Certificate in Building Service Businesses: Economy, Techniques, and Data Reporting

This course offers a comprehensive exploration of the dynamic service sector and its integral role in India's economic growth. Students will gain a deep understanding of the evolving service industry, examining its multifaceted nature, technological advancements, and significant employment opportunities. The curriculum also covers key aspects of entrepreneurship, including strategies for local and global business ventures, leadership, and government support for innovation. Additionally, the course delves into data analysis and visualization tools, equipping students with the skills to analyze trends, optimize service processes, and create impactful reports using platforms like Google Analytics and Google Data Studio.

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Fees ₹ 6000
(can be paid in 4 Installments)

Syllabus & Skills covered (120 hours)

- Economic Growth & Service Sector: Understanding India's economic evolution and the dynamics of employment in the service sector.
- Service Industry Insights: Analyzing the roles, challenges, and opportunities within modern service industries and comparing them with manufacturing processes.
- Entrepreneurship Strategies: Exploring local and global entrepreneurship, leadership, business strategies, and government support programs.
- Customer-Centric Service Management: Optimizing service processes through customer interaction and advanced techniques for service enhancement.
- Career & Growth in Service Sector: Identifying career opportunities, assessing industry trends, and fostering innovation in new business stages.
- Data Analysis & Visualization: Designing effective charts, interactive dashboards, and generating insights through Google Analytics and Google Data Studio.

Career Opportunities

- **Service Industry Research Analyst**
- **Business Development Associate**
- **Economic Research Assistant**
- **Customer Experience Analyst**
- **Operations Manager (Service Sector)**

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