



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

# **2023-2024 DIGITAL MARKETING**

Contact :

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

Phone :

**022-26303406**

**+91 9167671260**

Email:

**info@valiacoe.com**



# CONTENT

- 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

## **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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**2023-2024**

# **TALLY ERP 9.0 & GST + MS OFFICE**

Contact :

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Mumbai- 400053.**

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# CONTENT

1. Fundamentals of Accounting
2. Introduction of Tally
3. Meaning of company creation and opening accounting in Tally
4. Opening a ledger account and how to create a voucher
5. How to modify a company or industry detail
6. How to set the features of a company
7. Selecting the cost category and cost center
8. How to create a godown and how to maintain an inventory
9. How to set price list and the budget
10. A brief introduction of F11 and F12
11. How to produce profit and loss balance sheet from accounting
12. Introduction to VAT
13. Calculation of VAT
14. Introduction to TDS
15. Calculation of TDS
16. How to add excise duty and customs duty

## **OBJECTIVES:**

The objective of this course is to:

1. Help students to work with well-known accounting software i.e. Tally ERP.9
2. Create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
3. To give continuous practice to students so as to make them ready with required skills for an accountancy employability in the job market.
4. Provide hands-on use of Microsoft Office applications Word, Excel, Access and PowerPoint.
5. Teach students to create slide presentation with animation and images.

## **OUTCOMES:**

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

1. Successfully qualify practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
2. Create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
3. Practice the required skills that can be used for the Tally data entry operator.
4. Create documents using Word and PowerPoint.



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# **2023-2024 ANDROID APP DEVELOPMENT**

Contact :

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Mumbai- 400053.**

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Email:

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# CONTENT

1. Introduction to OOps, Java, Android
2. Installation & Configuration
3. Application Fundamentals
4. Simple Application
5. Activities & Tasks
6. Layouts & Views
7. Event Handlers & Toast
8. Menus
9. Dialogs
10. Process Dialog
11. Resources
12. Styles & Themes
13. Intents
14. Adapters & Widgets
15. Working with Multimedia



## **OBJECTIVES:**

The objective of this course is to:

1. To get the detailed knowledge of Android Application development.
2. To learn JSON interface with Android application.
3. To learn the design and development of standard Android apps.
4. To Learn android app deployment.

## **OUTCOMES:**

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

1. Demonstrate their understanding of the fundamentals of Android operating systems
2. Demonstrate their skills of using Android software development tools
3. Demonstrate their ability to develop software with reasonable complexity on mobile platform
4. Demonstrate their ability to deploy software to mobile devices
5. Demonstrate their ability to debug programs running on mobile devices



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# **2023-2024 SOCIAL MEDIA MARKETING**

Contact :

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Email:

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# CONTENT

1. Introduction to Social Media Marketing
2. Understanding digital media, e-marketing
3. SEO
4. Content writing
5. Blogging
6. Infographic content development
7. Social media marketing – Facebook marketing, Instagram marketing, Twitter marketing, LinkedIn marketing
8. Videos development, YouTube optimisation.

## **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, students 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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# **2023-2024 ADVANCED EXCEL**

Contact :

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**+91 9167671260**

Email:

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# CONTENT

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 to:

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:

On the completion of this course, students 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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# **2023-2024 INVESTMENT & STOCK MARKETS**

Contact :

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# CONTENT

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

## **OBJECTIVES:**

The objective of this course is to:

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:**

On the completion of this course, students 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



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# **2023-2024 PYTHON PROGRAMMING**

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Phone :

**022-26303406**

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Email:

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# CONTENT

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 to:

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:

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

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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# **2023-2024 SOFT SKILLS**

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# CONTENT

1. Introduction

2. Writing Skills

3. Professional Communication Skills

4. Interviewing Skills & Mock Interviews

5. General Preparation for Interview Process

## **OBJECTIVES:**

The objective of this course is to:

1. To develop students' knowledge in writing and professional communication skills.
2. To promote personal and professional practice of effective and ethical human communication within a broad range of communities.
3. 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.





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# **2023-2024 COMPUTER FUNDAMENTALS**

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# CONTENT

1. Internet Basics

2. Internet Security

3. Basics of Software and Hardware

4. Basics of HTML and Programming language

5. Microsoft Word

6. Microsoft Excel

7. 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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# **2023-2024 CERTIFICATION IN AVIATION, HOSPITALITY, TRAVEL MANAGEMENT & CUSTOMER SERVICE**

Contact :

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# CONTENT

1. English Speaking
2. Grooming
3. In flight Service
4. Personality Development
5. Swimming and Fire fighting training
6. First Aid training
7. Hospitality
8. Travel Management
9. Interview Preparation

## **OBJECTIVES:**

The objective of this course is to:

1. Train students on the skills required to become a cabin crew. The program encapsulates all the topics related to aviation hospitality that a cabin crew member is required to know.
2. Students are trained on basic flight safety protocols, emergency routines and handling passengers onboard.

## **OUTCOMES:**

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

1. Supervising both flight and ground operations that are necessary in the aviation sector
2. Handling expertise in cargo and baggage
3. Expert coordination between flight and ground crew members