



SRM
UNIVERSITY
(Under section 3 of UGC Act 1956)



Certificate Course on IT Tools for MSME

Offered by PPP Infotech Limited in association with SRM-CESD.

குறு மற்றும் சிறு தொழில் நிறுவனங்களின் மேம்பாட்டிற்கான -
தகவல் தொழில் நுட்ப சான்றிதழ் படிப்பு



Adopt & Grow rapidly

Prospectus

SRM - CESD
SRM Centre for Entrepreneurship
and Skill Development

SRM Centre for Entrepreneurship and Skill Development

SRM Nagar, Kattankulathur, Kanchipuram District - 603203. Phone : 91-44-2741 7018

Certificate Course on IT Tools for MSME

(Theory, Practical, On-Site & Off-site Training)

by

SRM - CESD in association with PPP INFOTECH LTD

About CESD ::

SRM Centre for Entrepreneurship and Skill Development (SRM-CESD) is an Institute established to promote youth with empowerment by providing them opportunity to acquire new skills through vocational training programmes. SRMCESD offers Certificate programs with industrial partnership imparting technical skills with basic theoretical concepts. The main aim of SRM-CESD is to empower the school students, school drop outs, unemployed and disadvantaged persons through appropriate skill development, leading to gainful employment or to become an entrepreneur.

About PPP ::

The history of PPP is as old as the history of Internet in India itself. Founded in 1995, PPP is one of the leading Internet software product developers in India and has played a significant role in creating and establishing user friendly products and services since the advent of Internet in India. PPP founded the Chennai chapter of the Internet Users Community of India (IUCI) and coordinated between various agencies to propel the growth of Internet use and notably instrumental in achieving - first Internet access node outside Chennai (in Trichy), decongestion of Internet dial-up lines and introduction of 172226 lines, publishing of SSLC, +2 exam results online. The company was instrumental in unleashing the Internet browsing center revolution in Chennai, which led the way for the whole country. The company has conducted thousands of seminars, training programs on Internet awareness, technology and usage for all segments of people. In the year 1999, for the first time in India, PPP created the Online Model Exam for TNPCEE for the benefit of student community. PPP in association with Government agencies offered Internet solutions to private and Government educational institutions in India. PPP's software products have been acclaimed by Indian and International media and featured in all leading magazines and websites abroad. The company's dedication in offering the best quality products and services constituted the key strategic factors towards success.

Course Objective ::

This Course is to create and Empower I.T. Executives of the SME sector with Best Practices of Information and Communication Technology for their Business Productivity, Growth and Essentially Cost Control measures in their competitive business environment.

Eligibility : HSC (+2) or Any Diploma with exposure to computers and internet.

Age & Sex : No bar

Course Fee : Rs. 6500/- (Rupees Six Thousand Five Hundred only)

Admission Procedure :

Candidates should fill the Application Form with passport size photo and course fee of Rs.6500/- is to be paid by DD in favour of "SRM IST Examinations" payable at Chennai. Application Form along with DD can be submitted to either PPP Infotech Ltd or to SRM-CESD. Application can be obtained from the offices of SRM-CESD and PPP Infotech Limited as well as can be downloaded from the websites "srmuniv.ac.in/srm-cesd" and "www.kbsedu.in"

Course Duration ::

➤ Duration : 6 Months, 24 Days (One Class / Week) , 120 Hrs

	Theory	Practical	Onsite	@5hrs/Class
Module I	6	4	-	50 hrs
Module II	6	4	-	50 hrs
Module III	-	-	4	20 hrs
	12	8	4	120 hrs

Structure of the Course ::

- Three (3) modules.
- For module I & II - 2 papers (one theory & one practical)
- For module III - On-site Training

Evaluation & Certificates:

Students will be evaluated on continuous basis by external agencies authorized by SRM University as per the guidelines provided. Final examinations will be conducted by the University and Certificates will be awarded by SRM University.

➤ **SYLLABUS**

➤ **Module I :: IT Infrastructure**

Theory : Hardware and Networking Concepts related to MSME - role in identifying the hardware requirements, choosing configurations, Networking specifications, Inter-branch networking, Peripheral needs for the organization, Vendor, Service provider selection - Data Centre, Web, Email & Application Hosting, - Customer Relationship Management, Business Applications - Firewall - Cloud computing - Backup and Storage.

Practicals : Servers and Desktops - Peripherals - Networking products - Software & Hardware Firewall, File Backup & Restore, Business software, ISP Connectivity types and ISP's services with case studies.

➤ **Module II :: Internet and Communication Technology for Business**

Theory : How to develop Business through Website, Internet - Domain, Brand protection - Mail Server - Email Communication, Internet Usage, Bandwidth Usage - Search Engine Optimization and its benefits. Case Studies - Email without Internet - SMS without Mobile Phone – Google secrets – Developing online portals – Shopping cart – Content Management Systems – E-Commerce - Payment Gateways.

Practice : Doing business online - Business Email communication, Internet domain registration, domain extensions, Email headers - Location of Email sender - Identifying Phishing/Scam emails. Spam scoring in Email, Website traffic analysis - Making payments online (Do's & Don'ts), Business application software usage.

➤ **Module III :: Challenges and Solutions – Training - On-site**

IT security trends, Internet and Email Security, Virus, Spyware, Malware, IP attacks threats, Protection - Business Data Security, Backup - Firewall – Technology and Selection of Products and Services.

➤ **Course Benefits :**

- This program is practically designed to impart the Technical Knowledge to System Executives to address their needs, expectations to develop their Business using Information and Communication Technology with the Latest Trends and Products, Services and Solutions.
- This program is catering to the business owners' expectations in terms of Cost Control Measures from their IT executive/department.
- This program will particularly give Peace of Mind to the Business Owner, Director, CEO to create a secured environment for the Data Security, Systems and Processes to overcome human challenges/errors faced by the SME sector quite often.
- This program surely benefits the IT Executive to work professionally on par with the International Standards and Produce Bottom Line Results / Outcome to the Management with available resources and technology cost effectively.
- This course will equip the I.T executive to support the SME's business with the acquired knowledge.

For Further Details Contact:

PPP Infotech Limited,

**"PPP Enclave", No. 9/1, Manjulai First Street, Ekkaduthangal, Chennai – 600032
Tel : 91-44-22250964, 22250643 Website : www.kbsedu.in Email : mail@kbsedu.in**

SRM-CESD

SRM Nagar, Kattankulathur – 603203, Kanchipuram District. Tel: 91-44-27417018

SRM-CESD CENTER FOR ENTREPRENEURSHIP AND SKILL DEVELOPMENT

APPLICATION FOR ADMISSION TO PROGRAMME FOR BOTH MEN AND WOMEN

1. Name of the Applicant : _____

2. Father's / Husband's Name : _____

Application No.

PPP

3. Applicant's Date of Birth :

4. Address for correspondence : _____

Phone No.

Mobile no.

Email ID.

Affix Latest Passport
size Photograph

5. Gender : Male / Female

6. Marital status : Married / Unmarried

7. Special category : Differently abled / Not applicable

8. Employment status : Employed / Unemployed

9. Highest educational qualification :

10. Course name :

11. Fees payment details :

Amount :

DD Number :

Date :

Name of the Bank :

12. List of attested copies of documents (Please tick) :

i. Special category proof : Yes No

ii. Proof of educational qualification : Yes No

iii. Proof of Date of Birth : Yes No

DECLARATION BY THE APPLICANT

I hereby declare that I have read and understood the conditions of eligibility for the programme for which I seek admission. I fulfill the minimum eligible criteria and have provided necessary information in this regard. In the event of any information being found incorrect or misleading after admission, my candidature shall be liable for cancellation by the University at any time and I shall not be entitled to claim refund of any fee paid by me to the University.

Date :

Signature of the Applicant