factors influencing consumer behavior	
	F. Identifying market segments & targets	
	I. Segmentation bases	
	II. Psychographic segmentation	
	III. Bases for segmenting business markets	

Certificate Course in **Financial Accounting & Reporting**



ACCOUNTING IMPORTANCE IN ORGANISATION

Any business runs to generate money. Proper management of inflow and outflow of funds is essential for any business without which business may be doomed to failure. Accounting plays an important role in funds management.



HELPS IN EVALUATING THE PERFORMANCE OF BUSINESS

The working capital and cash requirement of an enterprise can be duly taken care of by a proper accounting system.



HELPS BUSINESS TO BE STATUTORY COMPLIANT

Proper business accounting ensures timely recording of liabilities which need to be paid within the prescribed time line. This includes provident fund, pension fund, VAT, sales tax, Income tax. Timely payment of liabilities helps enterprises to be statutory compliant.



PLENTY OF CAREER OPTION

Finance careers can lead to any number of places; there are multiple options available to choose from like Corporate Finance, Financial Planning, Investment Banking, and many other options are available.



SYLLABUS – PROFESSIONAL CERTIFICATE **FINANCIAL ACCOUNTING & REPORTING (CFA)**

Accountancy & Transaction Processing

Treasury & Cash management

Cash & Bank receipt Vouchers
Bank & Banking Transaction
Petty Cash Management
Bank Reconciliation
Daily Cash & Bank Position

AP - Accounts Payable

Purchase to Pay Cycle (P to P)
PO - Purchase Order
GRN - Goods Receiving Note
Purchase Invoice & Debit Note
3 Way & 2 Way Matching
Suppliers Ageing & Reconciliation

AR - Accounts Receivables

Order to Cash Cycle (O to C)
SO - Sales Order Processing
DO - Delivery Note
Sales Invoice, Credit Notes
Customers Ageing & Reconciliation
Debit Note & Credit Notes
Reconciliation of GL Accounts

Fixed Assets Accounting

Capex Proposal and Approval of Capex
Installation, Capitalization of FA
Depreciation of FA & Accumulated Depreciation
Gross Book Value & Net Book Value

General Ledgers

GL Accounting
Accruals & Provisions
Expense Claims and GL Entries

Inventory Management & Accounting

Inventory Management & Accounting in Tally ERP 9
Item Master, RM, PM & Finished Goods
Receiving & Dispatch of Goods
Return Outwards & Return Inwards
Rejection Inwards & Rejection Outwards
Inventory Accounts, Stock Reconciliation & Writeoffs

Taxation and GST

GST - Concepts, Applicability & Structure
GST Rates, HNS and SAC coded
GST Returns - GSTR3B, GSTR1 and Other
GST Annual Returns - GSTR9, GSTR9A and GSTR9C
PT - Professional Tax
TDS Concepts, Applicability & Structure
TDS - Tax Deduction, Tax Payments & Filing of Return

Finalization of Accounts & MIS

Finalization of Accounts
Month End Closing Procedures
Trail Balance
Profit & Loss Accounts (P&L)
Balance Sheet (BS)
Cash Flow Statements
Other Management & Statutory Reports

Tally ERP 9 - Advance Premium

Setup & Implementation of Tally
Chart of Accounts & Cost Centre Accounting
Transaction Processing, Voucher entry & Invoicing
Inventory Management & Accounting in Tally ERP 9
TDS - Tax Deduction at Source
Service Tax
CST - Central Sales Tax & VAT

Infrastructure



Global E-Careers
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Wifi



Tea Coffee



Parking



Meeting



Conference



Food



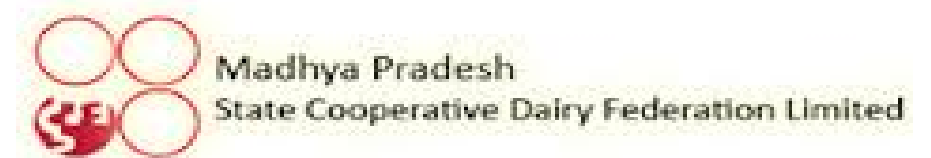
Projector



Mentor



Our Customers





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THANK YOU!

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