

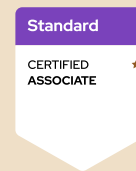
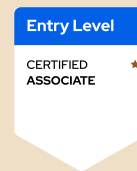
# Professional Certification Courses

 *informatica*

**Academy** Course Catalog

[www.informatica-group.com](http://www.informatica-group.com)

# WordPress (Front-end) Development



## Course Overview

Course	WordPress Front-end Development
Duration	2 / 3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required



## About the course

Unlock the power of WordPress with our comprehensive course. Learn to design, build, and manage professional websites with ease. Master themes, plugins, SEO, and customization techniques to create responsive, user-friendly sites that stand out. Perfect for beginners and those looking to enhance web development skills.

## What you'll learn

- ✓ Create a responsive website using HTML to structure content, CSS to handle visual style, and JavaScript to develop interactive experiences.
- ✓ Learn Bootstrap CSS Framework to create webpages and work with GitHub repositories and version control.
- ✓ Learn to use React in relation to Javascript libraries and frameworks.
- ✓ Prepare for a coding interview, learn best approaches to problem-solving, and build portfolio-ready projects you can share during job interviews.

### DID YOU KNOW?

More than 409 million people view about 20 billion pages on WordPress every month

# 42%

share of the web that uses WordPress

# 37%

WordPress market share in the top 10,000 websites

# 44%

of CMS websites run on WordPress

# 30%

fortune 100 sites powered by WordPress

## Career services

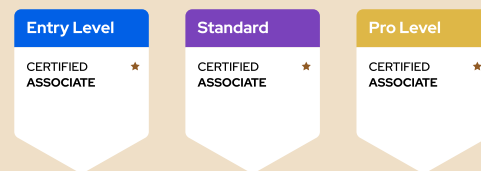
Our Career Services team will help you develop your professional skills through a number of key areas:

- > Establishing your career pathway
- > Building your employability
- > Self-help career resources
- > Finding work
- > Events and workshops
- > Building a professional network
- > Career advice
- > Career news
- > Your future beyond graduation
- > Career development learning

Unlock WordPress mastery today—enroll in our course and transform your skills!

[LEARN MORE](#)

# Search Engine Optimizations



## Course Overview

Course	Search Engine Optimizations
Duration	2 / 3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

## About the course

Discover the power of SEO with our course. From understanding search engine algorithms to implementing effective strategies, learn how to optimize your website and drive organic traffic. Elevate your digital presence and achieve your business goals with our expert-led SEO training.

## What you'll learn

- ✓ Fundamentals of SEO: Understanding what SEO is, how search engines work, and why it's essential for businesses and websites.
- ✓ Keyword Research: Learning how to find and prioritize the right keywords for your website based on relevance, search volume, and competition.
- ✓ On-Page SEO: Techniques to optimize individual web pages to rank higher and earn more relevant traffic. This includes optimizing meta tags, headings, content, & images.
- ✓ Off-Page SEO: Strategies to build authority and credibility for your website through link building, social media promotion, and other external factors.



### DID YOU KNOW?

Search Engine Market Share Q2 2024

# 94%

of all searches happen on a Google.com property

**68%** percentage of population making searches each day

**87%** of smartphone owners use search engine daily

**97%** of content gets no traffic from Google

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Boost your site's ranking—join our SEO course and excel!

[LEARN MORE](#)

# Graphic Design

**Entry Level**  
CERTIFIED ASSOCIATE ★

**Standard**  
CERTIFIED ASSOCIATE ★

**Pro Level**  
CERTIFIED ASSOCIATE ★

## Course Overview

<b>Course</b>	Graphic Design
<b>Duration</b>	3 / 6 Months, Part-time
<b>Study mode</b>	On campus
<b>Campus</b>	Informatica Group
<b>Requirements</b>	No prior experience required



## About the course

The Fundamentals of Graphic Design course is designed to introduce you to the essential principles and techniques of graphic design. Through a series of hands-on projects, you will learn how to create visually compelling designs that effectively communicate messages and engage audiences. This course covers a wide range of topics including typography, color theory, composition, and the use of various design software.

## What you'll learn

- ✓ Master key principles such as balance, contrast, emphasis, and movement to create visually engaging and effective designs.
- ✓ Develop skills in selecting and manipulating type to enhance readability, create visual hierarchy, and ensure cohesive and professional text layouts.
- ✓ Understand the use of the color wheel, color harmony, and the psychological impact of color to create visually appealing and emotionally resonant designs.
- ✓ Learn to structure your designs using grid systems, the rule of thirds, & white space to achieve balanced and dynamic compositions.

### DID YOU KNOW?

A degree isn't required for graphic design, but a course enhances skills and field understanding.

**90%**

of designers prefer working freelance

**33%**

of the top 100 brands currently use the color blue in their logo

**67%**

of small businesses will pay as much as \$500 for a logo

**13%**

Demand for graphic designers grew and will rise annually.

## Career services

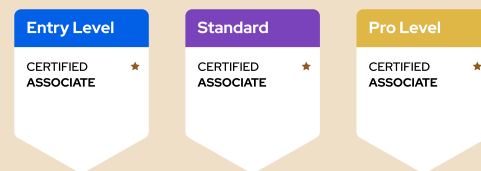
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Elevate your creativity—enroll in our Graphic Design course today!

[LEARN MORE](#)

# Website Development



## Course Overview

Course	Website Development
Duration	3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

## About the course

Our website development courses are designed to equip you with the skills and knowledge needed to create dynamic, user-friendly, and visually appealing websites. Whether you're a beginner or looking to advance your skills, our courses cover everything from the basics of HTML and CSS to advanced topics like JavaScript, responsive design, and web application development.

## What you'll learn

- ✓ HTML (Hypertext Markup Language)
- ✓ CSS (Cascading Style Sheets)
- ✓ JavaScript
- ✓ Responsive Design



### DID YOU KNOW?

In May 2023, mobile devices generated 65.49% of global website traffic.

**1.09**<sub>bn</sub>

billion websites in the world

**0.09** SECONDS users to form an opinion about company based on website experience

**71%** of small businesses and companies have a website

**94%** Web design influences 94% of all first impressions.

## Career services

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Build stunning websites—enroll in our Website Development course now!

[LEARN MORE](#)

# Project Management



## Course Overview

Course	Project Management
Duration	3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required



## About the course

Our Project Management course equips you with essential skills to effectively plan, execute, and oversee projects. Learn best practices, methodologies, and tools to manage resources, mitigate risks, and achieve project goals on time and within budget. Perfect for aspiring project managers and professionals seeking to enhance their project management capabilities.

## What you'll learn

- ✓ Learn how to create effective project documentation and artifacts throughout the various phases of a project
- ✓ Practice strategic communication, problem-solving, and stakeholder management through real-world scenarios
- ✓ Learn the foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles
- ✓ Gain an immersive understanding of the practices and skills needed to succeed in an entry-level project management role

### DID YOU KNOW?

Top project management processes are stakeholder engagement (50%), risk management (40%), planning (35%), & resource management (25%)

# 2.3mn

new project managers needed each year

**85%** of project managers tend to run multiple projects at the same time

**89%** of organizations now have at least one project management office (PMO)

**82%** of people believe project managers are important for making projects successful

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Transform your career—enroll in our project management course today!

[LEARN MORE](#)

# Advance Excel



## Course Overview

Course	Advance Excel
Duration	2 / 3 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

## About the course

Unlock the full potential of Excel with our Advanced Excel course. From mastering complex functions and data analysis techniques to automating tasks and creating dynamic visualizations, this course equips you with the advanced skills needed to excel in data management and analysis. Take your Excel proficiency to the next level and enhance your career prospects today.

## What you'll learn

- ✓ All the Advanced uses of MS Excel
- ✓ Advanced Excel Functions, Formulas
- ✓ Match, Audit Report
- ✓ Entry Bill, Salary Slip
- ✓ All the Advanced uses of MS Excel
- ✓ VLOOKUP, HLOOKUP
- ✓ Macro, VBA
- ✓ Job Formula



### DID YOU KNOW?

75% of Excel users depend on VLOOKUP/XLOOKUP functions for data retrieval

# 50%

of project managers use excel for KPI

70% of finance pros report increased productivity with Power Query

60% companies use PivotTables for faster data insights

55% firms see 30% fewer manual errors with automation

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Master Excel's power—enroll in our advanced course today!

[LEARN MORE](#)

# UI / UX



## Course Overview

Course	UI / UX
Duration	3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

## About the course

The User Interface (UI) and User Experience (UX) Design Fundamentals course is designed to equip you with the essential knowledge and skills needed to create intuitive, user-friendly digital interfaces. Through a combination of theory and hands-on projects, you will learn how to design interfaces that prioritize user needs, enhance usability, and deliver exceptional user experiences across various digital platforms.

## What you'll learn

- ✓ Fundamental Concepts of UI/UX Design
- ✓ Design Thinking and User Research
- ✓ Wireframing and Prototyping
- ✓ Visual Design Principles



### DID YOU KNOW?

Companies earn \$100 for every \$1 invested in UX

# 400%

high conversions with well-designed UX

**88%** of users avoid returning after a poor UX experience

**57%** of users avoid poorly designed mobile sites

**75%** of users judge company credibility based on UI

## Career services

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Elevate your design skills—enroll in our UI/UX course and lead with creativity!

[LEARN MORE](#)



# Corporate Communication



## Course Overview

Course	Corporate Communication
Duration	6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

## About the course

Corporate communication plays a vital role in shaping the image, reputation, and relationships of organizations with their stakeholders. It encompasses various channels and strategies used by companies to convey messages, engage audiences, and achieve organizational goals effectively. Our corporate communication courses are designed to equip professionals with the skills and knowledge needed to excel in this dynamic field.

## What you'll learn

- ✓ Strategic Communication Planning
- ✓ Effective Writing and Messaging
- ✓ Media Relations and Public Relations
- ✓ Internal Communication and Employee Engagement



### DID YOU KNOW?

**Better communication improves customer retention for 63% of companies**

# 7.5%

revenue boost with communication

**47%** higher shareholder returns result from strong communication practices.

**56%** of employees see higher morale with improved communication

**65%** of firms with strong crisis plans recover faster

## Career services

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Boost your career—enroll in our Corporate Communication course today!

[LEARN MORE](#)

# Start here!!!



At Informatica Group, we want every student to have an exceptional experience.

That's not just having a good time meeting other students but also building up experiences relevant to your future career. In addition to lectures and tutorials from expert staff and industry professionals, you'll have opportunities to develop practical skills and build your CV through technical and work placements as part of your course. Our caring team has a deep commitment to engaging with students and helping you discover and fulfil your potential.

We don't seek to teach all courses. Instead, we focus on delivering courses where we are confident you'll have an outstanding experience. We're proud to provide high-level, individual teaching and support, with easy and regular access to lecturers and small class sizes so you can get the most out of your study.

Students, graduates and employers recognise the quality of our courses in Information & Technology, teaching, business, arts, counselling, outdoor leadership and individual support. We offer the best overall student experience, learning resources, learner engagement, skills development, student support and teaching quality in Vadodara, Gujarat, India.

We're renewing curriculum and reshaping our approach to community engagement because our focus is on quality and impact. We want to make measurable improvements to your life through our education and programs.

**We focus on the creation of education opportunities that build on the aspirations, values and capabilities of all students.**

## EXPECT BETTER

We're seeking to serve students better so that our graduates are better equipped to make a positive difference in their careers.

We'll help you through the application process, explain your options when we've assessed your application, and then help you enrol if you decide Informatica Group is the best option for you.

