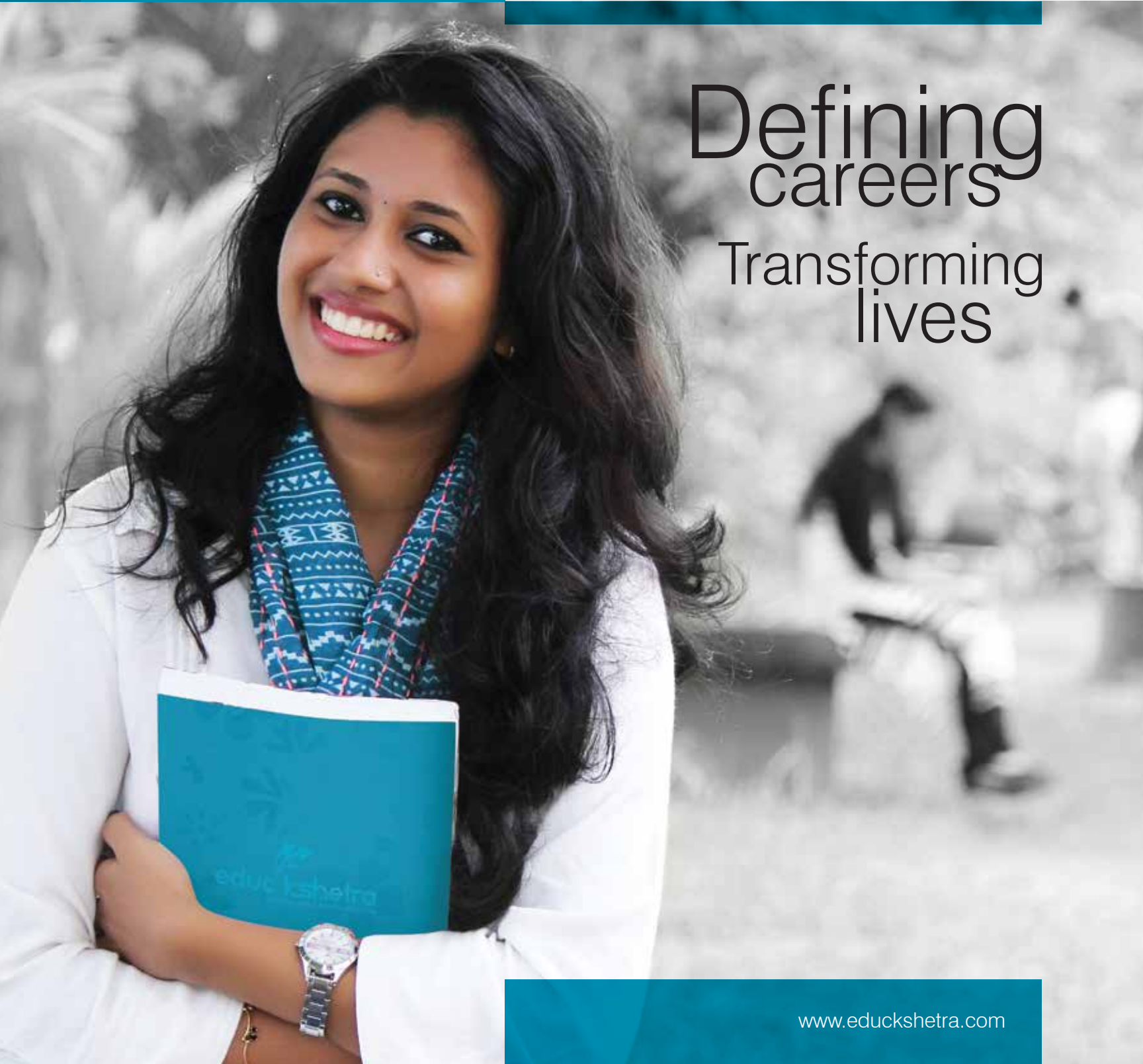


Specialised training
Promoting excellence
Fostering collaboration
Encouraging creativity



Defining
careers
Transforming
lives





Why Educkshetra?

Where knowledge is honed to high skill with quality training in information technology. This ensures our students or your workforce are industry ready and tuned into organisational goals.

We offer

- A wide variety of career, professional & certification courses designed according to the career needs of students and working professionals.
- Association with industry leaders like Microsoft, Adobe, HP Comptia which helps students obtain global certifications.
- Academic and live project in ASP.NET, Android, IEEE projects, PHP, JAVA, J2EE, Silverlight, WPF and embedded programming.
- Workshop, events & other activities to encourage student-industry interaction.
- Soft skills training to prepare them for their job interviews & make them industry-ready.
- Job fairs, campus placement drives, etc...

ADVANCED DIGITAL MARKETING COURSE with Google certifications

for Professionals, Entrepreneurs & Job seekers
One Training Program 7 Certifications



Course Overview

This course is designed to help you understand the various disciplines in digital marketing and how to apply the in depth knowledge gained from its various facets into your business to increase your brand awareness and to ensure the product sales increase with minimum investment. The program is developed by industry experts keeping in mind that in the current industry scenario, the skill to apply your knowledge is more important than gaining knowledge. As this is a skill development program, our curriculum helps trainees to attain practical knowledge as the sessions are 80 percent practical and only 20 percent is theory. This program is ideally for business owners who want to increase their online business and sales revenue or for marketing professionals who want to improve their digital marketing skills for a successful career and for job seekers who want to make a career in digital marketing. Digital Marketing is a booming industry and there is a plethora of job opportunities available for skilled candidates. The program would help the participants not only to gain in depth knowledge but also become an expert in digital marketing.

FULL FLEDGED

80 HOUR COMPREHENSIVE TRAINING

- INTRODUCTION TO DIGITAL MARKETING
- WEBSITE CREATION
- EMAIL MARKETING
- LEAD GENERATION
- GOOGLE AD WORDS
- SEO
- SOCIAL MEDIA MARKETING
- GOOGLE ANALYTICS
- CONTENT MARKETING
- E COMMERCE & MARKETING
- MOBILE MARKETING
- AFFILIATE MARKETING
- AD SENSE & BLOGGING
- PLACEMENT OPPORTUNITIES

FAST TRACK

40 HOUR WORKSHOP TRAINING

- INTRODUCTION TO DIGITAL MARKETING
- EMAIL MARKETING
- LEAD GENERATION
- GOOGLE AD WORDS
- SEO
- GOOGLE ANALYTICS
- SOCIAL MEDIA MARKETING

For more details please visit:
www.educkshetra.com





CCNA (Cisco Certified Network Associate)



- Operation of IP Data Networks
- LAN switching technologies
- IP Addressing (IPv4/IPv6)
- IP Routing and Technologies
- IP services
- Network Device Security, WAN Technologist



CCNP (Cisco Certified Network Professional)

- Function of a Switch
- Switching operation
- L2 switch operations
- Multi-layer switching
- VLANs and Trunks
- Dot1Q, ISL, DTP
- Inter VLAN routing
- VTP, VTP Pruning
- Link Aggregation-LACP PAgP
- STP-CSTP, PVSTP, RSTP, MSTP
- High availability
- First hop redundancy protocol
- HSRP, VSRP
- Campus network design
- IP Telephony

- Switch maintenance and security
- CCNP Route
- Summarisation, Authentication, Filtering, Tagging and redistribution of RIP
- Summarisation, Authentication, Filtering, Tagging and redistribution of EIGRP
- Stub networks in EIGRP
- Summarisation, Authentication, Filtering, Tagging and redistribution of OSPF Protocol
- LSA and LSA types
- Stub network in OSPF
- Understanding TSA and NSSA

- Advance routing, Advance redistribution Policy based routing,
- BGP Protocol, EGBP Properties, IBGP
- Synchronisation Confederation and router reflector, BGP Community, BGP attributes, Route aggregation, Route
- Filtering, IPv6, Neighbor discovery protocol, IPv6 dynamic routing with
- RIPng, OSPF v3 and EIGRP
- IPv6 transition from IPv4.

Networking



Certified Ethical Hacking

Introduction to Ethical Hacking - Footprinting and Reconnaissance – Scanning Networks – Enumeration – System Hacking – Malware Threats – Evading IDS, Firewalls and Honeypots – Sniffing – Social Engineering – Denial of Service – Session Hijacking – Hacking Web Servers – Hacking Web Applications – SQL Injection – Hacking Wireless Networks – Hacking Mobile Platforms – Cloud Computing – Cryptography.



MCSE (Microsoft Certified Solutions Expert)

Deploying and Managing Windows Server 2012 – Active Directory Domain Services – User and Service Accounts – DHCP – DNS – Group Policy – Local Storage – Server Virtualisation with Hyper – V –VPN – Distributed File System – AD DS Sites and Replication – Network and Load Balancing – File and Print Services – Hyper – V Live Migrations



CCIE (Cisco Certified Internetwork Expert)

General Networking Theory | General Routing Concepts | Routing Information Base(RIB) and Routing Protocols Interaction | Redistribution | Bridging and LAN Switching | Spanning Tree Protocol (STP) | LAN Switching | IP | Addressing | Services | Network Management | IP Routing | OSPF | BGP | EIGRP | Policy Routing | QoS | WAN | IP Multicast | Security | MPLS (New) | IPv6 (New)



RHCE (Red Hat Certified Engineer)

Configuring static routes, packet filtering, and network address translation | Setting kernel runtime parameters | Configuring an Internet Small Computer System Interface (iSCSI) initiator | Producing and delivering reports on system utilization | Using shell scripting to automate system maintenance tasks | Configuring system logging, including remote logging | Configuring a system to provide networking services, including HTTP/HTTPS, file Transfer Protocol (FTP), network file system (NFS), server message block (SMB), Simple Mail Transfer Protocol (SMTP), secure shell (SSH) and Network Time Protocol (NTP)





ASP.Net Syllabus



.NET Frameworks, Web Programming Concepts, C# Advanced Features, LINQ Windows application programming, Database Connectivity Using ADO.NET, Three Tier Application Modelling, Web application programming, HTML and CSS, Creating and Styling HTML5 Pages, JavaScript, ASP.NET Web Application Development State Management, Customizing Web Applications Designing and Implementing Databases with MS SQL Server 2014, ADO.NET Data Controls, Crystal Report, ASP.NET Ajax, Web Services, JQuery, Validation, Bootstrap, Handling Emails, Deployment ASP.NET Web Hosting

Cloud Computing



- Enabling Technologies and System Models for Cloud Computing
- Introduction to Cloud Computing including benefits, challenges, and risks
- Cloud Computing Models including Infrastructure/Platform/Software – as-a-service
- Public cloud, private cloud and hybrid clouds
- Cloud OS
- Cloud Architectures including Federated Clouds
- Scalability, Performance, QoS
- Data centers for Cloud Computing
- Principles of Virtualization platforms
- Security and Privacy issues in the Cloud
- VMWare ESX Memory Management
- Capacity Planning and Disaster Recovery in Cloud Computing

Android



JAVA Concepts, Introduction to Android, Application Structure (in detail), Emulator-Android Virtual Device, Basic UI design, Intents (in detail) Tabs and Tab Activity, SQLite Programming Adapters and Widgets, Advanced (JSON), Android Activities and UI Design, Advanced UI Programming, Application Structure, Toast, Menu, Dialog, List and Adapters, Multimedia Programming using Android, Database – SQLite, Location Based Services and Google Maps, Notifications, How to develop your own custom made Web browser, Android Development using other Tools, Testing and Debugging Android Application Installation of .apk, Advanced (JSON), Adapters and Widgets

Hadoop



- Big Data Introduction
- Hadoop Introduction
- What is Hadoop? Why Hadoop?
- Hadoop History?
- Different types of Components in Hadoop?
- HDFS, MapReduce, PIG, Hive, SQOOP, HBASE, OOZIE, Flume, Zookeeper and so on...
- What is the scope of Hadoop?



SharePoint

General Introduction, Introduction to SharePoint, SharePoint Installation and Administration, SharePoint Site Hierarchy, Lists, Create View, Predefined List & Libraries, Communication Lists, Tracking Lists, Users, Groups and Permissions, Claim Based Authentication, Enterprise Content Management, User Profile Service Administration, Administering and configuring Search, Business Intelligence, SharePoint API, SharePoint Tools for Visual Studio 2010, Feature Types, Lists and Event Handling, Working with Web Parts, Sandboxed Solutions, InfoPath, Business Connectivity Service, Workflow, Working with external data sources, Working with Workflows, SharePoint Designer.



J2EE

RMI, XML, Java Mail API, Java Message Service [JMS], Web Services, Enterprise Java Beans, Hibernate, Spring, Struts, AJAX



HTML5 Advanced Course Syllabus Session 1: Raw HTML5 + CSS3

Raw HTML5 + CSS3, HTML5 Canvas, Adobe Edge, Mobile Web and HTML5, PHP & MySQL Course Curriculum Introduction, Basic PHP Development, Control Structures Functions, Arrays Working With The File System, Working With Forms, Working With Regular Expressions, Classes And Objects, Introduction To Database, Cookies, Session, Disk Access, I/O, Math And Mail, Joomla (Content Management System and Web Application Framework), Smarty (Library For Creating HTML Templates) PEAR (PHP Extension and Application Repository), Cake PHP (Rapid Development Framework), AJAX (Asynchronous JavaScript and XML) os Commerce (Open Source Shopping Cart)



Core Java (Java SE)

Introduction Language Fundamentals, Object Oriented Programming, Extending Classes and Inheritance, Package Exception Handling, Array & String, Thread Applet, Swing, Packages and Interfaces. A Collection of Useful Classes, Multithread, Input/Output Operation in Java (java.io Package), GUI Programming, Java Utilities (java.util Package), The Collection Framework, Event Handling, Networking Programming, DataBase Programming using JDBC



Oracle 10g with Developer

SQL, SQL Plus, Database, Objects, SQL DBA, SQL Plus, Database Objects, Objects Type, Developer 6.0, Featuring Forms, Reports



Big Data

Beyond the Hype - Big Data Skills and Sources of Big Data, Big Data Adoption, What is Big Data - Characteristics of Big Data - The Four V's, Understanding Big Data with Examples, The Big Data Platform - Key aspects of a Big Data Platform, Governance for Big Data, Five High Value Big Data Use Cases - Overview of High Value Big Data Use Cases, Examples, Technical Details of Big Data Components - Text Analytics and Streams, Cloud and Big Data



PHP & MySQL Course Curriculum

Introduction, Basic PHP Development, Control Structures, Functions Working With The File System, Working With Forms, Working With Regular Expressions, Classes And Objects, Introduction To Database, Cookies, Session Disk Access, I/O, Math And Mail, Joomla (Content Management System And Web Application Framework), Smarty (Library For Creating HTML Templates) PEAR (PHP Extension and Application Repository), Cake PHP (Rapid Development Framework), AJAX (Asynchronous JavaScript and XML), osCommerce (Open Source Shopping Cart)



Advanced Java Programming (J2EE) (Web-Server & Support Technologies)

Java Database Connectivity, Servlets, Servlet Interaction & Advanced Servlets, JavaServerPages, RMI, EJB, XML, Struts, MVC Architecture, Hibernate, Overview of the Course XML, Servlet, JSP, JDBC, RMI, Introduction to XML Markup, Document Type Definition, XML Schema, Handling HTTP get Requests, Multi-Tier Applications, JBCD from Servlet, JavaBeans Component Model



Bootstrap

Introduction to Bootstrap. Responsive web page design using Grid System. Implementing Bootstrap with CSS Classes. Implementing Bootstrap Components. Implementing Bootstrap JavaScript



jQuery

Introduction to JQuery. Implement JQuery in Web Application. Working with JQuery Events. Working with JQuery Animation. Implementing JQuery UI. JQuery Validation. JQuery Data transition. JQuery data transition using Ajax and JSON



Angular JS

Introduction to AngularJS. Understanding AngularJS Blocks. AngularJS - MVC Architecture. AngularJS Modules, Forms, etc... Ajax in AngularJS. AngularJS Services. Working with AngularJS. In Web Application Development. AngularJS Applications



iOS

Fundamentals- OOPS, Software Engineering, SQL Queries, Basics of Designing. Objective C- Data Type, NSInteger, NSNumber, Operators, LOOP, Introduction to .H and .M Files, Method Overloading, Mutable & Immutable strings, Mutable & Immutable Arrays, File Management. Introduction to iPhone Architecture- Essential COCOA Touch Classes, Interface Builder, Nib File, COCOA & MVC Framework. Application Development in iPhone - Controls & Gestures, Controllers & Memory Management, Using Application Delegate, Managing Application Memory, Advanced Controllers Programming, Views, Navigation Based Application Development. Database – SQLite, Creating outlets & Actions, Parsing Data with SQLite - Projects.



Arduino Programming

Arduino is a tool for making computers that can sense and control more of the physical world than your desktop computer. It's an open-source physical computing platform based on a simple microcontroller board, and a development environment for writing software for the board. Our workshop is very systematically designed so that the students can understand the basics well, can do programming of its various peripherals and special features. Our workshop is purely hands-on and the students can write the code by their-own, test it using Simulator and final testing using PIC trainer kits.



Circuit Simulation and Analysis using Proteus

In engineering education, there are lot of circuits the students need to Familiarize, Learn & Design. The workings of these circuits are learned from books by just reading. But to understand a circuit more, students should see its real time working; see the changes that will happen as design changes etc. By learning Circuit Simulation software, the students can do all the aforesaid steps to analyse their circuits and thereby can make the learning easy & more effective. Our Circuit Simulation Workshop uses Proteus which has both Interactive & Graph based simulation methods.



Wireless Technology Interfacing

There are some famous wireless technologies which are useful in day to day life. Interfacing these technologies is not at all a tedious task. Clearly understanding its working and associated circuits and output is necessary. Students need to use these for their academic projects and all. So, learning the interfacing of different technologies are necessary. So, we designed this workshop to teach how to interface these technologies with microcontroller.



Internet of Things(IoT)

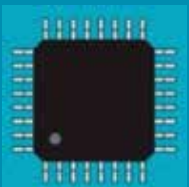
The internet of things is the internetworking of physical devices, vehicles, buildings and other items—embedded with electronics,software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data. In 2013 the Global Standards Initiative on Internet of Things (IoT-GSI) defined the IoT as "the infrastructure of the information society." The IoT allows objects to be sensed and/or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of cyber-physical systems, which also encompasses technologies such as smart grids, smart homes, intelligent transportation and smart cities. Each thing is uniquely identifiable through its embedded computing system but is able to interoperate within the existing Internet infrastructure. Experts estimate that the IoT will consist of almost 50 billion objects by 2020.

Embedded



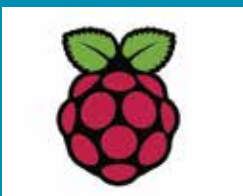
PCB Fabrication

Printed Circuit Boards (PCB) are inevitable part of any electronics product. Our workshop is very systematically designed so that the students can understand the basics well, can do programming of its various peripherals and special features. Our workshop is purely hands-on and the students can write the code by their-own, test it using Simulator and final testing using PIC trainer kits.



PIC Micro controller Programming

Microcontrollers are an inevitable part of a mixed circuit design. They are 'the brain of the systems' and has a huge application in almost all areas like embedded systems, power electronics, modern Electrical systems, instruments etc. Engineers in fields such as electronic, electrical systems, instrumentation etc should learn microcontrollers and its programming for their works to complete. So learning microcontroller programming during the graduation course will be very good for the career of students. And, even the academic projects need some control circuitry.



Raspberry Pi

The Raspberry Pi is a low cost, credit-card sized computer that plugs into a computer monitor or TV, and uses a standard keyboard and mouse. It is a capable little device that enables people of all ages to explore computing, and to learn how to program in languages like Scratch and Python. Our Raspberry Pi workshop has systematically designed so that the students can understand the basics well and can start from the scratch and programming its various features for any applications. Our workshop is purely hands-on and the students can write the code by their-own, test it using hardware.



BE **BCA** **MTech. Students**
BTech **MCA** **MSc.IT**
MSc.Computer Science

IEEE PROJECTS **CC++** **VB 6.0**

JAVA, J2EE **ASP.NET** **ANDROID**

PHP, FRAME WORK, CMS **WPF, WCF**

Certifications



Coporate Office

Nadeppilly Complex, Near Statue Junction
Tripunithura - 682 301
Ernakulam, Kerala, India
T: +91 484 278 4383, 401 6888, 401 6889
E: info@educkshetra.com
W www.educkshetra.com

Software Development Division:

Ek Technologies, First Floor Try Park Homes
Avaikulath Ape, Cheruparambath Road
Kadavanthra, Kochi , Kerala 682020
Office: +91 484 4031244
Direct: +91 484 4016888
E: info@educkshetra.com
W: www.ektechnologies.co.in

Networking & Embedded Division:

Ek Networking, First Floor, Thadathil Apartment
Near Lenin Centre, Kaloor, Kochi
Kerala 682017, Office: +91 484 4011552
Direct: +91 484 4016888
E: info@educkshetra.com
W: www.educkshetra.com