



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

# **COMPUTER FUNDAMENTALS (2020-2021)**

## **CONTACT DETAILS:-**

### **Address:-**

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

### **Phone:-**

022-26303406  
+91 9167671260

### **Email:-**

[info@valiacoe.com](mailto:info@valiacoe.com)

# CONTENTS

- Internet Basics
- Internet Security
- Basics of Software and Hardware
- Basics of HTML and Programming language
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

## OBJECTIVES:

The objective of this course is to-

1. Teach students to perform basic functions of file management;
2. Teach students to use Microsoft Office package in a manner that it can be applied at workplace;
3. Give basic computer knowledge and skills to help students move towards successful automation.

## OUTCOMES:

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

1. Describe the organization and operation of a computer processor, primary and secondary memory, peripheral devices and to give computer specifications
2. Explain the representation of data and information in computer systems
3. Use MS-Office
4. Use standard database systems



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# **FOUNDATION COURSE (2020-2021)**

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# CONTENTS

- Measures of central tendency
- Sets and its properties
- Equations
- Logic
- Percentage and Ratios
- Vocabulary
- Grammar
- Writing Skills
- Comprehension
- Essay
- Communication skills
- Body language and Etiquette
- Group discussion skills
- Interview skills
- Presentation skills
- Emotional Intelligence
- Time Management Skills
- Resume building

## OBJECTIVES:

The objective of this course is to-

1. To teach students basic mathematics topics and basic language skills .
1. This course provides students with knowledge that will result in developing their personality and impart knowledge that is useful in the early days of employment.

## OUTCOMES:

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

1. Develop academic skills in mathematics subject.
1. Raise the level of understanding of students in basic mathematics to improve themselves for further academic work.



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**MIT APP INVENTOR  
(2020-2021)**

**CONTACT DETAILS:-**

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## CONTENTS

- Introduction to App Inventor
- Introduction to Hello World App
- Adding component and button component
- Label component
- Create New Blocks- Define Procedures
- Build Apps with User-Generated Data
- Build Apps that Communicate with the Web



DURATION: 40 HRS

## OBJECTIVES:

The objective of this course is-

- Label the major parts of an App Inventor program
- Teach students to create a program that displays welcome messages at booting stage
- Understand how the components and blocks work and interact
- Teach students to build Apps that Communicate with the Web

## OUTCOMES:

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

1. Build apps using MIT app inventor and working with block coding.
2. Testing apps with App Inventor
3. Packaging the apps and downloading them to a phone .



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**ADVANCED TALLY  
(2020-2021)**

**CONTACT DETAILS :-**

**Address :-**

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# CONTENTS

- Introduction of Accounting
- Introduction of Tally ERP9
- Accounting Entries
- Inventory Management
- Payroll
- GST Tax
- Reports Printing

**DURATION: 40 HRS**

## OBJECTIVES:

The objective of this course is to-

1. Work with well-known accounting software i.e. Tally ERP.9.
2. Create company and enter accounting voucher entries.  
Reconcile bank statement, do accrual adjustments, and also print financial statements

## OUTCOMES:

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

1. Voucher entries including advance voucher entries,
2. Reconcile bank statement, do accrual adjustments, and also print financial statements,
3. Gain In-depth knowledge of GST provisions and recording of GST related journal entries in Tally.



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# **SOCIAL MEDIA MARKETING (2020-2021)**

## **CONTACT DETAILS:-**

### **Address:-**

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# CONTENTS

- Introduction to Social Media Marketing
- Understanding digital media, e-marketing
- SEO.
- Content writing
- Blogging
- Infographic content development
- Social media marketing – Facebook marketing, Instagram marketing, Twitter marketing, LinkedIn marketing
- Videos development, YouTube optimisation.

**DURATION: 40 HRS**

## OBJECTIVES:

The objective of this course is to-

1. Teach how Social Media Marketing is a course which enhances business promotion on social media platforms like Facebook, Instagram, Twitter and so on.
2. To acquaint learners with the technique of getting their business noticed on the social media.

## OUTCOMES:

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

1. Get quick access to cutting-edge learning content covering all fields of social media marketing.
2. Execute target marketing strategy and increase number of followers on the business pages across social media.
3. Understand how to convert traffic to leads and leads to orders.
4. Become social media marketing specialist.



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# **DIGITAL MARKETING (2020-2021)**

## **CONTACT DETAILS:-**

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# CONTENTS

- Introduction to Digital Marketing
- Understanding digital media, e-marketing
- SEARCH ENGINE OPTIMIZATION (SEO)
- Content writing
- Blogging
- Infographic content development
- SEARCH ENGINE MARKETING (SEM)
- Social media marketing – Facebook marketing, Instagram marketing, Twitter marketing, LinkedIn marketing
- Videos development, YouTube optimization.
- Content remarketing
- Social media marketing
- Google AdWords and Admob
- Google analytics
- Google search console, Bing search console
- Case studies explanation
- Practicing a live assignment
-

**DURATION: 80 HRS**

## **OBJECTIVES:**

The objective of this course is to-

1. Teach types of SEO, google analytics, e-mail marketing, infographic creation.
2. Teach tools of digital marketing.
3. Teach video optimisation on You Tube

## **OUTCOMES:**

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

1. Use SEO software.
2. Execute e-mail marketing and create professional content for business promotion.
3. Become an internet marketing specialist.