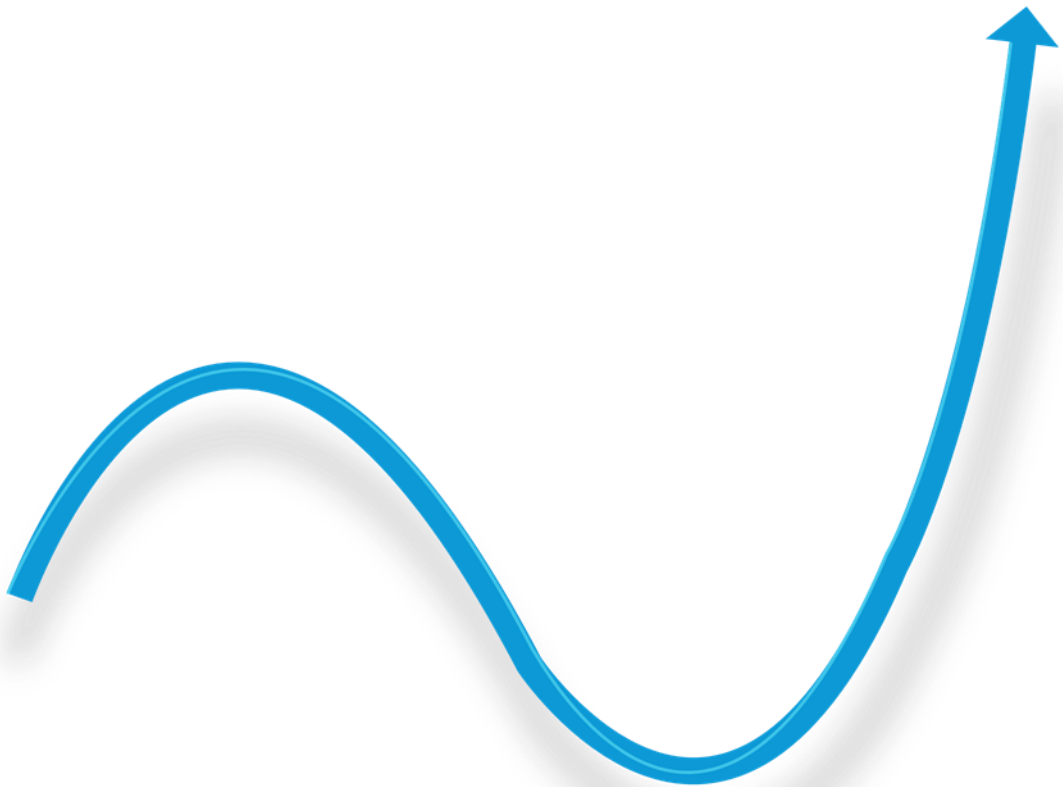




2016'S

HIGH PAYING BUSINESS CERTIFICATIONS



The global job market is heading towards objective learning and goal-oriented training. Both employees and employers are on the lookout for short term courses that certify an individual with a specific skill. Professional certifications act as a differentiator against the competition. They validate your skills and give you an edge over your peers. Research shows that 91% of hiring managers consider certification a criterion for hiring and another 84% of hiring managers believe that certified professionals are far more productive than their non-certified counterparts.

Here's a list of 5 trending business certifications of the year that can boost your salary package. The rankings are based upon the average salary a professional draws after receiving the respective certification.

Scrum Master Certification

ITIL®

PMP®

Six Sigma®

DIGITAL MARKETING

Scrum Master Certification

Vital Stats

- Offered by the reputed Scrum Study.
- This coveted credential is offered to those professionals, who have successfully completed Scrum training and have proven their skills in Scrum terminologies, practices and principles in the SMC exam.
- SMC provides better and greater job opportunities to professionals who wish to build a strong base in scrum and agile practices and development.
- There are more than 262,000 Certified Scrum Masters.



Industry Relevance

- Project managers across industries
- Product owners
- Software architects
- Developers
- Testers
- Coders



Salary

According to payscale.com- A Scrum professional has a median salary of **\$112,000** a year. Also, a Certified ScrumMaster® earns **3%** more than a ScrumMaster.



Skills

- A CSM must be proactive.
- Ability to develop and foster teamwork.
- Ability to promptly and clearly disseminate information
- Effective communication skills
- Great problem-solving ability
- Ability to handle stressful situations
- Ability to take a call and make decisions



Eligibility Requirements

Although there are no set eligibility requirements for the certified scrum master certification, it is advisable to have some understanding of the principles and possess working knowledge of the overall scrum process. The candidate must understand the individual roles of product owner and development team.



Examination Format & Cost

Examination

- 100 multiple choice questions in 120 minutes
- No Negative marks for wrong answer
- Candidates can take up the exam only after the Completion of two days training.
- Examination is online proctored – Any time Any where



Cost

The fee for the Scrum exam is included in the course and will be paid by iCertify Training

iCertify Training for Scrum

Live Classroom Training

- 2 day Live virtual Classroom Sessions
- 16 PMI approved PDU's
- Certification Cost Included
- 4 Simulation/ Mock Tests

For our latest offers [Click](#) here



Scrum Master Certification (Online Self-Paced)
 ★★★★★ 3420 Learners
~~USD \$750~~ **\$450!**

- 16 hrs of high Quality e-learning content
- 16 PMI Approved PDU's
- Certification Cost Included
- Digital and physical certificate delivered
- 180 day Access
- ScrumStudy Registry
- Digital SBOK™ Guide
- Free 2 retakes

Scrum Master – Online Training

- 16 hrs of high-quality e-learning content
- 16 PMI approved PDU's
- Certification Cost Included
- Access via Smartphone

For our latest offers [Click](#) here

Agile Expert – Online Training

- 16 hrs of high-quality e-learning content
- 16 PMI approved PDU's
- Certification Cost Included
- Access via Smartphone

For our latest offers [Click](#) here



CSM® Certification Classroom Training
 ★★★★★ 3420 Learners
~~USD \$1800~~ **\$1250!** 2016

- 16 hrs of high Quality e-learning content
- 16 PMI Approved PDU's
- Certification Cost Included
- Digital and physical certificate delivered
- 2 day Classroom Session
- ScrumStudy Registry
- Course aligned to 2016
- 4 Simulation/ Mock Test



Agile Expert Certification (Online Self-Paced)
 ★★★★★ 5400 Learners
~~USD \$800~~ **\$500!**

- 16 hrs of high Quality e-learning content
- 16 PMI Approved PDU's
- Certification Cost Included
- Digital and physical certificate delivered
- 180 day Access
- ScrumStudy Registry
- Digital SBOK™ Guide
- Free 2 retakes

ITIL

Vital Stats

- In the 1980s, the U.K.'s CCTA formulated a set of recommendations that was designed to provide a "practical, no-nonsense framework for identifying, planning, delivering and supporting IT services to the



- Key reasons for ITIL's success are

Vendor-neutral: ITIL service management practices are not based on any particular technology platform or industry type.

Non-prescriptive: ITIL offers robust, mature and time-tested practices that have applicability to all types of service organization.

Best practice: ITIL represents the learning experiences and thought leadership of the world's best-in-class service providers

Industry Relevance

- The ITIL certification enables professionals to acquire specific knowledge about the standard framework and methods of enterprise architecture and help them demonstrate their proven knowledge of the framework
- There has been an exponential growth in the cloud based SAAS model fueling the need for ITIL® professionals
- IBM, HP, Oracle, Deloitte, Capgemini, Cisco, and other leading giants are implementing ITIL® methodologies to transform their business, thereby increasing the job opportunities for ITIL® certified professionals



Salary

ITIL® certified Enterprise professionals are earning a whopping **\$124,000** compared to their non-certified peers and are most sought-after by Fortune 500 companies.



Skills

- Generic skills such as leadership, team-building, and soft skills
- Business skills comprising business cases, processes, strategic planning
- Enterprise Architecture Skills comprising modelling, system integration, applications & role design
- Project Management Skills
- Technical Skills
- Legal knowledge about data protection laws, contract law, procurement law etc.



iCertify Training for ITIL®

Live Classroom Training

- 2 day Live virtual Classroom Sessions
- 16 PMI approved PDU's
- Certification Cost Included
- 4 Simulation/ Mock Tests

For our latest offers [Click](#) here



ITIL® Foundation (Online Self-Paced)
★★★★★ 6490 Learners

~~USD \$150~~ **\$300!**

- 20 hrs of high Quality e-learning content
- 18 PMI Approved PDU's
- Certification Cost NOT Included
- Digital and physical certificate delivered
- 180 day Access
- Axelos Registry
- Interactive Case Study
- Sample Mock Tests

ITIL® Intermediate – Online Training

- 36 hrs of high-quality e-learning content
- 27 PMI approved PDU's
- Certification Cost NOT Included
- Access via Smartphone

For our latest offers [Click](#) here



ITIL® Foundation Classroom Training
★★★★★ 3420 Learners

~~USD \$1500~~ **\$1250!**

2016

- 16 hrs of high Quality e-learning content
- 16 PMI Approved PDU's
- Certification Cost Included
- Digital and physical certificate delivered
- 2 day Classroom Session
- Axelos Registry
- Course aligned to 2016
- 4 Simulation/ Mock Test

ITIL® Foundation – Online Training

- 20 hrs of high-quality e-learning content
- 18 PMI approved PDU's
- Certification Cost NOT Included
- Access via Smartphone

For our latest offers [Click](#) here



ITIL® Intermediate CSI (Online Self-Paced)
★★★★★ 6490 Learners

~~USD \$1000~~ **\$700!**

- 36 hrs of high Quality e-learning content
- 27 PMI Approved PDU's
- Certification Cost NOT Included
- Digital and physical certificate delivered
- 180 day Access
- Axelos Registry
- Online Study Guides
- Sample Mock Tests

PMP

Vital Stats

- PMP is the most sought-after certification for Project Managers offered by the reputed PMI.
- According to PMI Today magazine (Jan 2015 edition), there are 639,023 PMP certified professionals across the globe.
- The PMP certification exam covers five areas relating to the lifecycle of a project: initiating, planning, executing, monitoring and controlling, and closing.



Industry Relevance

- IT
- Government
- Public Sectors
- Construction
- Manufacturing



Skills

- Excellent Communication Skills
- Masterful soft skills
- Effective Leadership Skills
- Time-Management Skills
- Sound Industry & Solution Knowledge
- Conflict-Management
- Organizational & Multi-tasking skills
- Human Resource Management
- Risk Management



Eligibility Requirements

To be eligible for the certification program, you need to have enough Project management working experience.

Criteria:

- Secondary degree with at least five years of project management experience with 7500 hours leading and directing projects and 35 hours of project management education.

or

- Four-year degree with at least three years of project management experience, with 4500 hours leading and directing projects and 35 hours of project management education.



Salary

According to PMI, Project Management is among the top skill sets in-demand at organizations across the globe. The median salary for a PMP professional is **\$109,405**.



Examination Format & Cost

Examination

- 175 scored multiple-choice questions and 25 pretest (unscored) questions that sum up to 200 questions.
- The allotted time for the completion of the exam is 4 hours.
- A candidate is required to write 137 correct answers to pass the exam.



Cost

At present, the examination fee is

USD \$405 for PMI member

USD \$555 for non-member

iCertify Training for PMP®

Live Classroom Training

- 2 day Live virtual Classroom Sessions
- 35 PMI approved PDU's
- Certification Cost Included
- 4 Simulation/ Mock Tests

For our latest offers [Click](#) here



PMP® Certification Classroom Training
 ★★★★★ 3420 Learners
 2016
~~USD \$1800~~ **\$1390!**

- ▶▶ 16 hrs of high Quality e-learning content
- ▶▶ 35 PMI Approved PDU's
- 📄 Certification Cost Included
- 🌐 Digital and physical certificate delivered
- 🕒 2/3 day Classroom Session
- 👤 PMI's Registry
- 📖 Course aligned to 2016 PMI
- 📄 4 Simulation/ Mock Test



PM Study Plus-GOLD (Online Self-Paced)
 ★★★★★ 3420 Learners
~~USD \$250~~ **\$150!**

- ▶▶ 20 high Quality e-learning content
- ▶▶ 40 PMI Approved PDU's
- 📄 Certification Cost NOT Included
- 🌐 Digital and physical certificate delivered
- 🕒 30 day Access
- 👤 PMP Registry
- 📖 Study Guide, Chapter Test, Flash Cards
- 📄 Simulated practice Test Cards

PMP Gold – Online Training

- 20 hrs of high-quality e-learning content
- 40 PMI approved PDU's
- Certification Cost NOT Included
- Access via Smartphone

For our latest offers [Click](#) here

CAPM® Certified – Online Training

- 58 hrs of high-quality e-learning content
- 30 PMI approved PDU's
- Certification Cost NOT Included
- Access via Smartphone

For our latest offers [Click](#) here



CAPM® Certified (Online Self-Paced)
 ★★★★★ 3220 Learners
~~USD \$250~~ **\$150!**

- ▶▶ 58 engaging high Quality e-learning video content
- ▶▶ 30 PMI Approved PDU's
- 📄 Certification Cost NOT Included
- 🌐 Digital and physical certificate delivered
- 🕒 60 day Access
- 👤 ScrumStudy Registry
- 📖 Downloadable Study Guides
- 📄 4 Simulated Practice Tests

Six Sigma

Vital Stats

- A Six Sigma professional is Data driven and customer Centric in their approach
- Six Sigma became famous when Jack Welch made it
- More than 17000 professionals across the globe have earned this certification.



Industry Relevance

- This certification is specially designed for IT professionals, Project Managers and other professionals who wish to identify and manage risks with an appropriate Information System (IS) control.



Salary

A certified Six Sigma professional earns an average annual salary of **\$119,227**



Skills

- Ability to identify and manage risks.
- Problem-solving skills
- Ability to work in teams
- Time Management
- Relevant business knowledge
- Ability to plan and establish goals
- Competence in auditing



Eligibility Requirements

- A minimum of 3 years of cumulative experience in performing the tasks of a Six Sigma professional across at least three Six Sigma domains
- Pass the Six Sigma (offered worldwide every June and December)
- Adhere to the ISACA Code of Professional Ethics
- Agree to comply with the CRISC Continuing Education Policy



Examination Format & Cost

Examination

Six Sigma uses a 200-800 point scale with 450 as the passing mark for the exam.



Cost

\$545 for members

\$725 for non-members

DIGITAL MARKETING

Vital Stats

- Often referred to as 'online marketing', 'internet marketing' or 'web marketing', digital marketing has gained popularity over the last decade. With the advent of e-commerce websites, the scope for a digital marketer has increased manifold.
- Online Marketing is booming and this industry offers numerous career opportunities for candidates who possess appropriate training and education.
- Online Marketing has now become an in-demand skill that is used to launch and manage successful businesses online.
- There is no single governing body for digital marketing courses. However, Google, OMCP, Online Marketing Institute, MarketingProfs, etc. are a few well-known names in the online marketing training arena.



Salary

The certification is a stamp of approval for domain knowledge in the field of online marketing.

This enhances the job prospects of individuals enabling them to gain entry in various Fortune 500 and e-commerce companies like Amazon, Ebay and other top organizations. A survey conducted on Moz.org suggested that the global average salary of online marketers is \$65,766 and Entry level salaries start at around \$35,000. The average salary for online marketers in the United States is \$86,253. The job market is very hot, and there is a very strong demand to fill positions in the future.



Skills

- Knowledge of Data Analysis
- Content Marketing
- Email Marketing
- SEO & PPC
- Data Visualization
- Social Media
- Technical Skills
- Team work
- Soft Skills



OMCP Certification

The highly-recognized industry standard for a certification in online marketing is OMCP (Online Marketing Certified Professional). An OMCP certification verifies the member's dedication to professional development by considering member's active participation in industry groups and events.

OMCP conducts certification exams for entry-level as well as experienced professionals - thus, there's a course for everyone. OMCP conducts training at two levels, namely – OMCA (entry-level) and OMCP (experienced).

Disciplines included in the OMCP Examination

The OMCP examination covers all the skills necessary to increase the online presence and reputation of a business, product, or service. The certification aims at benefitting business in the long run by following practices based on accepted methodologies. It doesn't include the current track record of online businesses, agencies, consultants, and individuals.

The examination includes:

- SEO(including Mobile and Local)
- Web Analytics
- Online Advertising (PPC, Social, Display, Video & SEM)
- Landing Page and Conversion Rate Optimization
- Social Media Marketing and Online PR
- Email Marketing

Eligibility Requirements

OMCA Certification:

- Passing score of 70% or greater on the OMCA exam
- Secondary degree or equivalent (e.g., High School diploma or Associates degree)
- 600 hours of experience in online marketing OR proof of completion of an OMCP-Approved course within the six months prior to your application



OMCP Certification:

For **A** aspirants enrolling between February 28, 2015 to July 1, 2015:

- Passing an OMCP

And either

- Completion of an OMCP-approved course within past 12 months.

Or

- 2000 hours of experience

For **B** aspirants enrolling after July 1, 2015:

- Passing score on the OMCP exam
- Four-year degree (bachelor's degree or the global equivalent)

And either

- 2000 hours of experience

Or

- 1000 hours of experience and completion of an approved practitioner-level course

Application to the OMCP certification must be submitted within 90 days after completing the OMCP exam and/or relevant coursework.

