COSMOPOLITAN'S
VALIA C.L. COLLEGE OF COMMERCE & VALIA L.C. COLLEGE OF ARTS

PREPARATORY COURSE IN ENGLISH
(2018-2019)

CONTACT DETAILS:-

Address:-
Cosmopolitan Education Society Road, D. N. Nagar
Andheri(W), Mumbai- 400053.

Phone:-
022-26303406
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Email:-
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CONTENTS

Preparatory Course in English (30 Hrs)

- Basic Grammar: Tenses (present, past, future), Speech
- Spoken English: Introduction to vowels and consonants,
- Stress and intonation, Greetings, Introductions, Making request, Suggestions, Invitations, Acceptance, Refusal
- Seeking permission, giving a description, Stating likes and dislikes, Agreeing and disagreeing, Stating performances,
- Written English: Report writing on general and scientific topics, information transfer, Business letters and essays,
- Reading Comprehension.

OBJECTIVES:

The objective of this course is to-

1. Provide the quality language training to enable speakers of other languages from various backgrounds, needs and purposes to communicate effectively and proficiently.

2. Participate undergo an intensive English curriculum that helps them attain the required standard to pursue further academic and/or professional programmes.

OUTCOMES:

On the completion of this course, students will be able to-

• Develop a natural and accurate style of English pronunciation.

• Read, write, speak and comprehend the English language.

• Exchange ideas and opinions, express emotions, and present information.

• Gain the relevant language skills for success in future courses

• Work with highly qualified teaching staff who have broad teaching experience

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INTRODUCTION TO STATISTICS
(2018-2019)

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CONTENTS

Introduction to Statistics (30 Hrs)

- Statistics and Data
- Elements of Probability and Random Variables
- Sampling Distributions
- Estimation with Confidence Intervals
- Hypothesis Testing
- Linear Regression

OBJECTIVES:

The objective of this course is-
1. To develop the students ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of Statistical applications in Economics and Management.

OUTCOMES:

On the completion of this course, students will be able to-
1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
2. Evaluate the underlying assumptions of analysis tools
3. Understand and critically discuss the issues surrounding sampling and significance
4. Discuss critically the uses and limitations of statistical analysis

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SOFT SKILLS
(2018-2019)

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CONTENTS

Soft Skills (30 Hrs)

- Public Speaking
- Group Discussion
- Interviews
- Writing Skills

OBJECTIVES:

The objective of this course is-

1. To make the students aware of the importance, the role and the content of soft skills through instruction, knowledge acquisition, demonstration and practice.
2. To develop and nurture the soft skills of the students through individual and group activities.
3. To expose students to right attitudinal and behavioural aspects and to build the same through activities.

OUTCOMES:

On the completion of this course, students will be able to-

1. Effectively communicate through verbal/oral communication and improve the listening skills
2. Write precise briefs or reports and technical documents
3. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations .
4. Incorporate practices like goal/target setting, self motivation and creative thinking.
5. Function effectively through team work, interpersonal relationships, conflict management and leadership quality.

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ADVANCED ANDROID APP
(2018-2019)

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CONTENTS

Advanced Android App (40 Hrs)

- Dagger
- Kotlin
- Architectural Components
- Lifecycle, LiveData, ViewModel
- RxJava
- Room Database
- Networking with Retrofit
- MVVM Architecture
- Unit Testing
- Kotlin Coroutines
- Android Build Systems
- Memory Management
- Multithreading and Handler-Looper
- Networking and Caching
- Image Loading and Glide
- System Design (Mobile): WhatsApp

OBJECTIVES:

The objective of this course is to-
1. Cover introductory mobile application development for the Android Operating System using XML and Java.
2. Includes developing simple applications that could run on Android phones and tablets.
3. Cover Android application development phases, terminologies, application design, and coding.

OUTCOMES:

By the end of this course the student will be able to-

1. Use various Layouts and Widgets in Android Applications.
2. Create interactive applications in android with multiple activities including audio, video and notifications.
3. Create applications.
4. Publish your App on Google Play.

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TALLY ERP 9.0
(2018-2019)

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CONTENTS

Tally ERP 9.0 (40 Hrs)

* INTRODUCTION TO TALLY ERP 9
* STOCK AND GODOWN
* GROUP, LEDGER, VOUCHER, ORDER, INVOICE
* REPORTS IN THE TALLY.ERP 9
* PAYROLL IN TALLY.ERP 9
* TAXATION
* INTRODUCTION TO TALLY. NET
* IMPORTANT FEATURES OF TALLY. ERP 9
* SHORTCUT KEYS OF TALLY.ERP 9

OBJECTIVES:
The objective of this course is-
1. To impart knowledge regarding concepts of Financial Accounting.
2. To help students to work with well-known accounting software i.e. Tally ERP.9.
3. To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
4. To make students ready with required skill for employability in the job market.

OUTCOMES:
By the end of this course the student will be able to-
- Work with well-known accounting software i.e. Tally ERP.9
- Create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
- Possess required skill and can also be employed as Tally data entry operator.

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ONLINE MARKETING
(2018-2019)

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CONTENTS

Online Marketing (40 Hrs)

- Introduction to Online Marketing
- Search Engine Optimization (SEO)
- Introduction to CRM
- Email Marketing
- Competitor and Website Analysis
- Market Research & Niche Potential
- Content Creation, Management & Promotion
- Introduction to Web Analytics
- Mobile Marketing
- Social Media Marketing
- Online Marketing Budgeting, Planning & Forecast
- Online Marketing Project Management
- Product Marketing (Facebook, Instagram, Google Ads)
- Affiliate Marketing
- Website Data Analytics
- Paid Ads Optimization Strategies
- Neuro-Marketing Fundamentals

DURATION : 40 HRS

OBJECTIVES:
The objective of this course is to-
1. Provide students with a background into Online marketing, analyse some of the established models used in constructing a digital marketing strategy and discuss how they apply to integrated online marketing for engaging audiences and its risks.
2. Distinguish between traditional marketing and digital marketing, digital marketing platforms, segmentation strategies and the digital marketing plan.

OUTCOMES:
On the completion of this course, students will be able to-
1. Translate some of the key marketing and business models that will help to shape a digital marketing strategy.
2. Review the history of digital marketing to give some perspective to a digital strategic plan.
3. Describe online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing.
4. Discuss the opportunities and risks of integrated digital marketing.
5. Outline an approach to developing a digital marketing plan
6. Explain the key digital marketing activities needed for competitive success

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E-MARKETING
(2018-2019)

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CONTENTS

E-Marketing (80 Hrs)

- Mastering Search Engine Optimization (SEO)
- Content Marketing, Pay Per Click(PPC) and Digital Analytics
- Mastering Social Media, Mobile Marketing and Digital Strategy
- Advanced Web Analytics
- Advanced Search Engine Optimization (SEO)
- Advanced Pay Per Click (PPC) Program
- Advanced Social Media (With Facebook Blueprint Voucher)
- E- Marketing Capstone

DURATION : 80 HRS

OBJECTIVES:
The objective of this course is to-
1. Introduce students to the world of online consumer behaviour, e-marketing and the conduct of business operations in the virtual world.
2. Explore new technology adoption, shifting consumer attitudes to online experiences, and how to evaluate technologies for workplace, business and personal consumption through a marketing lens.

OUTCOMES:
On the completion of this course, students will be able to-
1. Identify factors at both micro and macro levels that impact e-marketing and its objectives
2. Describe the influential marketing decision making processes for the adoption of online technologies for consumers and organizations
3. Integrate marketing knowledge into online experiences for businesses and consumers
4. Recommend appropriate online tools for achieving personal, business and organisational outcomes
5. Critically evaluate opportunities and challenges faced by internet mediated business practices in uncertain market conditions.