



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

BLOCK BASED APP DEVELOPMENT (2022-2023)

CONTACT DETAILS:-

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CONTENTS

- Introduction
- Application Structure
- App Component
- Label component
- Creating New Blocks
- App Building
- Apps linked with Web



DURATION: 40 HRS

OBJECTIVES:

The objective of this course is building the Apps that will communicate with the Web

OUTCOMES:

After course completion the students will able to

1. Build apps that will be working with block coding.
2. Testing apps with App Inventor.
3. Linking the App with Web.
4. Packaging the apps
5. Downloading the app in phone .



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ACCOUNTING EXECUTIVE (2022-2023)

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CONTENTS

- Introduction to Accounting
- Introduction of Tally Prime
- Master creation in Tally Prime
- Voucher entries in Tally Prime
- Inventory Management in Tally Prime
- Bank Reconciliation in Tally Prime
- Payroll in Tally Prime
- GST calculation in in Tally Prime
- Creation of financials in Tally Prime
- Reports Printing in Tally Prime



DURATION: 40 HRS

OBJECTIVES:

The objective of this course is to-

1. Work with well-known accounting software i.e. Tally Prime.
2. Basic and advance Tally.

OUTCOMES:

After course completion the students will able to

1. Create all the masters in the Tally
2. Can pass all the Voucher entries in Tally
3. Reconcile bank statement
4. Printing of Bills,
5. Proper calculation of GST.
6. Finalisation of accounts using Tally



**COSMOPOLITAN'S
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SOCIAL MEDIA ADVERTISING & ANALYSIS (2023-2023)

CONTACT DETAILS:-

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CONTENTS

- Introduction
- Various forms of social media advertising
- Content writing.
- Reels.
- Blogging.
- Infographic content development
- Editing and Videos development, YouTube optimisation.
- Social Media Analysis

DURATION: 40 HRS

OBJECTIVES:

The objective of this course is to-

1. Make aware of the Social Media Marketing that enhances business promotion on social media platforms such as Facebook, Instagram, Twitter, YouTube, etc.
2. To acquaint learners with the technique of getting their business noticed on the social media.

OUTCOMES:

After course completion the students will 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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CONTENT MARKETING (2022-2023)

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CONTENTS

- Introduction to Content Marketing
- Introduction to Digital Marketing
- Planning and Creating a Website
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Content Strategy
- Web Analytics
- Email Marketing
- E-commerce
- Internet Marketing



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.



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**PYTHON 101
(2022-2023)**

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CONTENTS

- Computer Fundamentals and Problem Solving
- Introduction to Python Programming
- Creating Python Program
- Strings and Lists
- Object Oriented Programming
- Built-in data structures



DURATION: 80 HRS

OBJECTIVES:

The objective of this course is to-

This course is designed as the first course that introduces computers and programming to non-Computer Science students. The course focuses on the use of computer and programming to solve problems of different domains. It also introduces the concept of object oriented programming.

OUTCOMES:

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

1. Describe the components of a computer and notion of an algorithm.
2. Apply suitable programming constructs and built-in data structures to solve a problem.
3. Develop, document, and debug modular python programs.
4. Use classes and objects in application programs and visualize data.



**COSMOPOLITAN'S
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SIMPLIFYING INVESTMENTS AND STOCK MARKET (2022-2023)

CONTACT DETAILS:-

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CONTENTS

- Introduction
- Types of Investment
- Stock Exchanges
- Portfolio Management
- Mutual Funds



DURATION: 80 HRS

OBJECTIVES:

The objective of this course is to-

To create the awareness about the various types of Investment.

OUTCOMES:

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

1. Take a proper investment decision
2. Managing the portfolio



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**MICROSOFT 365
(2022-2023)**

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CONTENTS

- INTRODUCTION
- MS WORD
- MS EXCEL
- MS POWERPOINT
- MS OFFICE SUITE
- OTHER MS TOOLS



DURATION: 80 HRS

OBJECTIVES:

The objective of this course is to-

Make student friendly in Microsoft Office.

OUTCOMES:

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

1. Use MS WORD efficiently
2. Use of advance MS EXCEL
3. Making Presentation.