

Who We Are?

IEC Group Contribution to Education & Technology

IEC Group Nepal has been a pivotal force in transforming the educational landscape of the country. With a vision to provide world-class education and foster innovation, IEC Group has established numerous institutions that cater to diverse academic and professional disciplines, including fashion, architecture, and now, digital marketing and AI.

Beyond specialized fields, IEC Group has expanded its reach to provide quality education at various levels. Its network of schools offers a holistic education that fosters intellectual, emotional, and social development. These institutions prioritize student-centered learning, critical thinking, and extracurricular activities, ensuring a well-rounded educational experience. With the launch of the Digital Marketing and AI Course, IEC Group continues to demonstrate its commitment to staying at the forefront of technological advancements. By integrating AI with digital marketing, IEC Group is equipping students with the skills needed to thrive in a technology-driven world.

Why Choose IEC Group?

The IEC Group has been a transformative force in Nepal's educational landscape, making significant strides across various fields including fashion, architecture, and general education. With a vision to provide world-class education and foster innovation, the IEC Group has established numerous institutions that cater to diverse academic and professional disciplines. Among these, the IEC College of Art & Fashion stands out for its exceptional contributions to fashion education.

- **Leading Education institute in Nepal**

IEC School of Art & Fashion, the flagship institution of the IEC Group, has established itself as the premier fashion education provider in Nepal. The college offers comprehensive programs that seamlessly blend theoretical knowledge with practical skills. This approach ensures that students are well-prepared to excel in the highly competitive fashion industry.

- **State-of-the-Art Facilities**

The college is equipped with state-of-the-art facilities that support a conducive learning environment. From advanced design studios to well-equipped sewing labs, students have access to all the resources they need to bring their creative visions to life. The college also boasts a modern library with a vast collection of fashion-related resources.

- **Experienced Faculty**

The faculty at IEC School of Art & Fashion comprises experienced professionals who bring a wealth of industry knowledge to the classroom. Their expertise and mentorship play a crucial role in guiding students through their academic journey and helping them achieve their career aspirations.

- **Strong Industry Connections**

IEC School of Art & Fashion has established strong connections with leading designers and fashion houses. These industry ties provide students with invaluable opportunities to participate in fashion shows, internships, and collaborative projects. Such exposure is instrumental in helping students build their professional networks and gain practical experience.

- **Comprehensive Curriculum**

The curriculum at IEC School of Art & Fashion is designed to provide a holistic education in fashion. It covers a wide range of subjects, including design principles, textile technology, fashion marketing, and business management. This comprehensive approach ensures that graduates are well-rounded professionals capable of thriving in various roles within the fashion industry.

- **Emphasis on Practical Experience**

In addition to classroom learning, the college places a strong emphasis on practical experience. Students are encouraged to engage in hands-on projects, fashion shows, and internships that allow them to apply their skills in real-world settings. This practical exposure is crucial for developing the confidence and expertise needed to succeed in the fashion industry.

Lokanthali

Above Kumari Bank, 2nd Floor,
Lokanthali, Bhaktapur, Nepal.

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+977 9801836546

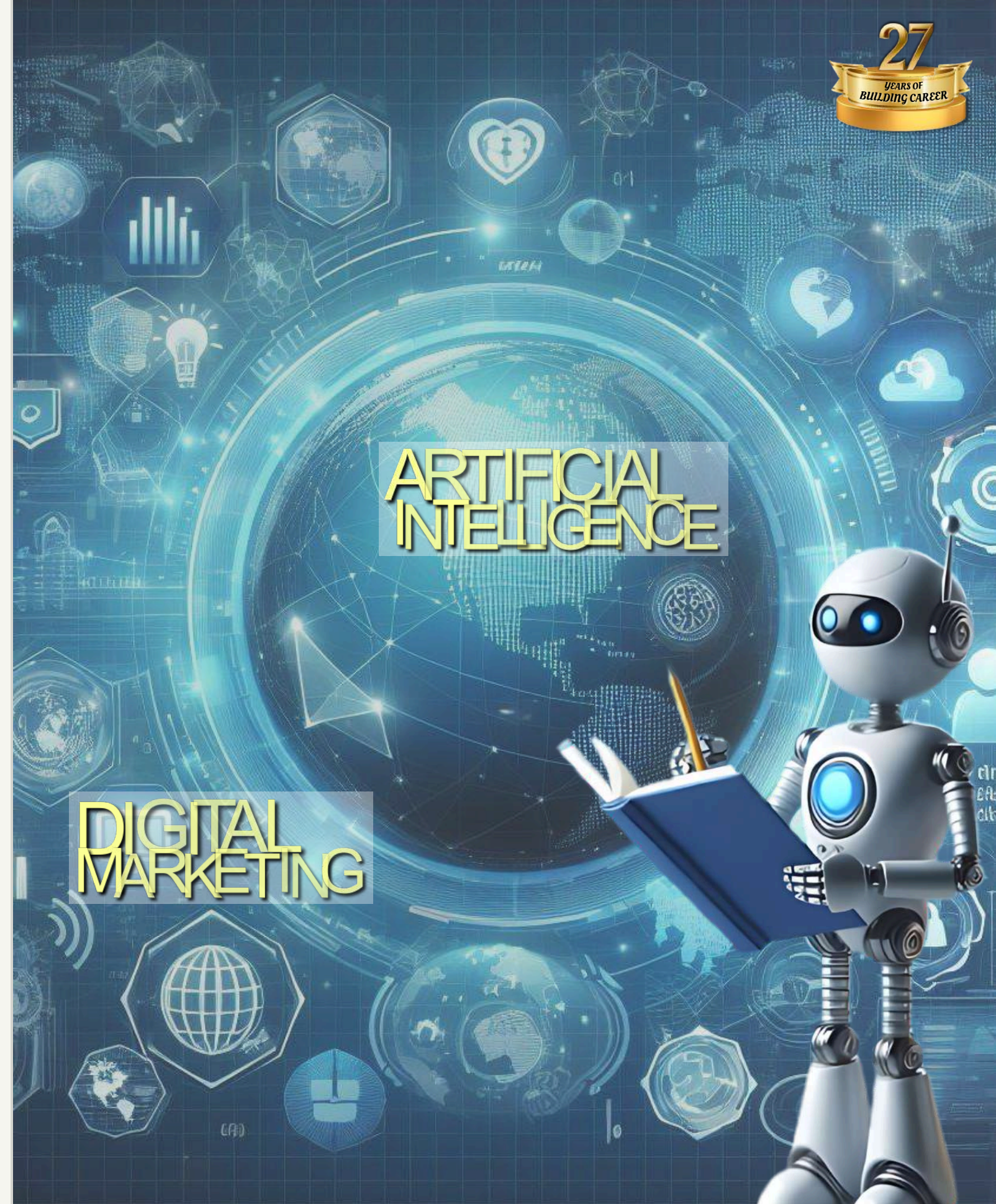


Dillibazar

IR Tower 2nd, 3rd and 4th Floor,
Opposite of Siddhi Polyclinic.

Tel : 01-5906096 / 5906097

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Message from MANAGING DIRECTOR

Welcome to IEC Kathmandu. It is my privilege to welcome all prospective students to IEC. Our journey began 27 years ago in a small 2500sq.ft block in Bagbazar with a dedicated team that dared to dream of offering education in Fashion and Interior Design, a concept unheard of in Nepal at the time. Despite initial skepticism, we persevered and now proudly operate a fully-fledged international standard college in the heart of Kathmandu. Today, we stand as the leading institution in our field.

Our entire team at IEC looks forward to welcoming you to our institution.
- Shailaja Adhikary



DIGITAL MARKETING



ARTIFICIAL INTELLIGENCE

CERTIFICATE IN DIGITAL MARKETING 1.5 MONTHS

COURSE STRUCTURES

- Beginning to Digital Marketing
- Website Optimization & User Experience
- AI Marketing
- E-mail Marketing & Automation Outline
- Introduction to Content Marketing Outline
- Data-Driven Marketing
- Search Engine Marketing - Pay- Per- Click (PPC)
- Content Creation & Production
- Content Distribution & Promotion
- Social Media Marketing (SMM)
- Analytics & Performance Tracking
- Digital Marketing Strategy & Planning
- Content, E-mail & Mobile Marketing
- Emerging Trends in Digital Marketing

Unlock the power of the digital landscape with our comprehensive Digital Marketing course. Dive into the dynamic world of online marketing strategies, including social media marketing, search engine optimization (SEO), content marketing, email marketing, and more. Gain practical skills through hands-on projects, case studies, and real-world simulations, equipping you with the tools needed to navigate and excel in today's digital marketplace. Whether you're a marketing enthusiast, entrepreneur, or business professional, this course will empower you to harness the full potential of digital channels to drive growth and success.

Additional Benefits
Wi-Fi Enabled Institution

CERTIFICATE IN ARTIFICIAL INTELLIGENCE 3.5 MONTHS

COURSE STRUCTURES

- Artificial Intelligence & Approach
- Computer Vision
- Introduction to SQL
- Overview of Robotics in AI
- Implementing AI & LLMs in Business
- Initiation to Large Language Models (LLMs)
- AI Ethics & Fairness in LLMs
- Stream Projects
- ChatGpt & Limitations of AI - I
- ChatGpt & Limitations of AI - II
- AI Applications: Computer Vision
- Natural Language Processing
- NLP with Neural Network Continued
- Neural Networks
- Machine Learning Refresher
- Machine Learning Continued

Embark on an odyssey through the digital mindscape with our Artificial Intelligence course, where imagination meets innovation. Journey into the heart of AI's algorithms, neural networks, and cognitive computing, uncovering the secrets of machine learning and its endless possibilities. From autonomous vehicles to personalized medicine, explore how AI is revolutionizing every facet of our lives. Engage in hands-on experimentation with state-of-the-art tools and datasets, and delve into the ethical dimensions of AI in society. Whether you're a visionary technologist, creative thinker, or problem-solving maverick, this course will empower you to shape the future with intelligence and ingenuity.

Additional Benefits
Wi-Fi Enabled Institution