



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

# **OFFICE AUTOMATION (2021-2022)**

## **CONTACT DETAILS:-**

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# CONTENTS

## **Office Automation (Course Duration 30 Hrs)**

1. Basics Of Computer
2. Operating Systems -
  - MS-windows & Linux
3. Office Applications – I
  - MS Office: MS-word
  - Open Office: Writer
4. Office Applications – II
  - MS Office: MS-excel
  - Open Office: Calc & Math
5. Office Applications – III
  - MS Office: MS-access
  - Open Office: Base
6. Office Applications – IV
  - MS Office: MS-power Point
  - Open Office: Impress
7. Internet & Advanced Communication

**OBJECTIVES:**

The objective of this course is to-

1. Understand basics of computer
2. Distinguish between hardware and software
3. Understand how computers communicate

**OUTCOMES:**

By the end of this course, students will be able to-

1. Demonstrate a basic understanding of computer hardware and software.
2. Identify components of computers
3. Learn the techniques to manage records and documentations.
4. Perform basic functions of file management
5. Perform basic functions in a word processor, spreadsheet and presentation.





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# **DIGITAL ACCOUNTING (2021-2022)**

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# CONTENTS

## **Digital Accounting (Course Duration 40 Hrs)**

1. Principles of Accounting
2. Business Accounting
3. Computerized Accounting
4. Accounting Software
5. Accounting Processes
6. GST
7. Finance Accounting
8. Principles of Finance
9. Tally ERP 9.0
10. Creating ledger

**DURATION : 40 HRS**

**OBJECTIVES:**

The objective of this course is to-

1. Enter the accounting transactions in computerized format and find the financial result of the concern.
1. This course helps students to work with well-known accounting software i.e. Tally ERP.9

**OUTCOMES:**

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

1. Operate the accounting software at a level at which they can be recruited as a Tally data entry operator.
1. To 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.





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# **MARKETING ON DIGITAL PLATFORM (2021-2022)**

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# CONTENTS

## **Marketing on Digital Platform (Course Duration 40Hrs)**

1. Data Analytics
2. Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
3. Pay-Per-Click and Social Media Advertising
4. Email Marketing
5. Design Skills
6. Web Design & Development
7. Product Marketing
8. Copywriting
9. Conversion rate optimization
10. Writing and Editing Skills
11. Content Creation



## **DURATION : 40 HRS**

### **OBJECTIVES:**

The objective of this course is to-

1. Familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.
2. Enrich learner with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of their knowledge base.
3. Serve as basic course for learners who wish to further study in domain of Digital Media.

### **OUTCOMES:**

By the end of this course, student will be -

1. Able to describe essential philosophies and practices of marketing and digital marketing technologies.
2. Equipped with specific knowledge in the areas of digital marketing communications
3. Familiarised to methodologies, tools and technologies involved in digital marketing.
4. Differentiate factors that influence the consumer.



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# **DIGITAL BUSINESS OPTIMIZATION (2021-2022)**

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# CONTENTS

## **Digital Business Optimization (Course Duration 80Hrs)**

1. Introduction to Digital Marketing
2. SEARCH ENGINE OPTIMIZATION (SEO)
3. Content writing
4. Blogging
5. Infographic content development
6. SEARCH ENGINE MARKETING (SEM)
7. Social media marketing – Facebook marketing, Instagram marketing, Twitter marketing, LinkedIn marketing
8. Videos development, YouTube optimization.
9. Creating Websites using Wordpress.
10. Content remarketing
11. Google AdWords and Admob
12. Google analytics



**DURATION : 80 HRS**

**OBJECTIVES:**

The objective of this course is to-

1. Create understanding about Digital Marketing and SEO.
2. Help students to focus on digital technologies as tools for building businesses.
3. Teach students about blogging, content writing and creating website using wordpress.

**OUTCOMES:**

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

1. Explore and implement key topics in digital business
2. Differentiate between traditional marketing and digital marketing.
3. Evaluate the constantly evolving digital business landscape both locally and globally
4. Write blogs and create effective content for businesses.
5. Create websites using wordpress.



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# **PYTHON PROGRAMMING (2021-2022)**

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# CONTENTS

## **Python Programming (Course Duration 30 Hrs)**

1. Introduction to Python and Computer Programming
2. Data Types, Variables, Basic Input-Output Operations, Basic Operators
3. Boolean Values, Conditional Execution, Loops, Lists and List Processing, Logical and Bitwise Operations
4. Functions, Tuples, Dictionaries, and Data Processing
5. Modules, Packages, String and List Methods, and Exceptions
6. The Object-Oriented Approach: Classes, Methods, Objects, and the Standard Objective Features; Exception Handling, and Working with Files



**OBJECTIVES:**

The objective of this course is-

1. To teach basics of Python programming.
2. To teach students to write codes using python programming.
3. To teach advanced programming skills in Python.
4. To teach writing of database application in Python..

**OUTCOMES:**

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

1. To understand why Python is a useful scripting language for developers.
2. To learn how to design and program Python applications.
3. To learn how to identify Python data types.
4. To define the structure and components of a Python program.



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**MS OFFICE  
(2021-2022)**

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# CONTENTS

## **MS Office (Course Duration 30 Hrs)**

1. Introduction to MS Office
2. MS Word - Working with Documents
3. MS Excel - Working in spreadsheets
4. MS PowerPoint - Creating presentations
5. Set up OneDrive
6. Getting acquainted with Status Icons of OneDrive
7. Using OneDrive Web Access and Desktop App
8. Navigating OneDrive Web Access and sharing a file



**OBJECTIVES:**

The objective of this course is to-

1. Give students an in-depth understanding of importance of Microsoft Office package and its widespread use in professional world.
1. Provide hands-on use of Microsoft Office applications Word, Excel, Access and PowerPoint.
1. Teach students to create slide presentation with animation and images.

**OUTCOMES:**

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

1. Create documents using Word and PowerPoint.
1. Use basic MS Excel functions.
1. Use various functions of OneDrive on web page and desktop app.



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**ADVANCED EXCEL  
(2021-2022)**

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# CONTENTS

## **Advanced Excel (Course Duration 30 Hrs)**

1. Excel Basics
2. Excel Essentials and Excel Formulas
3. Data Analysis
4. Pivot and Excel Charting
5. Excel Extras



**OBJECTIVES :**

The objective of this course is-

1. To teach students the advanced formulas as well as how to use which formula for which occasion.
2. To equip students with the knowledge of data analysis using advanced excel functions.
3. To make students aware of the time that will be saved by using Excel software and its techniques in processing data.

**OUTCOMES:**

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

1. Apply formulas in their day-today work
2. Articulate with excel as a tool for operations in the workplace
3. Create, format and feed data on a worksheet
4. Use/edit/copy formulas in the worksheet
5. Create charts and pivot tables for interpretation of data
6. Use Excel with other programs
7. Use VLOOKUP



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**Beginner's Course in Equity  
Market Trading  
(2021-2022)**

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# CONTENTS

## **Beginner's Course in Equity Market Trading (Course Duration 30 Hrs)**

1. Unlearning the wrong assumptions of Equity Market
2. Learning new economics formulas
3. Understanding golden rules of investment
4. Learning about the various investment options available in the market
5. Inculcating basic virtues required to successfully trade in the market
6. Understanding various financial instruments
7. Stock exchanges in India
8. Indices Calculation and Composition
9. Overview of trading
10. Demat account working
11. Concept of short selling
12. Concept of Stop loss
13. Fundamental analysis in detail
14. Technical analysis in detail
15. How to trade in the market



**DURATION : 30 HRS**

**OBJECTIVES :**

The objective of this course is-

1. To teach students the facts and clear their misconceptions about the stock market.
2. To acquaint them with the process of opening a demat account.
3. To give them a hands on experience of the process of market trading.
4. To teach them how to trade using Demat account.

**OUTCOMES:**

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

1. Describe important concepts relating to stock market trading
2. Classify various financial instruments based on their nature
3. Open their own demat account
4. Execute basic trades using their demat account
5. Analysing and taking correct trading decisions using fundamental and technical indicators



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

## **Investment Avenues in India (2021-2022)**

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# CONTENTS

## **Investment Avenues in India (Course Duration 30 Hrs)**

1. Concept of Investing and its benefits
2. What is a PPF account?
3. Investment in National Savings Certificate
4. Why should you invest in Kisan Vikas Patra?
5. Investment schemes in Post Office.
6. What are company deposits?
7. Concept of debentures and bonds
8. Fixed deposits and its types



**DURATION : 30 HRS**

**OBJECTIVES :**

The objective of this course is-

1. To enable the participants to understand the importance of investing.
2. To make students acquainted with the different investment avenues available in India.

**OUTCOMES:**

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

1. Narrate the importance of investing
2. Describe the tax benefits in the various investment options
3. Classify investment options based on government and private organisations
4. Make basic decisions on where money should be invested.



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## **Young Investors (2021-2022)**

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# CONTENTS

## **Young Investors (Course Duration 30 Hrs)**

1. Concept and importance of finance
2. Steps to financial freedom
3. Earning and Saving money
4. S.M.A.R.T strategy of investing
5. Introducing the concept of “Power of Compounding”
6. What does it mean to invest in stock market?.
7. Seven golden rules of investment
8. How to find appropriate investment opportunities?
9. Learning the language of financial statements
10. Value of a stock



**DURATION : 30 HRS**

**OBJECTIVES :**

The objective of this course is-

1. To enable students to understand the right time to learn about finance and investments while they are in their educational phase.
2. To make students familiar with basic concepts of investing and growth of capital.

**OUTCOMES:**

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

1. Describe the significance of finance and the activity of investing
2. Evaluating different products in the finance market based on their tax benefits, risk and returns



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## **Digital Media (2021-2022)**

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# CONTENTS

## **Digital Media (Course Duration 30 Hrs)**

1. Introduction to marketing concepts
2. Optimizing your website for SEO
3. Understanding Social Media
4. Understanding E -mail marketing
5. Various Software tools for Digital Marketing
6. Future of Digital Marketing



**OBJECTIVES :**

The objective of this course is-

1. To understand significance of Digital Media and its applications in Business and Various Sectors
2. To provide an insight on Digital Media activities on various Social Media platforms and its emerging significance in Business.
3. To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization

**OUTCOMES:**

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

1. Understand about e-commerce, m-commerce, e-business and digital marketing
1. Understand Search Engine Optimization
2. Email and Mobile marketing
3. Understanding various software tools of Digital Media.



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## **Web Designing (2021-2022)**

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# CONTENTS

## **Web Designing (Course Duration 30 Hrs)**

1. Introduction to web & servers
2. Types of websites & its implementation
3. Basics of HTML
4. Basics of CSS
5. Basics of JavaScript
6. Developing a webpage using HTML along with CSS and JavaScript
7. Understanding PHP and setting local host environment
8. Creating a contact us page using PHP
9. Creating a website design
10. Developing the content for the website
11. Setting up wordpress locally
12. Creating a website using wordpress
13. Publishing a website on the server
14. Analyzing and debugging various websites
15. Assignment presentation



**DURATION : 30 HRS**

**OBJECTIVES :**

The objective of this course is-

1. Develop skills in analyzing the usability of a web site.
2. Understand how to plan and conduct user research related to web usability.
3. Learn the language of the web: HTML and CSS and grid layout and flexbox.

**OUTCOMES:**

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

1. Use the HTML programming language
2. Resolve written HTML codes
3. Run the page he/she has designed using HTML codes
4. Use the Design Programs
5. Publish the site that was designed
6. Make changes on the Site