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

DIGITAL MARKETING

2024-2025

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

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CONTENT

1. Introduction to Digital Marketing
2. Search Engine Optimization (SEO)
3. Search Engine Marketing (SEM) / PPC
4. Content Marketing
5. Email Marketing
6. Web Analytics
7. Digital Marketing Strategy
8. Mobile Marketing
9. Affiliate Marketing
10. Digital Marketing Tools

OBJECTIVES:

- Understand and apply different types of SEO, Google Analytics, email marketing strategies, and infographic creation.
- Become proficient in the use of key digital marketing tools.
- Master the principles of video optimization for YouTube.

OUTCOMES:

- After completing this course, students will be able to
- Use SEO software.
- Execute email marketing campaigns and create professional promotional content.
- Demonstrate internet marketing specialist skills.

SOCIAL MEDIA MARKETING

2024-2025

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CONTENT

1.   Introduction to Social Media Marketing
2.   Social Media Content Creation
3.   Social Media Advertising
4.   Social Media Analytics
5.   Social Media Community Management
6.   Social Media Strategy
7.   Influencer Marketing
8.   Social Media Tools
9.   Organic Social Media Marketing
10. Paid Social Media Marketing

OBJECTIVES:

- **Develop Proficiency in Social Media Marketing:** To provide comprehensive instruction on leveraging social media platforms, including Facebook, Instagram, and Twitter, for effective business promotion.
- **Enable Strategic Visibility Enhancement:** To equip learners with proven techniques for maximizing business discoverability and audience engagement on social media channels.

OUTCOMES:

- **Cultivate Expertise in Social Media Marketing:** Deliver comprehensive education on strategically leveraging platforms like Facebook, Instagram, and Twitter for business advancement.
- **Empower Learners to Optimize Social Media Visibility:** Provide the knowledge and tools necessary to maximize discoverability and foster meaningful audience interaction.

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ANDROID APP DEVELOPMENT

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CONTENT

1. Introduction to Android Development
2. User Interface (UI) Design
3. Android Activities and Intents
4. Data Storage and Retrieval
5. Networking and APIs
6. Android Services and Background Processing
7. Notifications and Broadcast Receivers
8. Android Permissions and Security
9. Testing and Debugging
10. Publishing Android Apps

OBJECTIVES:

- This course aims to cultivate proficiency in Android application development. Students will acquire:
- In-depth understanding of Android development principles and practices.
- Practical skills in JSON integration for data exchange.
- Competence in designing and building robust, user-friendly Android applications.
- Expertise in the complete Android application deployment process.

OUTCOMES:

- Achieve certification in Tally ERP.9, demonstrating proficiency in its practical application.
- Master core accounting functions within Tally ERP.9, including company creation, voucher entry (standard and advanced), bank reconciliation, accrual adjustments, and financial statement generation.
- Develop practical skills essential for a Tally data entry operator role.
- Gain foundational proficiency in document creation using Microsoft Word and PowerPoint.

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PYTHON PROGRAMMING

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CONTENT

1. **Introduction to Python & Setup:**
2. **Python Basics: Data Types & Variables:**
3. **Control Flow: Conditionals & Loops:**
4. **Functions & Modules:**
5. **Data Structures: Lists, Tuples, Dictionaries, Sets:**
6. **String Manipulation:**
7. **File Handling:**
8. **Object-Oriented Programming (OOP) Basics:**
9. **Error Handling & Exceptions:**
10. **Working with Libraries (e.g., NumPy, Pandas):**
11. **Regular Expressions:**
12. **Introduction to Web Scraping or API Interaction:**

OBJECTIVES:

- Provide a foundation in Python programming.
- Enable students to write Python code.
- Teach advanced Python programming skills.
- Instruct students in Python database application development

OUTCOMES:

- Justify the use of Python for scripting tasks.
- Create functional Python programs.
- Effectively manage data using Python's built-in types.
- Analyze and explain the composition of Python code

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ADVANCED TALLY & GST

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CONTENT

1. **Introduction of Accounting**
2. **Introduction of Tally Prime**
3. **Accounting Entries**
4. **Inventory Management**
5. **Payroll**
6. **Gst**
7. **Tax Reports**
8. **Printing**

OBJECTIVES:

- **This course aims to equip learners with the advanced skills and comprehensive knowledge required to efficiently manage accounting processes, inventory, payroll, and ensure Goods and Services Tax (GST) compliance using Tally Prime software. Upon completion, participants will be able to independently handle complex business transactions, generate accurate financial and statutory reports, and streamline business operations in a GST-compliant environment.**

OUTCOMES:

- **Upon completing this Advanced Tally Prime with GST Compliance course, participants will expertly manage accounting, inventory, and payroll using Tally Prime's advanced features. They will achieve comprehensive GST compliance, including accurate transaction recording and return generation. Furthermore, they will be skilled in producing insightful reports and efficiently printing essential financial and inventory documents. This empowers them to streamline business operations and ensure regulatory adherence.**

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INTRODUCTION TO EXCEL

2024-2025

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CONTENT

1. **Excel Interface**
2. **Data Entry**
3. **Cell Formatting**
4. **Basic Formulas**
5. **Ranges**
6. **Sorting and Filtering**
7. **Basic Charts**
8. **Printing**
9. **IF Functions**
10. **Dates and Times**
11. **Data Validation**
12. **Excel Tables**

OBJECTIVES:

- Introduction to Excel course is to equip students with the fundamental skills necessary to effectively utilize Microsoft Excel for data entry, manipulation, analysis, and presentation. Students will learn to navigate the Excel interface, perform basic calculations using formulas, create charts for data visualization, and manage data efficiently using sorting, filtering, and data validation techniques. The course aims to provide a solid foundation for using Excel in various personal and professional contexts.

OUTCOMES:

- By course end, students will: master Excel's interface, input and format diverse data, construct formulas for calculations, create insightful charts, efficiently sort and filter data, apply logical IF functions, manipulate dates and times, enforce data integrity via validation, and leverage Excel tables for organized data management. Students will develop practical skills for data-driven tasks, enhancing productivity and decision-making.

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DIRECT & INDIRECT TAXES

2024-2025

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CONTENT

Direct Taxes:

1. Income Tax: Individual income, rates, deductions.
2. Corporate Tax: Business profits, tax planning.
3. Capital Gains Tax: Asset sale profits.
4. Wealth Tax (if applicable): Net wealth taxation.
5. Tax laws and compliance.

Indirect Taxes:

1. GST: Goods/services tax, ITC, compliance.
2. Customs Duty: Import/export taxes, regulations.
3. Excise Duty (if applicable): Manufacturing taxes.
4. Indirect tax laws and record-keeping.

OBJECTIVES:

- Thorough understanding of tax systems.
- Accurate tax calculation and legal compliance.
- Implementation of tax planning strategies.
- Enhanced financial literacy and professional development.
- Understanding of tax laws, economic impact, and ethical practices.

OUTCOMES:

- Practical skills in tax calculation and filing.
- Readiness for tax-related careers.
- Informed financial decision-making.
- Professional growth.
- Ability to interpret legislation and advise on tax matters.
- Enhanced financial management.
- Expanded career opportunities.

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INTRODUCTION TO CANVA

2024-2025

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CONTENT

1. **Canva Interface & Navigation:**
2. **Basic Design Principles & Canva Tools:**
3. **Creating Social Media Graphics:**
4. **Designing Presentations & Documents:**
5. **Photo Editing & Manipulation:**
6. **Working with Templates & Customization:**
7. **Typography & Text Effects:**
8. **Using Canva Elements & Stock Media:**
9. **Branding & Brand Kits:**
10. **Exporting & Sharing Designs:**
11. **Canva for Print & Merchandise:**
12. **Canva Pro Features & Advanced Techniques:**

OBJECTIVES:

- This "Introduction to Canva" course aims to transform participants from beginners into proficient designers. You'll gain comprehensive knowledge and practical skills to create professional-quality visual content across various platforms and applications. The curriculum covers everything from fundamental interface navigation and essential design tools to advanced techniques like animation, strategic branding, and optimizing designs for specific outputs. By course completion, you'll be empowered to strategically leverage Canva's robust features for personal branding, effective marketing campaigns, impactful business communications, and diverse creative expression, confidently producing compelling visuals for any need.

OUTCOMES:

- Learning Canva basics: navigate the interface and use tools to create designs. Customize templates for social media, marketing, and more, applying design principles for appealing visuals. Master exporting and sharing in various formats. Optionally, explore advanced features like animation and collaboration. This course goes beyond basic tools, teaching file management, effects, and video editing fundamentals. You'll gain practical skills to design effectively with Canva, making it easy to create impactful visual content.

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WEB DESIGNING

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CONTENT

1. **Introduction to Web Design & Fundamentals:**
2. **HTML5: Structure & Semantics:**
3. **CSS3: Styling & Layouts:**
4. **Responsive Web Design & Media Queries:**
5. **JavaScript: Interactivity & DOM Manipulation:**
6. **UI/UX Design Principles & Wireframing:**
7. **Design Tools (Figma, Adobe XD, Photoshop):**
8. **Web Accessibility (WCAG) & SEO Basics:**
9. **Version Control (Git) & Deployment:**
10. **CSS Frameworks (Bootstrap, Tailwind CSS) & Preprocessors (Sass/Less):**
11. **CMS Platforms (WordPress) & Theme Customization:**
12. **Portfolio Development & Project Management:**

OBJECTIVES:

- To equip students with the essential knowledge and practical skills for creating effective and visually appealing websites. This includes mastering HTML, CSS, and JavaScript, understanding UX/UI principles, and utilizing design tools. The course aims to foster proficiency in building responsive, accessible, and optimized web experiences.

OUTCOMES:

- Upon completion, students will be able to design, develop, and deploy functional websites. They'll possess a strong understanding of front-end technologies, design methodologies, and industry best practices. Students will create a professional portfolio showcasing their ability to build user-friendly and visually compelling web projects.

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BUSINESS LEADERSHIP SKILLS

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CONTENT

1. **Personal Leadership**

2. **Leadership styles**

3. **Team Leadership**

4. **Leadership styles and tendencies**

OBJECTIVES:

- **This program delivers a personalized commerce education, offering diverse specializations and practical skills to empower students for career success. It aims to bridge academic theory with real-world application, fostering individual growth and ethical awareness. Through a student-centric approach, it tailors education to meet individual needs, providing a comprehensive understanding of commerce and preparing students for diverse career paths in the evolving business landscape.**

OUTCOMES:

- **Graduates will master core commerce, applying knowledge practically and specializing in areas like Marketing and Quality Management. They'll develop critical thinking, ethical decision-making, and a global perspective. Enhanced communication and leadership skills will prepare them for diverse careers, including entrepreneurship. Adaptability to changing business trends and strong research abilities are emphasized. A customer-centric approach, alongside expertise in ethical practices and specialized fields like Mall Management, ensures graduates are well-equipped for success in today's competitive, socially conscious business environment.**

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HINDI

2024-2025

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CONTENT

- ## Unit 1: Writing & Reading Skills

Writing: Meaning, Importance, Methods, Types.
Reading: Meaning, Importance, Methods, Characteristics.

- ## Unit 2: Speaking & Listening Skills

Speaking: Meaning, Importance, Methods, Characteristics.
Listening: Meaning, Importance, Characteristics.

OBJECTIVES:

- **To develop students' foundational understanding of Hindi language and literature. To enable effective communication in Hindi, both written and oral. To foster appreciation for Hindi cultural heritage and its diverse literary forms. To build vocabulary and grammatical proficiency for practical application. To cultivate critical thinking and analytical skills through reading and writing in Hindi. To promote intercultural understanding through exposure to Hindi language contexts.**

OUTCOMES:

- **Students will demonstrate proficiency in basic Hindi communication. They will be able to read and comprehend simple Hindi texts. Students will be able to write basic sentences and paragraphs in Hindi. They will develop an understanding of core Hindi grammar and vocabulary. Students will gain insight into Hindi cultural and literary traditions. Students will be able to engage in simple conversations in Hindi. They will demonstrate improved listening comprehension in Hindi.**

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Practical Statistics for Commerce 1

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CONTENT

1: Measures of Central Tendency and Dispersion

- Concept of Measures of Central Tendency. The basic measures of central tendency, such as Mean, Median and Mode, for raw data.

- Grouped Data and measures of central tendency for grouped data for discrete random variable.

- Mean, Median and Mode for Continuous random variable

- Measures of dispersion, such as Range, Coefficient of Range, Variance and Standard Deviation.

2: Decision theory

- Decision making situation; Decision maker, Courses of Action, States of Nature Pay-off and Pay-off matrix

- Decision making under Uncertainty: Maximin, Maximax and Laplace criteria, simple examples to find optimum decision.

- Decision making under Risk Expected Monetary Value (EMV), Decision tree, simple examples based on EMV and EOL

OBJECTIVES:

- This course establishes a foundation in data analysis and decision theory. Students will learn to navigate decision-making scenarios, identifying key elements like decision-makers and potential outcomes. Core topics include: calculating central tendencies (mean, median, mode) for diverse datasets understanding data variability through dispersion measures (range, variance, standard deviation) applying decision-making techniques under uncertainty (Maximin, Maximax, Laplace) and mastering decision-making under risk using Expected Monetary Value, decision trees, and Expected Opportunity Loss Students will gain practical skills for informed data analysis and decision-making.

OUTCOMES:

- Upon course completion, students will grasp central tendency and dispersion, calculating mean, median, mode, range, variance, and standard deviation for varied data They'll compute central tendencies for discrete and continuous variables and analyze data variability through dispersion (OC3). Students will identify decision scenarios, actions, and outcomes They'll construct payoff matrices and apply decision-making techniques under uncertainty, including Maximin, Maximax, EMV, EOL, and Laplace criteria , enabling informed decisions in complex situations.