



INTERNATIONAL
INSTITUTE OF
GEMOLOGY

POWERED BY SRDC SINCE 1965



CORPORATE COURSES

OFFERED





Masters, Graduate & Professional Courses in
GEMOLOGY, DIAMOND & JEWELLERY DESIGN

A portrait of Mr. Rahul Desai, a man with dark hair, a grey beard, and glasses, wearing a dark suit, white shirt, and a red and black patterned tie. He is standing with his arms crossed against a dark background with geometric light-colored lines.

FROM THE MD'S DESK

"In today's corporate landscape, skills are paramount for ongoing adaptation. Whether addressing digital transformation or sustainability, at IIG, we're committed to providing professionals with the adaptive skills needed for success. I envision a culture of skill mastery, ensuring our participants thrive in the dynamic business environment. "

MR. RAHUL DESAI

CEO & MD

International Institute of Gemology

JEWELLERY RETAIL AND SALES MANAGEMENT (B2C)

The Jewellery Retail and Sales Management course gives you a thorough understanding of the retail process, which helps you increase sales, diving deep into each aspect like Brand Positioning, Buying Pattern, visual displays and more.

Course Content:

- 1) 9 steps for successful sales
Prospecting, Connecting, Qualifying, Demonstrating Value, Addressing Objections, Closing the Deal, Onboarding, Following up, Innovative Ways
- 2) 7 steps to increase sales in sales process
Like it, Dedicate Specialised Showcases, Use Careful Terminology, Show Comparisons, Have a Handy Selection, Be updated on Fashion, Create Marketing Opportunities
- 3) Consumer behaviours
- 4) Sales associate roles & responsibilities
5G's, Communications, Do's & Don't's
- 5) Visual merchandising
- 6) Factors influencing buying behaviour
Purchasing Power, Current Affairs / Economic Conditions, Personal Preference, Marketing Campaigns
- 7) Roles and responsibilities of jewellers.
To Implement Code of Conduct, Responsibilities towards different people
- 8) Role plays

Duration: 16 hours

PUBLIC SPEAKING & PERSONALITY DEVELOPMENT

With the confidence of possessing excellent knowledge about gems and jewellery, one must also be able to confidently share that knowledge. Public speaking and personality development course is about grooming yourself to effectively and confidently communicate to one and many.

Course Content:

- 1) Importance of public speaking
To Win Over the Crowd, Improves communication Skills, Helps to Overcome Fear, Helps in Personality Development, Improves Relationships
- 2) 7C's of communication
Clear, Correct, Complete, Concrete, Concise, Consideration, Courteous
- 3) Verbal & Non-verbal communication
Types of Verbal Communication, Types of Non-verbal Communication
- 4) Master the art of communication
Choosing the right words, Choosing the right tone, Choosing the right Gestures
- 5) Personality Terms
Character, Personality, Temperament, Identity, Maturity, Behaviour
- 6) What is Personality Development & How to improve one's personality?
Have Integrity and treat people with respect, Be a Better Listener, Read More, Meet New People, Be Yourself, Have a Positive outlook and attitude, See the humorous side of life,
- 7) Case Study

Duration: 16 hours

JEWELLERY MERCHANDISING PROFESSIONAL

Gain an edge in the industry with detailed understanding of the Jewellery Merchandising Process. The course expands your horizons of planning, curating, branding, inventory management and other aspects of Jewellery Merchandising.

Course Content:

- 1) Fundamentals of Merchandising
- 2) Detailed Understanding of Jewellery
- 3) Organised Process to plan new collections with Price Pyramid
- 4) Detailed understanding of the Indian and International market with all Segments of Retailing
- 5) Product Costing and budgeting in the Indian and International Market.
- 6) Jewellery Retail Process and Features of Merchandising un a Retail Store
- 7) The Buying Process and Sourcing Merchandise as per requirements
- 8) Brand Positioning of the Retail Stores
- 9) Inventory Management and Stock turn ratio
- 10) Store Design and Visual Displays
- 11) Sales Analysis and understanding Inventory Cycles
- 12) Case Study

Duration: 24 hours

MANUFACTURING & SALES TRAINING (B2B)

From the jewellery manufacturing to the sale, learn the nitty-gritties of different manufacturing, sales, and branding techniques of gold and gold jewellery.

Course Content:

- 1) Introduction to Gold & Gold Jewelelry
- 2) Metallurgy
- 3) Handmade and Casted Jewellery Manufacturing Processes
- 4) Quality Control
- 5) Hallmark - Stamping & Branding
- 6) Explaining regional jewellery manufacturing techniques
Mumbai | Rajkot | Calcutta | Orissa | Chennai | Bikaner
- 7) Different types of gold techniques & settings
- 8) Product Planning
- 9) Sales Promotional Techniques
- 10) Branding & Packing
- 11) Techniques of Visual Merchandising
- 12) Team Building & Time management
- 13) Team Productivity report
- 14) Case Study

Duration: 24 hours

POLISHED DIAMOND GRADING

Welcome to the enchanting world of diamonds, where brilliance, rarity, and timeless beauty converge. Join us on a journey deep into the heart of diamond quality assessment. Uncover the mysteries behind Cut, Color, Clarity, and Carat weight – the factors that define a diamond's value. With hands-on practical sessions, expert insights, and cutting-edge technology, you'll gain an unmatched understanding of diamond's unparalleled beauty and significance in both the jewellery industry and the world at large.

Course Content:

- 1) History of 4C's of diamond
- 2) Clarity
Internal & external features, International clarity grading system.
- 3) Cut
Different types of cuts & their grading, proportion, polish and symmetry.
- 4) Colour
Color grading as per Indian & International standards, fancy color, and fluorescence.
- 5) Carat
Diamond weight – estimation with formula, operating sieves & gauging tools.
- 6) Creation
origins and mines, physical and optical properties, types of rough.
- 7) Certification
Microscope diamond grading, different grading systems - GIA, AGS and HRD.
- 8) Comparison
Identification of diamonds from simulants like Cz, moissanite, other synthetic diamonds, clarity – color enhancement treatments, HPHT & CVD diamonds.
- 9) Care & customer
Tips for general diamond care and cleaning guide, how to achieve customer satisfaction and maintain long lasting business relationship.

Duration: 16 hours

NAVRATNAM - 9 PRECIOUS GEMSTONES

Discover excellence with IIG's corporate training program on Navratnam Gemstones. Our courses are a blend of practical skills, focusing on leadership, communication, and teamwork. Experience a transformative learning journey tailored to your corporate needs. Elevate your team's capabilities and drive corporate success with IIG's accessible and effective Navratnam Gemstones Corporate Training.

Course Content:

History, Properties, Origins-places/mines, Inclusions & Tentative Pricing

- 1) Ruby
- 2) Yellow Sapphire
- 3) Blue Sapphire
- 4) Diamond
- 5) Emerald
- 6) Red Coral
- 7) Pearl
- 8) Cat's Eye
- 9) Hessonite Garnet

Duration: 24 hours



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Scan to reach us

If you're considering studies at the International Institute of Gemology, we'd love to hear from you online or meet you on campus.

OFFICE HOURS


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Saturday - 09:00 - 14:00

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