



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

BASICS OF COMPUTER (2019-2020)

CONTACT DETAILS:-

Address:-

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

Phone:-

022-26303406
+91 9167671260

Email:-

info@valiacoe.com

CONTENT

- Knowing computer
- Operating Computer using Graphic User Interface (GUI) Based Operating System
- Understanding Word Processing
- Using Spreadsheet
- Introduction to Internet, WWW and Web Browsers
- Communications and collaboration
- Making Small Presentation.

DURATION: 30 HRS

OBJECTIVES:

The objective of this course is to-

1. Impart a basic level knowledge of user interface in computers.
2. Teach students to use spreadsheets, internet and word processors.
3. Enable students to understand how data can be communicated and collaborated within multiple computers.

OUTCOMES:

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

1. Understand Graphic User Interface and its role in operating systems.
1. Produce electronic documents using various software applications.
1. Illustrate the role of the computer for personal and professional uses.



**COSMOPOLITAN'S
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**TALLY WITH GST
(2019-2020)**

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CONTENT

TALLY WITH GST (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 GST
- INTRODUCTION TO TALLY. NET
- IMPORTANT FEATURES OF TALLY. ERP 9
- SHORTCUT KEYS OF TALLY

DURATION: 40 HRS

OBJECTIVES :

The objective of this course is-

1. To make students ready with the very well-known Computerized Accounting software Tally ERP 9.0.
2. To make students understand ERP software working and accounting management
3. To gain knowledge on accounting, inventory and taxation including GST and TDS with Payroll.

OUTCOMES :

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

1. Manage accounting of any Business or individuals
2. Create Computerized Books of accounts with finalizing reports
3. Execute computerized accounting like Auditing, Grouping companies and Vault passwords
4. Get automated Printing salary slips, Scheduled reports and outstanding reports



**COSMOPOLITAN'S
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INTRODUCTION TO SOCIAL MEDIA (2019-2020)

CONTACT DETAILS:-

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CONTENT

- Introduction to social media marketing
- Social media platforms - Functions and Role in marketing
- Profile creation on social media platforms
- Social media platforms - Making the right choice
- Creation of social media strategies

DURATION: 40 HRS

OBJECTIVES:

The objective of this course is to-

1. Lay the foundation of social media marketing.
2. Learn what social media marketing entails, including the history and the different social media channels that exist.
3. Students will learn how to select a social media channel that fits business needs.

OUTCOMES:

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

1. Understand the landscape of traditional, digital, and social media marketing
2. Understand the major social media platforms, how they function, and what role they play in marketing
3. Define your target audience and their customer journey



**COSMOPOLITAN'S
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ONLINE MARKETING & TOOLS (2019-2020)

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CONTENT

Online Marketing & Tools (80 Hrs)

- Introduction to Online Marketing.
- Website Planning and Creation.
- Search Engine Optimisation (SEO)
- Search Engine Marketing.
- Social Media Marketing.
- Content Marketing & Strategy
- Web Analytics.
- Digital Media Planning and Buying

DURATION: 80 HRS

OBJECTIVES:

The objective of this course is to-

1. Teach students how to increase business revenue using online marketing tools.
2. Enable students to build a brand.
3. Acquaint students with management of online reputation.
4. Teach students to become an influencer in their field.

OUTCOMES:

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

1. Use search engines to optimise their business websites.
2. Enhance conversion using web analytics.
3. Create website according to their business needs.
4. Use content that will attract, acquire and engage customers.



**COSMOPOLITAN'S
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FUNDAMENTAL SKILL DEVELOPMENT (2019-2020)

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CONTENTS

Fundamental Skill Development (Course Duration 30 Hrs)

1. Introduction
2. Writing Skills
3. Professional Communication Skills
4. Interviewing Skills & Mock Interviews
5. General Preparation for Interview Process

DURATION: 30 HRS

OBJECTIVES:

The objective of this course is to-

1. To develop students' knowledge in writing and professional communication skills.
1. To promote personal and professional practice of effective and ethical human communication within a broad range of communities.
1. Enable students to face interviews confidently through giving them an experience of mock interviews.

OUTCOMES:

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

1. Write content which is professionally acceptable and effective.
2. Communicate professionally by being more articulate.
3. Face interviews with better confidence and knowledge
4. Edit professional documents effectively including e-mails.