



**MKCL**

|| Creating a Knowledge Lit World ||

DESK TOP PUBLISHING

PROGRAMMING

NETWORKING

VIDEO EDITING

HARDWARE

PROGRAMMING

3-D

ANIMATION

WEBSITE

DESIGNING

ERP

DESKTOP PUBLISHING

MODELING

IMAGE  
EDITING

IMAGE  
EDITING

2-D ANIMATION

SUCCESS

Riding the Waves of Success

MKCL's

**WAVE**

World-class Academy for Vocational Excellence

**YCMOU CERTIFIED JOB ORIENTED COURSES**

## World-class Academy For Vocational Excellence (WAVE)

'WAVE' is MKCL's flagship vocational education program for enhancing employability of the youth. WAVE courses offer actionable knowledge and job-orientation for a variety of industry sectors.

Maharashtra Knowledge Corporation Limited (MKCL) and Yashwantrao Chavan Maharashtra Open University (YCMOU) have entered into a path-breaking partnership to provide quality oriented vocational training to students preparing them for a variety of emerging careers. These programmes are unique and comprehensively designed to impart professional training and equip students with specific knowledge and skills required by different industries.

### JOB ORIENTED COURSES OF MKCL's WAVE

#### DIGITAL ARTS, GRAPHICS AND ANIMATION

- |  |             |
|--|-------------|
| ● WAVE Certificate in Image Editing        | Photoshop   |
| ● WAVE Certificate in Content Illustration | Illustrator |
| ● WAVE Certificate in Desk Top Publishing  | In Design   |
| ● WAVE Certificate in Web Designing        | Dreamweaver |
| ● WAVE Certificate in 2-D Animation        | Flash       |
| ● WAVE Certificate in Video Editing        | Premiere    |

#### FINANCIAL ACCOUNTING + ERP

- |   |             |
|---|-------------|
| ● WAVE Certificate in Financial Accounting with ERP | Tally.ERP 9 |
|---|-------------|

#### PROGRAMMING

- |                                       |           |
|---------------------------------------|-----------|
| ● WAVE Certificate in C Programming   | Turbo C   |
| ● WAVE Certificate in C++ Programming | Turbo C++ |

● Certification Partner ●



ज्ञानमया प्रदीपते

YASHWANTRAO CHAVAN MAHARASHTRA  
OPEN UNIVERSITY

## WAVE Certificate in Image Editing (Photoshop)



This course will lay foundation for further courses in Digital Arts and will help the Learner choose a career path as a Digital Artist. At the end of the course the Learner will gain competencies to appear for the International Certification: Adobe Certified Expert - Photoshop

Eligibility	MS-CIT or Equivalent
Job Opportunities	Designer, Graphic Editor, Illustrator, Background Artist
Software Tools for Hands-on	Adobe Photoshop CS5, Soundbooth
Certification	YCM Open University

Topics Covered : Basics and Principles of Computer Graphics, Graphic editing of raster images etc.  
For detailed syllabus please visit [www.mkcl.org/WAVE/photoshop](http://www.mkcl.org/WAVE/photoshop)

## WAVE Certificate in Content Illustration (Illustrator)



This course will lay foundation for further courses in Digital Arts and will help Learner to choose a career path as an Illustrator. At the end of the course the Learner will gain competencies to appear for the International Certification: Adobe Certified Expert - Illustrator

Eligibility	MS-CIT or Equivalent
Job Opportunities for Animations	Designer, Illustrator, Background Artist, Key-frame Artist
Software Tools for Hands-on	Adobe Illustrator CS5, Soundbooth
Certification	YCM Open University

Topics Covered : Fundamentals and Principles of Computer Graphics, Graphic Editing of vector images.  
For detailed syllabus please visit [www.mkcl.org/WAVE/illustrator](http://www.mkcl.org/WAVE/illustrator)

## WAVE Certificate in Desk Top Publishing (InDesign)



This course will lead the Learner to a career path in Print Media Industry in which s/he will be engaged in designing of Advertisements, Brochures, News paper layouts , Book designing etc. At the end of the course the Learner will gain competencies to appear for the International Certification: Adobe Certified Expert - InDesign

Eligibility	MS-CIT or Equivalent, Photoshop, Illustrator
Job Opportunities	Designer, Illustrator, Background Artist, Key-frame Artist for Animations
Software Tools for Hands-on	Adobe InDesign CS5
Certification	YCM Open University

Topics Covered : Principles and Basics of print media, Designing layouts with vector and raster graphics using Adobe InDesign.

For detailed syllabus please visit [www.mkcl.org/WAVE/indesign](http://www.mkcl.org/WAVE/indesign)



## WAVE Certificate in Web Designing (Dreamweaver)



This course will enable Learner in designing aesthetic and ergonomic web pages. At the end of the course the Learner will gain competencies to appear for the International Certification: Adobe Certified Expert - Dreamweaver

Eligibility	MS-CIT or Equivalent, Photoshop, Illustrator
Job Opportunities	Web Page Designer, Web Designer
Software Tools for Hands-on Certification	Adobe Dreamweaver CS5 YCM Open University

Topics Covered : Principles and Basics of Web Page Design, HTML, CSS and Javascript introduction, Hands-on experience using Dreamweaver for creating rich web sites.

For detailed syllabus please visit [www.mkcl.org/WAVE/dreamweaver](http://www.mkcl.org/WAVE/dreamweaver)

## WAVE Certificate in 2-D Animation (Flash)



This course will lead the learner to a path of Animator, Flash Website Designer and Interactive Multimedia Developer. At the end of the course the Learner will gain competencies to appear for the International Certification: Adobe Certified Expert - Flash

Eligibility	MS-CIT or Equivalent, Photoshop, Illustrator
Job Opportunity	2D Animator, Flash Web Page Designer, Interactive Multimedia Artist
Software Tools for Hands-on Certification	Adobe Flash CS5 YCM Open University

Topics Covered : Principles and Basics of 2D animation, Developing web sites, Interactive presentations, Web animations and 2D animations using Adobe Flash.

For detailed syllabus please visit [www.mkcl.org/WAVE/flash](http://www.mkcl.org/WAVE/flash)

## WAVE Certificate in Video Editing (Premiere)



This course will cover the principles and basics of motion graphics, video editing and audio editing and will give hands-on experience on software's like Adobe Premiere. At the end of the course the Learner will gain competencies to appear for International Certification: Adobe Certified Expert –Premiere

Eligibility	MS-CIT or Equivalent, Photoshop, Illustrator
Job Opportunity	Video Editor
Software Tools for Hands-on Certification	Premiere CS5 YCM Open University

Topics Covered : Principles and Basics of Motion Graphics, Video editing and Audio editing.

For detailed syllabus please visit [www.mkcl.org/WAVE/Premiere](http://www.mkcl.org/WAVE/Premiere)



## WAVE Certificate in Financial Accounting with Tally ERP 9

This course offers hands on experience of Tally.ERP 9.

Eligibility	MS-CIT or Equivalent and basic knowledge of accounting
Job Opportunities	Suitable position as an ERP professional in Finance/Accounts section in any organization
Software Tools for Hands-on	Tally 9.0, Tally .ERP 9
Topics Covered	Introduction to the Basics and Advanced Financial Accounting, Inventory, Business Management, Document Printing, Software Maintenance & Upgrades,TDS, VAT – Value Added Tax, Service Tax, Introduction to Payroll, Introduction to Excise for Manufactures, Introduction to Excise for Dealers, Introduction of Tally.NET
Certification	YCM Open University

For detailed syllabus visit [www.mkcl.org/WAVE/tally.erp9](http://www.mkcl.org/WAVE/tally.erp9)

## WAVE Certificate in Programming

- WAVE Certificate in C Programming
- WAVE Certificate in C++ Programming

Eligibility	MS-CIT or Equivalent
Job Opportunities	Programmer, Embedded Programmer, System Engineer, System S/W Engineer, Network Security, Engineer, Game Programmer, Windows UI Programmer, AI - Artificial Intelligence Programmer, System Analyst, Simulation Developer
Software Tools for Hands-on	Borland C++ 4.5 Turbo C++ V 3.0
Certification	YCM Open University

For detailed syllabus please visit [www.mkcl.org/WAVE/programming](http://www.mkcl.org/WAVE/programming)



## HIGHLIGHTS

### DURATION:

**DIGITAL ARTS | GRAPHICS | ANIMATION | FINANCIAL ACCOUNTING | PROGRAMMING**

- Duration of each course - **120 hours for Learning and Assessment**
- 12 weeks (3 months): 6 days/week: 2 hours/day

### IMPORTANT DATES AND BATCH SCHEDULES :

- Courses commence normally on 15th of every month
- Batch timings as per the convenience of the Learner

### CENTERS:

- Courses available at MKCL's WAVE Authorized Learning Centers
- To locate nearest Authorized Learning Center (WAVE - ALC), please visit [www.mkcl.org/wave/ALC](http://www.mkcl.org/wave/ALC)

### ACADEMIC APPROACH

- The Academic Approach of the courses focuses on the 'work centric' education of specific software tools
- Learners master the differential skills related to the use of the tool to improve the given ready-made outputs.
- Learners are then exposed to 'simple application development' methodology
- Learners are exposed to case studies through the various 'real-life applications' of the tool(s) developed by experts
- The ultimate objective is to empower the Learner to engage in 'socially useful and productive work'

### ACADEMIC DELIVERY:

- Self- learning sessions based on interactive eLearning content delivered through MKCL's eLearning Platform namely ERA ( eLearning Revolution for All) at WAVE - ALC
- Hands- on sessions and Assignments on specific tools

### ASSESSMENT METHODOLOGY

- The eLearning material is continuously punctuated with a variety of formative eAssessment experiences
- Continuous Evaluation Marking Scheme
  - Learning :Viewing the Interactive eLearning content 25 marks
  - Differential Skills Attainment : Through Challenges 25 marks
  - Integral Skills Attainment: Online Practical Tests Involving Development of Real-Life Case Studies 25 marks
  - Mini-Projects: Five real-life case studies developed by learner and published in ePortfolio 25 marks

### MEDIUM OF LEARNING:

- English/Hindi/Marathi

### FEES:

- ₹ 3000/- per Certificate Course (Inclusive of course fee and examination fee)



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website : [www.mkcl.org/WAVE](http://www.mkcl.org/WAVE)

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यशवंतराव चव्हाण

YASHWANTRAO CHAVAN MAHARASHTRA  
OPEN UNIVERSITY

For more details please call 93265 52525

MKCL's WAVE Authorised Learning Center

## MKCL's World-class Academy For Vocational Excellence (WAVE)

'WAVE' is MKCL's flagship vocational education program for enhancing employability of the youth. WAVE courses offer actionable knowledge and job – orientation for a variety of industry sectors.

Maharashtra Knowledge Corporation Limited (MKCL) and Global Talent Track (GTT) have entered into a path-breaking partnership to provide quality oriented vocational training to students preparing them for a variety of emerging careers. The programmes are unique and comprehensively designed to impart professional training and equip students with specific knowledge and skills required by different industries.

### Job Oriented Courses offered by MKCL and GTT

- + Diploma in Retail Management
- + Diploma in Customer Service Management
- + Diploma in Selling Skills
- + Diploma in Banking, Financial Services and Insurance (BFSI)

MEDIUM: English | COURSE DURATION: 132 hours | FEES: ₹ 3200/- per course

### Diploma in Retail Management

Because of the evolution of retail industry, today we see multistoried malls and huge shopping centers which offer food, shopping and entertainment under one roof. There is a constant demand for trained Retail management professionals in the industry for processing merchandised shipments, achieving sales and profitability and administration. This course will impart the professional training pertaining to Retail sector.

**Job Opportunities** Purchase Associates, Merchandisers, Marketing Associates, Store Associates, IT Associate, Efficiency Experts, Facility Associates, Sales Representatives at various retail stores and malls.

**Topics Covered** Basics of Retail, Consumer Behaviour, Use of IT in Retail Sector, Customer Service and Selling Skills, Retail Store formats, Grooming and Personality Development, Store Processes, Store Design and Visual Merchandising.

For detailed syllabus please visit [www.mkcl.org/wave/WAVE-Retail](http://www.mkcl.org/wave/WAVE-Retail)



## Diploma in Customer Service Management

Customer service is one of the key drivers to increase customer loyalty and the company revenue. Providing effective customer support has become an important priority for companies. Professionals having valuable customer service expertise to develop valued customer relationships are in great demand. This course will provide the actionable knowledge related to customer service in a variety of industry sectors.

Job Opportunities	Customer Care Associates & Customer Service Executive in Retail, FMCG, Insurance, Manufacturing, Hospitality, BPO & Banking industry.
Topics Covered	Profiles of Customers, Importance of Customer Service, Customer Service Culture, Managing Customer Needs, Making and accepting offers, Negotiation Skills and Communication Skills.

For detailed syllabus please visit [www.mkcl.org/wave/WAVE-Customer service](http://www.mkcl.org/wave/WAVE-Customer service)

## Diploma in Selling Skills

Product selling today is a specialized and challenging field as the consumer today has many choices to choose from while making buying decisions. The course on consumer product selling addresses all the aspects related to selling, marketing and stages of sales process.

Job Opportunities	Direct Sales Executives, Retail Associates, Merchandisers, Sales Representatives in various Service, Manufacturing, FMCG, Hospitality organisations.
Topics Covered	Differentiating Marketing and Sales, Understanding Customer Needs, Understanding Competition, Display and Demonstrations, Negotiation Skills, Communication Skills, Selling and Closing Skills.

For detailed syllabus please visit [www.mkcl.org/wave/WAVE-Selling skills](http://www.mkcl.org/wave/WAVE-Selling skills)

## Diploma in Banking, Financial Services and Insurance (BFSI)

The 'Banking, Financial Services and Insurance' sector constantly requires trained manpower. India has opened foreign direct investments in banking and financial sector hence lot of multinationals are entering in the BFSI sector. Because of these investments and new ventures, lot of job opportunities are created in this sector. This course will impart a professional training related to BFSI sector.

Job opportunities	Financial Planning Advisor, Banking Associates, Liabilities Account Sales Officer, Phone Banking, Asset Account Sales Officer, Equity and Commodity Relationship Manager, Credit card Sales Officer with Financial Agency etc.
Topics Covered	Introduction to BFSI products, Credit cards, Deposits, Insurance, Loans, Communication and Selling Skills, Phone Banking Operations, Financial Planning.

For detailed syllabus please visit [www.mkcl.org/wave/WAVE-BFSI](http://www.mkcl.org/wave/WAVE-BFSI)



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GlobalTalentTrack

website : [www.mkcl.org/WAVE](http://www.mkcl.org/WAVE)

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