

THE PORTFOLIX MASTER FYUGP CATALOG

The most comprehensive, modern, and multi-disciplinary industrial ecosystem in Kerala.

DIVISION 1: PORTFOLIX.TECH (Engineering & IT)

Target: B.Tech, BCA, MCA, B.Sc CS/IT. Beating Keltron's outdated PHP/C++ tracks with modern, high-demand SaaS stacks.

Frontend & Mobile Engineering

1. **Frontend Engineering (React.js):** Building dynamic UI components for SaaS platforms.
2. **Advanced Frontend Engineering (Next.js):** Server-side rendering and high-performance web apps.
3. **Flutter & Dart Mobile Engineering:** Cross-platform app development for iOS and Android.
4. **React Native App Development:** Mobile architecture for corporate applications.
5. **Full-Stack UI/UX Developer:** Bridging the gap between Figma designs and live code.

Backend, Data & Advanced Tech

6. **Backend Engineering (Python/Django/FastAPI):** Scalable server architecture and API creation.
7. **Backend Engineering (Node.js/Express):** JavaScript-based server development.
8. **MERN Stack SaaS Development:** Full-stack architecture for enterprise LMS & CRM modules.
9. **Artificial Intelligence & Machine Learning:** Implementing AI features into live SaaS.
10. **Data Analytics & Power BI Dashboarding:** Processing corporate data for business insights.
11. **Cloud Computing Architect (AWS/Azure):** Managing server deployment and scaling.
12. **DevOps & CI/CD Pipeline Engineering:** Automating software delivery pipelines.
13. **Cyber Security & Ethical Hacking:** Vulnerability assessments for Portfolix products.
14. **Blockchain & Web3 Development:** Smart contracts and decentralized ledgers.
15. **Software Quality Assurance (QA) & Manual Testing:** Identifying bugs in live

environments.

DIVISION 2: PORTFOLIO BUILDERS (Design & Architecture)

Target: B.Des, B.Arch, BA Animation, Multimedia. No other institute offers this depth of design specialization.

User Experience & Interface

16. **UI (User Interface) Designer:** Crafting pixel-perfect SaaS dashboards and LMS interfaces.

17. **UX (User Experience) Designer:** Creating logical user flows, wireframing, and journey mapping.

18. **User Researcher (UXR):** Conducting user interviews, A/B testing, and behavioral psychology analysis.

19. **High-Fidelity Prototyping (Figma/Framer):** Building interactive, click-through product models.

20. **Design Systems Architecture:** Building scalable brand guidelines and UI component libraries.

Visual & Interactive Design

21. **Graphic Designer:** Creating corporate branding, marketing assets, and social media visuals.

22. **Motion Graphics & UI Animation:** Bringing static digital products to life.

23. **3D Web Interaction Design (Spline/Three.js):** Next-gen spatial web design.

24. **Game UI/UX & Gamification Strategy:** Applying game mechanics to EdTech platforms.

25. **Instructional Design (EdTech):** Structuring digital curriculums and learning pathways.

DIVISION 3: STARTMYBIZ (Business, Sales & HR)

Target: B.Com, BBA, MBA. Capturing the massive commerce student market that Keltron ignores.

Sales & Human Resources

26. **Inside Sales Executive:** Managing inbound leads, client communication, and software

demo scheduling.

27. **Business Development Executive (BDE):** B2B outreach, lead generation, and corporate partnership building.

28. **Human Resources (HR) & Talent Acquisition:** End-to-end recruitment, resume screening, and employee onboarding.

29. **Corporate Sales Strategy & CRM Management:** Managing HubSpot/Salesforce pipelines.

Finance & Operations

30. **Business Analytics & Intelligence:** Turning raw company data into strategic reports.

31. **GST & Corporate Tax Compliance:** Practical accounting and tax filing exposure.

32. **Financial Modeling & Startup Valuation:** Revenue projections and cost analysis.

33. **Market Research & Competitor Intelligence:** Analyzing regional markets for expansion.

34. **Supply Chain & Operations Analytics:** Optimizing internal corporate logistics.

35. **No-Code AI Automation (n8n/Zapier):** Building "Zero-Employee" business operations.

36. **E-Commerce Operations Management:** Managing product listings and digital storefronts.

DIVISION 4: PORTFOLIX ENTREPRISE (Media, Content & Community)

Target: BA English, Mass Communication, Journalism. Easy, accessible, and highly creative tracks.

Content & Writing

37. **Content Creator (Multimedia):** Conceptualizing and producing engaging digital media formats.

38. **Corporate Content Writer:** Drafting website copy, newsletters, and official PR documents.

39. **B2B Blog Writer:** Researching and writing long-form SEO-optimized articles for the tech industry.

40. **Technical Documentation & API Writer:** Writing help centers and developer guides.

41. **Journalism & Digital Reporting:** Covering industry news and internal company updates.

Community & Marketing

42. **Student Coordinator:** Acting as the liaison between the company and university campuses.

43. **Community Manager:** Moderating Discord/WhatsApp groups and keeping the 10,000+ designer community engaged.

44. **Social Media Manager:** Creating posting schedules and building brand reputation on Instagram/LinkedIn.

45. **SEO & Search Engine Analytics:** Driving organic traffic to Portfolix domains.

46. **Performance Marketing (Meta/Google Ads):** Managing corporate advertising budgets.

47. **Video Production & Editing:** Corporate filming, editing (Premiere Pro/CapCut), and YouTube strategy.

48. **Event Management & Outreach:** Organizing hackathons, bootcamps, and webinars.



DIVISION 5: NURA YOGA / WELLNESS (Social Sciences & Bio)

Target: B.Sc, BA Psychology, BSW. Niche tracks that guarantee approvals from science departments.

49. **Corporate Wellness Program Coordination:** Managing health initiatives for tech employees.

50. **HealthTech Product Strategy:** Advising on features for fitness/yoga digital applications.

51. **Social Impact & NGO Operations Management:** Organizing community health drives.

52. **Digital Health & Behavioral Therapy Coordination:** Merging psychology with digital wellness tools.