

ADD-ON COURSES

The college offers a number of Add-on Courses in association with Valia Centre of Excellence. These courses are aimed at imparting employability enhancement skills to students as they pursue a graduation program in the college.

ANDROID APP DEVELOPMENT

DURATION 40 HOURS

Android is the most popular Mobile OS and there is a huge demand for skilled Android Developers all over the world. Most businesses across multiple domains are building Android Apps both for enterprise and retail products. The Android Development course is primarily designed for beginners who want to learn how to create applications in Android.

SYLLABUS

- Introduction to OOPS, Java, Android
- Installation & Configuration
- Application Fundamentals
- Simple Application
- Activities & Tasks
- Layouts & Views
- Event Handlers & Toast
- Menus
- Dialogs
- Process Dialog
- Resources
- Styles & Themes
- Intents
- Adapters & Widgets
- Working with Multimedia

SOCIAL MEDIA MARKETING

DURATION 40 HOURS

Social media marketing is one of the fastest growing industries with tremendous employment potential. Social media is extremely popular with youth and this course prepares students to convert their interest in social media into a lucrative career.

SYLLABUS

- Introduction to computing and internet
- Understanding digital media, e-marketing
- Understanding search engine and how Google works.
- Understanding Facebook and other social network search algorithms.

- Introduction to SEO.
- Basic HTML for SEO purpose
- On page SEO
- Off Page SEO, content writing
- Blogging
- Infographic content development
- Social media marketing
- Facebook marketing
- Instagram marketing
- Twitter marketing, LinkedIn marketing
- Video development, YouTube optimization.

DIGITAL MARKETING

DURATION 80 HOURS

The rising trend of digitizing businesses has created an exponential demand for knowledgeable digital marketing professionals is growing exponentially. This course equips students to harness the power of the Internet to successfully connect with today's internet-savvy consumers thus enhancing their employability.

SYLLABUS

- Introduction to computing and internet
- Understanding digital media, e-marketing
- Understanding search engine and how Google works.
- Understanding Facebook and other social network search algorithms.
- Introduction to SEO.
- Basic HTML for SEO purpose
- On page SEO
- Off Page SEO, content writing
- Blogging
- Infographic content development
- Social media marketing, Facebook marketing
- Instagram marketing
- Twitter marketing, LinkedIn marketing
- Video development, YouTube optimization.
- Getting ready for assignments.
- How to give quotation to clients and learn to gather requirements specifications from the client.
- Content remarketing, social media marketing
- Google AdWords and AdMob
- Google analytics
- Google search console, Bing search console
- Assignments presentation for SMM students
- Revision for digital marketing students and understanding digital marketing strategies
- Case studies explanation
- Practicing a live assignment
- Final presentation for digital marketing students
- Final presentation for digital marketing students
- Expert lecture.

TALLY ERP

DURATION 60 HOURS

Tally software is widely used and it has become mandatory for the students pursuing accounting jobs to learn advanced Tally. Recruiters from large to medium organizations are always in the lookout for Tally professionals and this course helps students to get hired by reputed organizations.

SYLLABUS

- Introduction of Accounting
- Introduction of Tally Erp9
- Accounting Entries
- Inventory Management
- Payroll
- GST Tax
- Reports Printing