

Assured Job Programs



About Kejriwal Institute of Management

Kejriwal Institute of Management, established in 2009 is part of Kejriwal Education Charitable Trust (KECT). It is situated at Pindarkom, Namkum Ranchi in a picturesque green environment amidst sylvan surroundings.

KIMDS follows a holistic approach to education. Apart from rigorous academic curriculum, there are ample opportunities for sports, games, and numerous cultural activities leading to overall development of students.



Our Mission

To be a top B-School in the country by nurturing responsible corporate citizens and developing professional with integrity.

Our Vision

To create socially responsible business leaders with a thrust on development of nation and protection of environment.

About Short Term Courses

Kejriwal Institute of Management has been contributing consistently to improve the employability of young India. The industry expectations of fresh hires have evolved profusely and the gap between this demand and actual supply is widening. To tackle this huge wave of unemployment and reduce this gap KIM has introduced short-term courses for fresher's and young professionals willing to create a good career for themselves. We at KIM have built our reputation on career-focused courses and aim to provide students with job-ready training and the best career outcomes. With our impeccable teaching pedagogy, state of the art infrastructure and training facility we have helped more than 1000 students in building a great career. Our training programs are industry specific and are tailored for students to improve their industry knowledge, technical skills, communication skills, efficiency and employability in a short time-span.



Objective

- To upskill students on necessary hybrid skills and make them job ready in short time-span.
- To create a bridge between Industry and academia and narrow the gap between Industry expectation and supply.
- Ensure smooth transition of students from campus to corporate.



Courses

About Short Term Course

 **CCRM** – Certificate course in retail management

 **CCSM** – Certificate course in sales and marketing

 **DM** - Digital marketing

 **CCPO** – Certificate course in process outsourcing

 **PGL** - Personality growth lab

 **ED** - Entrepreneurship development

 **JEO** – Job Engine Optimization

STC Milestones

- Established in 2009 the idea of short-term
- We started with 2 short-term courses and
- 1000+ students have been placed through
- Conducted multiple placement drives all o
- On a mission to train and place 5000 stud

CCRM

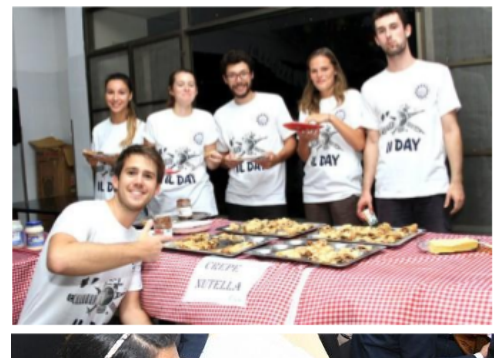
The Certification Program in Retail Management will enable students to learn about the retail industry, and understand various concepts related to retailing and retail operations. The course provides concepts of purchasing, finance, marketing, inventory management, hiring, and staff and operations. Retail management covers both the upkeep of retail locations and the delivery of goods to clients from these locations. It involves luring customers into the store and then offering them things in accordance with their requirements and preferences. In addition to managing retail stores, retail management also entails managing a brand's reputation, preserving customer connections, managing sales, monitoring customer orders at the store, managing products, and interacting with customers directly. The course would be of immense help for individuals who want to start their career in the Retail sector.

Key Highlights

- Understanding Retail landscape & ecosystem.
- Learning about different formats of Retail.
- Retail Operations.
- Category Management.
- Retail Mathematics and KRAs.
- 100% placement
- Interview preparation classes and mock interviews
- Learn at fully functional IT labs
- Get a recognized certificate
- State of the art infrastructure
- Fully Wi-Fi enabled campus with hostel

WHAT IS INCLUDED IN THE FEE?

- Academic course
- Programme kit
- Accommodation for two weeks
- Ranchi Airport or Railway Station Pick Up
- Breakfast and lunch vouchers Monday to Friday (two weeks)
- Two industrial visits
- Two cultural visits
- Programme of social events
- National Industry Collaboration
- Certificate of attendance



Course Fee Structure

Fee per student

Rs:- 25,000/-

Discount available for groups of 10 students

DATE

DURATION

30 Days Online
15 Days Offline

CCSM

Introduction: Sales and marketing are very important functions of a business. Companies need to sell their products in the market to generate revenue. As the industry expands and new start-ups come into existence, there will be more and more demand for sales professionals. Although being a very promising career most students fail to create a career in sales and marketing due to following reasons:

1. Lack of relevant industry knowledge and skills.
2. Lack of career roadmap.
3. Lack professional etiquettes.
4. Lack knowledge of market dynamics.

Many students have all the potential to become a successful professional provided they are given adequate training and guidance. KIMDS has come up with this innovative short-term course to assist such students in acquiring required knowledge and skills and get a job in the field of sales.

WHAT IS INCLUDED IN THE FEE?

- Academic course
- Programme kit
- Accommodation for two weeks
- Ranchi airport railway station pick-up
- Breakfast and lunch
- One industrial visit
- Two cultural visits
- Programme of social events
- National Industry Collaboration
- Certificate of attendance



COST STRUCTURE

Cost per student

Rs:- 20,000/-

Discount available for groups of 10 students

DURATION

15 Days Online
15 Days Offline

DATE

Digital Marketing

Digital marketing is vital for any business and brand awareness. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. Digital marketing is a vast umbrella term that covers multiple areas from SEO to blog writing and distribution channels to budgets.

Digital marketing refers to the creation and dissemination of content through digital media channels-websites, landing pages, social media, email, and mobile applications- and the promotion of that content using a variety of strategies across paid, earned, and owned digital channels, including SEO, SEM, Pay-per click (PPC) advertising, content syndication, social, email, text and more.

Modern digital marketing comprises a broad system of channels including: Bulk SMS, Email marketing, WhatsApp marketing, social media marketing, Voice call marketing, voice call marketing, Google AdWords, SEO (Search Engine optimization), Content marketing, Affiliate marketing, Blog marketing, Influencer marketing and Pay Per Click.

Key Highlights

- Global Reach
- Niche Targeting
- Affordability
- Trackable & measurable results
- Improved Conversion rates
- A/B testing
- Personalization
- Win customer loyalty
- Higher Engagement.
- Increase social currency.
- Survive the competition.

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Course Fee Structure

Fee per student

Rs:- 50,000/-

Discount available for groups of 10 students

DURATION

90 Days Offline

CCPO

The outsourcing sector has been a major contributor to the GDP of India amounting to about 154 bn USD in 2019 and forecast suggest the figure to be around 2.6 trillion USD in 2023. Business process outsourcing (BPO) companies and Knowledge process outsourcing (KPO) companies have thrown open exciting job opportunities to youngsters and professionals in India. This is a field that has employed millions of professionals and given them an international working environment with great salary packages. These are companies that hire resources on their payroll and offer them work from their customers empaneled from different countries. The work these resources do may vary from back-office jobs, middle office jobs and front office jobs in domains like medical transcription, content writing, software programming, consulting, financial services, legal services, intellectual property and patent related services, engineering related services, web development, CAD/CAM applications, business research and analytics, legal research, clinical research, publishing and market research.

WHAT IS INCLUDED IN THE FEE?

- Academic course
- Programme kit
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- Ranchi airport railway station pick-up
- Breakfast and lunch
- One industrial visit
- Two cultural visits
- Programme of social events

- National Industry Collaboration
- Certificate of attendance



COST STRUCTURE

Cost per student

Rs:- 40,000/-

Discount available for groups of 10 students

DATE

DURATION

30 Days Online

PGL

Our Interpersonal skills are the first thing that defines and distinguishes us at work interview, in any company, in society. Climbing every ladder whether it be the academic ladder, corporate ladder or entrepreneurial ladder, it is very important to possess the basic interpersonal skills like presentation skills, communication skills and speaking skills. In such competitive times the industries perceive that the candidates must already possess these skills and even highly educated and gifted, technically skilled and able people sometimes struggle with self-confidence. Employers' top traits, such as professionalism, passion, and interpersonal skills, are all by-products of confidence and personality development when hiring or promoting a candidate. Confident individuals benefit firms in the long run because they are more productive, forceful contributors, terrific motivators, and excellent role models.

Key Highlights

- Learn from certified mentors and recognized faculties
- Most updated and practical curriculum
- Get a recognized certificate
- Live practice and mock sessions
- State of the art IT lab

WHAT IS INCLUDED IN THE FEE?

- Academic course
- Programme kit
- Accommodation for two weeks
- Ranchi Airport or Railway Station Pick Up
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- Two industrial visits
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- Certificate of attendance



Course Fee Structure

Fee per student

RS:- 15,000/-

Discount available for groups of 10 students

DURATION

ED

This land is a land of dreamers. Our youth have dreams in their sparkling eyes to become a successful entrepreneur and live a happy and fulfilling life. There are huge number of opportunities about which our students are unaware.

Our nation needs a greater number of entrepreneurs. Keeping this in mind our central government also has come up with various schemes to promote entrepreneurship. Government of India is offering financial assistance to the entrepreneurs through loans, subsidies and grant.

KIMDS has started this innovative and unique short-term course to assist students who are interested in becoming an entrepreneur.

WHAT IS INCLU DED IN THE FEE?

- Academic course
- Programme kit
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- Breakfast and lunch
- One industrial visit
- Two cultural visits

- Programme of social events
- National Industry Collaboration
- Certificate of attendance



COST STRUCTURE

Cost per student

Rs:- 25,000/-

Discount available for groups of 10 students

DATE

DURATION

JEO

Job Engine Optimization aims to fill the skills gap that is the principal factor of un-employability world-wide. The hard skills we learn in schools and colleges must be executed with precision and planning to create a fruitful career for ourselves. In this certification course a student gets trained on every aspect from resume building to salary negotiation. JEO focuses on optimizing the existing skillset of an individual and empower them with the necessary tools and techniques to secure a good job and start a great career. After this course our students have secured very good jobs in very reputed organizations.

Kejriwal Institute of Management offers a very unique blend of online and offline classroom experience with very practical training and 100% placement assistance.

- The most updated and effective job optimization curriculum.
- Learn from renowned faculties and industry experts
- Professional profile building
- Online presence and branding
- Learn to crack job interviews with confidence
- Mock GDs, live interview preparation classes
- Personality development classes
- State of the art IT lab infrastructure
- Fully Wi-Fi enabled campus with hostel and mess facility

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DATE

WHAT IS INCLUDED IN THE FEE?

- Academic course
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Course Fee Structure

Fee per student

Rs:- 20,000/-

Discount available for groups of 10 students

DURATION

30 Days Online



COURSES

Digital
Marketing

Certificate Course in
Retail Management

Certificate course in
sales and marketing

Certificate Course
in Process
Outsourcing

Personality
Growth Lab

Entrepreneurship
Development

COST STRUCTURE

Cost per student | Approx.

Discount available for groups of 10 students

About



