

Building Careers for the Future

FOR STUDENTS & FRESHERS

Empowering students and freshers to learn high-paying skills and get hired with confidence. At Scholartude Tech, we're not just teaching — we're transforming careers.

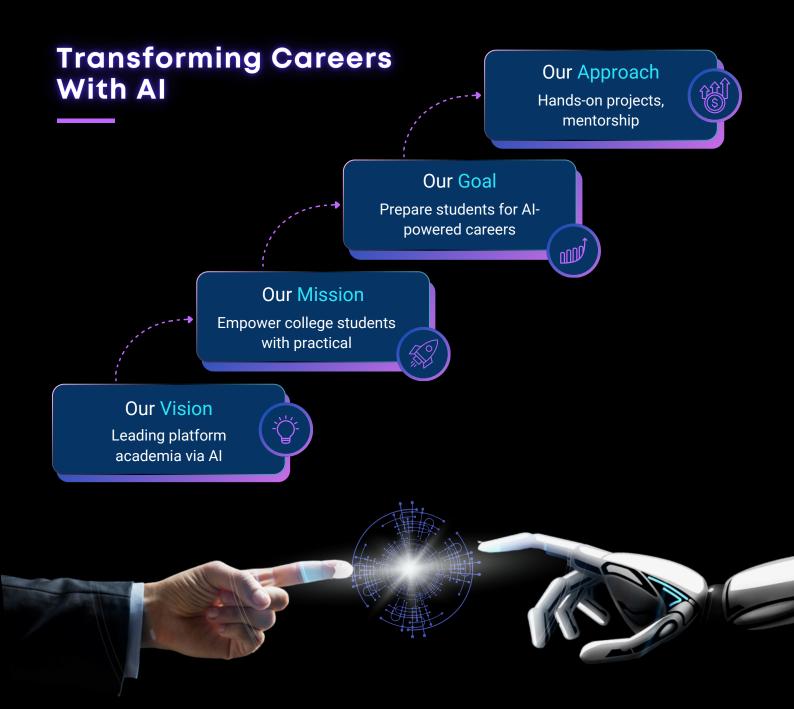


About Scholartude Tech

Scholartude Tech bridges the gap between academia and industry, fostering innovation, nurturing young talent, and building adaptability for the digital era. Our mission is to equip students with transformative skills for lifelong success and inspire a generation ready to shape the future of technology

We are now launching powerful teaching courses — placementassured programs designed to make students job-ready from day one.





Why Join This Internship Program?



JOB ASSURANCE:

We train and guide you toward guaranteed placements in reputed companies through skill-based, career-focused learning and support programs.



INDUSTRY-RELEVANT SKILLS:

Courses are designed with industry experts to match current market trends, ensuring you learn what employers truly seek today.



COMMUNITY AND NETWORKING:

Join a dynamic community of learners, mentors, and professionals to collaborate, share knowledge, build connections, and grow your career together successfully.



COMPREHENSIVE CURRICULUM:

Step-by-step modules cover basics to advanced topics, providing complete understanding and practical expertise across every stage of your learning.



CAREER SUPPORT:

Receive expert help in resume building, interview preparation, and career counseling to confidently launch your professional journey.

Full Stack Development (MERN Stack)

1 MODULE

WEB DEVELOPMENT FUNDAMENTALS

- Overview of Frontend, Backend & Full Stack
- Client-Server Architecture & Communication
- HTTP / HTTPS Protocols
- Browser Rendering
- Dev Setup (VS Code, XAMPP, Node.js)
- · Version Control with Git & GitHub

3 MODULE

CSS3 - DESIGNING AND STYLING WEBSITES

- CSS Selectors & Properties
- Color, Typography & Text Styling
- Box Model, Display & Positioning (Flex, Grid)
- Pseudo-classes & Pseudo-elements
- · Responsive Design & Media Queries
- Transitions, Animations & Transformations

2 MODULE

HTML5 - BUILDING THE STRUCTURE OF WEB PAGES

- · HTML Syntax & Structure
- Forms, Input & Validation
- Semantic Tags (Header, Section, Article, Nav)
- Media Embedding
- Tables, Lists, Links
- Meta Tags & SEO Basics

4 MODULE

BOOTSTRAP 5 - RESPONSIVE UI FRAMEWORK

- Grid System & Breakpoints
- · Forms, Buttons, Modals, Alerts
- · Navbar, Cards, Carousel
- Theme Customization & Icons

5 MODULE

CORE JAVASCRIPT

- Syntax, Variables & Data Types
- · Conditionals, Loops & Functions
- · Arrays & Objects
- DOM Manipulation & Events
- Form Validation
- ES6+ Features & Storage

6 MODULE

ADVANCED JAVASCRIPT & API INTEGRATION

- Promises, Async/Await & Callbacks
- Fetch API & Axios
- JSON Handling & Error Management
- Modular JS & OOP
- Intro to TypeScript

7 MODULE

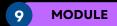
SERVER-SIDE PROGRAMMING (BACKEND)

- Server Setup & Syntax
- Variables, Arrays, Loops, Functions
- Forms Handling (GET/POST)
- · Sessions, Cookies & Auth
- File Upload & Management
- Error Handling & OOP

8 MODULE

MYSQL - DATABASE MANAGEMENT

- RDBMS Concepts & ER Diagrams
- CRUD Operations & Joins
- Indexes, Keys & Relationships
- · Integration with Backend
- · Build Full CRUD Application



FRAMEWORKS - CODEIGNITER / LARAVEL REST API (FOR MOBILE OR JS APP)

- MVC Architecture & Routing
- Controllers, Models, Views
- · Authentication & Middleware
- Pagination, File Upload & REST APIs (Mobile App or JS App)

10 MODULE

REACT.JS - FRONTEND FRAMEWORK

- React Setup & JSX
- Components, Props, State & Events
- Hooks (useState, useEffect, useContext)
- Routing, API Integration & Lifecycle
- Project: To-Do / CRUD App

11 MODULE

NODE.JS, EXPRESS.JS & MONGODB

- Node.js Setup & npm Packages
- Express Routing & Middleware
- REST API & CRUD Operations
- MongoDB & Mongoose Integration
- JWT Auth & File Upload
- Connect Backend APIs to React
- Mini Project: Full CRUD API

12 MODULE

NEXT.JS - FULL STACK INTEGRATION & DEPLOYMENT

- Next.js (SSR, SSG, CSR)
- Routing & API Routes
- Authentication & Middleware
- Database Connectivity (MySQL/MongoDB)
- Deployment (Vercel, Render, Hostinger)
- Capstone Project: E-commerce / LMS / Portfolio

Smart Sell and Marketing Pro

1 MODULE

INTRODUCTION TO MARKETING & SALES

- What is Marketing?
- Sales vs Marketing
- Marketing Mix (4Ps & 7Ps)
- Consumer Behavior & Buying Process
- · Market Research & Segmentation
- Marketing Funnel & Customer Journey

3 MODULE

ADVERTISING & PROMOTIONS

- Integrated Marketing Communications (IMC)
- ATL, BTL, TTL Marketing
- · Copywriting & Creative Advertising
- · Media Planning & Budgeting
- · Public Relations & Event Marketing

5 MODULE

SALES MANAGEMENT

- · Sales Process & Pipeline Management
- Prospecting & Lead Qualification
- · Sales Forecasting & Target Setting
- Negotiation & Objection Handling
- Territory & Channel Management
- Sales Team Structure & Compensation
- Business Dynamics: B2B, B2C, Hybrid, Emerging Industries, Niche Industries

7 MODULE

DATA-DRIVEN MARKETING & ANALYTICS

- Marketing Metrics & KPIs
- · Conversion Rate Optimization (CRO)
- · Google Analytics Overview
- Marketing Automation Tools
- ROI & Campaign Performance

2 MODULE

MARKETING STRATEGY & PLANNING

- STP Framework (Segmentation, Targeting, Positioning)
- Competitive Analysis (SWOT, PESTLE, Porter's Five Forces)
- Branding & Value Proposition
- · Pricing Strategies
- Product Life Cycle Management

4 MODULE

DIGITAL MARKETING

- SEO, SEM & Google Ads
- Social Media Marketing (FB, Instagram, LinkedIn, X)
- Email & Influencer Marketing
- · Content Marketing & Analytics

6 MODULE

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Customer Retention Importance
- CRM Tools (Salesforce, HubSpot, Zoho CRM)
- Customer Lifecycle Management
- Handling Complaints & Feedback
- · Loyalty Programs & After-Sales Service

8 MODULE

STRATEGIC MARKETING & EMERGING TRENDS

- Digital Transformation in Marketing
- Al & Automation in Sales
- Omnichannel Marketing
- · Sustainable & Ethical Marketing
- Future of Sales Virtual Selling & Metaverse Marketing
- Real-Life Live Project
- Lead Generation
- Cold Calling / Email Marketing / Prospecting
- Client Interaction
- Sales Conversion

YOUR ROADMAP: FROM **ENROLLMENT TO JOB PLACEMENT** 1 ENROLL Choose your preferred course and get access to all learning materials. 2 LEARN Attend live sessions, complete assignments, and gain real-world exposure. 3 IMPLEMENT Work on live projects and industry-level case studies. **GET CERTIFIED** Earn an industry-recognized certificate of completion. **CAREER LAUNCH** Get trained for interviews and receive job placement assurance. WWW.SCHOLARTUDETECH.COM

Certification

Receive your course completion certificate, showcasing your skills and readiness for high-demand industry roles.



"Certified for Future Success"

Industry-recognized certification validating AI skills, practical expertise, and career readiness for global opportunities





Boost opportunities through certification



Global Recognition
Gain worldwide trust
and credibility.



Contact Us

Contact us to enroll in our courses and kickstart your career journey.

+91 8767440903 | +91 8928997042

www.scholartudetech.com

