



# Management Fundamentals

**Vskills Certifications**

Vskills Brochure



Skills for a secure future

# Management Fundamentals

The goal of management training is to increase the productivity of all employees by motivating and educating managers. Working as a manager can be a challenging and exciting career and can be lucrative as you work your way up.

Vskills certification of management fundamentals, assess candidates in various skill areas of management. It enables an individual to be effective manager.

### Why should one take this certification?

The focus on developing management skills is increasing in intensity due to ever competitive environments.

Effective management skills position you to act as an effective leader and problem-solver in organization.

The certification of management fundamentals, covers

- ✓ Accounting
- ✓ Finance
- ✓ Human Resource
- ✓ Sales & Marketing
- ✓ IT Management
- ✓ Leadership
- ✓ Quality
- ✓ Operations
- ✓ Strategy Management
- ✓ Communication
- ✓ Legal

### Who will benefit from taking this certification?

Management Fundamentals certification is being increasingly taken by a large number of working professionals across the industry. Also, students desirous of succeeding in their careers, find this certification as a useful addition to their CV.

### How will I benefit from taking the certification?

Management Fundamentals certification is being increasingly taken by a large number of working professionals across the industry. Also, students desirous of succeeding in their careers, find this certification as a useful addition to their CV.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

### Fee Structure

Rs. 14,999/- (Excludes taxes)\*

\* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

# Table of Contents

## **1. Accounting**

- 1.1 Meaning and Scope of Accounting
- 1.2 Taxation
- 1.3 Banking & Finance
- 1.4 Costing and Auditing
- 1.5 Investment and Financial Market
- 1.6 Intro to Tally
- 1.7 GST

## **2. Finance**

- 2.1 Financial Management
- 2.2 Financial Statements
- 2.3 Fixed Capital Analysis
- 2.4 Capital Structure and Dividend Policy
- 2.5 Working Capital Analysis
- 2.6 Cash Management Analysis
- 2.7 Foreign Exchange
- 2.8 Technical Analysis
- 2.9 Treasury
- 2.10 Commodity Exchange
- 2.11 Financial Risk Management
- 2.12 Mergers and Acquisitions
- 2.13 Introduction to Hedge Funds
- 2.14 Globalization & International Finance

## **3. Human Resource**

- 3.1 Strategic Human Resource Management
- 3.2 Strategic Human Resource Planning
- 3.3 Strategic Staffing
- 3.4 Recruitment of Right Resources
- 3.5 Compensation Management
- 3.6 Performance Based Compensation
- 3.7 Employee Motivation and Benefits
- 3.8 Performance Appraisal
- 3.9 Training Development & Education
- 3.10 Training Skills and Techniques

## **4. Sales & Marketing**

- 4.1 Introduction to Marketing Management
- 4.2 Developing Marketing Strategies and Plans
- 4.3 Capturing Marketing Insights
- 4.4 Analyzing Consumer and Business Markets
- 4.5 Identifying Market Segments and Targets

- 4.6 Sales & Theories of Selling
- 4.7 Sales Forecasting
- 4.8 Creating Brand Value
- 4.9 Brand Management
- 4.10 Consumer Behavior
- 4.11 Market Planning
- 4.12 International Marketing

### **5. IT Management**

- 5.1 Data Management & Online Analytical Processing
- 5.2 Business Intelligence
- 5.3 Business Analytics
- 5.4 Predictive Modeling
- 5.5 Forecasting
- 5.6 Evolution of ERP
- 5.7 ERP System
- 5.8 Big Data
- 5.9 Computer Fundamentals

### **6. Leadership**

- 6.1 Leadership Principles
- 6.2 Understanding Human Behavior
- 6.3 Emotional Intelligence
- 6.4 Team Management
- 6.5 Motivating Individuals
- 6.6 Conflict & Negotiation Management
- 6.7 Organizational Leadership
- 6.8 Project Management
- 6.9 Global Business Leadership
- 6.10 Business Strategy
- 6.11 Innovation Management

### **7. Quality**

- 7.1 Six Sigma
- 7.2 Six Sigma Project Management
- 7.3 Lean Basics
- 7.4 Lean Six Sigma
- 7.5 Lean Management
- 7.6 Kaizen Management
- 7.7 Total Productive Maintenance
- 7.8 Total Quality Management
- 7.9 Service Quality Management

### **8. Operations**

- 8.1 Organizational Operations Management
- 8.2 Supply Chain Management
- 8.3 Inventory Management
- 8.4 Logistics Management
- 8.5 Operations Scheduling
- 8.6 Facility Management
- 8.7 Customer Focus Management
- 8.8 Project Planning and Scheduling
- 8.9 Product and Process Design
- 8.10 Production Planning Control

### **9. Strategy Management**

- 9.1 Strategic Management Intro
- 9.2 Strategic Decision Making
- 9.3 Change Management
- 9.4 Corporate Governance
- 9.5 Corporate Social Responsibility
- 9.6 Corporate Strategy
- 9.7 Strategic Planning
- 9.8 Risk Governance

### **10. Communication**

- 10.1 Business Communication
- 10.2 Diversity and Organizational Communication
- 10.3 Types of Communication
- 10.4 Business Etiquettes
- 10.5 Public relations
- 10.6 Marketing PR and Marketing Communication
- 10.7 Media Relations
- 10.8 Corporate Image
- 10.9 Business Writing

### **11. Legal**

- 11.1 Intellectual Property Rights
- 11.2 Business Law
- 11.3 Company Law
- 11.4 Corporate Law
- 11.5 Contract Law
- 11.6 Labor Law
- 11.7 Cyber Law
- 11.8 Sexual Harassment Awareness

## Certifications

- ▶ **Accounting, Banking & Finance**
  - Certified GST Professional
  - Certified AML-KYC Compliance Officer
  - Certified Business Accountant
  - Certified BASEL III Professional
  - Certified GAAP Accounting Standards Professional
  - Certified Treasury Markets Professional
- ▶ **Big Data**
  - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
  - Certified Cloud Computing Professional
- ▶ **Design**
  - Certified Interior Designer
- ▶ **Digital Media**
  - Certified Social Media Marketing Professional
  - Certified Inbound Marketing Professional
  - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
  - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
  - Certified Fitness Instructor
- ▶ **Hospitality**
  - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
  - Certified HR Compensation Manager
  - Certified HR Staffing Manager
  - Certified Human Resources Manager
  - Certified Performance Appraisal Manager
- ▶ **Office Skills**
  - Certified Data Entry Operator
  - Certified Office Administrator
- ▶ **Project Management**
  - Certified Master in Project Management
  - Certified Scrum Specialist
- ▶ **Real Estate**
  - Certified Real Estate Consultant
- ▶ **Marketing**
  - Certified Marketing Manager
- ▶ **Quality**
  - Certified Six Sigma Green Belt Professional
  - Certified Six Sigma Black Belt Professional
  - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
  - Certified International Logistics Professional
  - Certified Logistics & SCM Professional
  - Certified Supply Chain Management Professional
- ▶ **Legal**
  - Certified IPR & Legal Manager
  - Certified Labour Law Analyst
  - Certified Business Law Analyst
  - Certified Corporate Law Analyst
- ▶ **Information Technology**
  - Certified Angular JS Professional
  - Certified Basic Network Support Professional
  - Certified Business Intelligence Professional
  - Certified Core Java Developer
  - Certified E-commerce Professional
  - Certified IT Support Professional
  - Certified PHP Professional
  - Certified Selenium Professional
- ▶ **Mobile Application Development**
  - Certified Android Apps Developer
  - Certified iPhone Apps Developer
- ▶ **Security**
  - Certified Ethical Hacking and Security Professional
  - Certified Network Security Professional
- ▶ **Management**
  - Certified Corporate Governance Professional
  - Certified Corporate Social Responsibility Professional
  - Certified Leadership Skills Professional
- ▶ **Life Skills**
  - Certified Business Communication Specialist
  - Certified Public Relations Officer
- ▶ **Media**
  - Certified Advertising Manager
  - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
  - Certified Sales Manager
  - Certified Telesales Executive

& many more job related certifications

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