

### Key Indicator- 1.3 Curriculum Enrichment

## 1.3.2

Number of value added courses imparting transferable and life skills offered during the last five years

## ANY ADDITIONAL INFORMATION

#### STOCK MARKET EDUCATION

#### Value added programs for B.Com, BBM and MBA students

#### Module 1- Introduction to Stock Market

In this module, students are exposed to practical world of stock markets. Students will then get confidence on learning financial markets for their career.

#### Module 2- Advanced level on Stock Market

This module is focused on research aspects namely Fundamental analysis and technical analysis. Practical guidance with LIVE market hours will be done.

#### Program time requirement

- It's a Minimum 15 hrs to Max 20 hrs program.
- It will be a covered during the academic semester on Weekends or can be conducted as 2 full day's workshop on any Weekends.

#### **Program highlights**

- All the contents will be covered keeping the students interest and knowledge in mind.
- No prior knowledge is required, as the session begins from the scratch
- The program will focus more on practical things and the trainer uses real time market examples
- Participants will be awarded with a **Certificate** upon attending the workshop

#### Scope of the program

- Students will be exposed to more practical aspects of the most complicated subject called stock Market
- The participatory certificate gives an edge over other graduates during their studies
- It develops self competiveness among business minded people
- It serves as a Value added Practical course along with their Graduation

# Syllabus for Computerized Financial Management

#### COURSE

#### Tally With GST (Computerized Financial Management)

#### BASICS OF ACCOUNTING

Types of Accounts, Golden Rules of Accounting, Accounting Principles, Concepts and Conventions, Double Entry System of Book Keeping, Mode of Accounting, Financial Statements, Transactions, Recording Transactions

#### FUNDAMENTALS OF TALLY.ERP 9

Getting Functional with Tally. ERP 9 Creation / Setting up of Company in Tally. ERP 9

#### ACCOUNTING MASTERS I N TALLY.ERP 9

F11: Features F12: Configurations Setting up Account Heads

#### INVENTORY IN TALLY.ERP 9

Stock Groups Stock Categories Godowns / Locations Units of Measure Stock Items

#### VOUCHER ENTRY IN TALLY.ERP 9

Accounting Vouchers Inventory Vouchers Invoicing

#### ADVANCED ACCOUNTING IN TALLY. ERP 9

Bill-wise Details Cost Centres and Cost Categories Bank Reconciliation



# Syllabus for Advanced EXCEL



## COURSE

## DATA ANALYTIC TECHNIQUES USING ADVANCED EXCEL

## SYLLABUS

- ✓ Excel Introduction
- ✓ Customizing Excel
- ✓ Formatting and Proofing
- ✓ Using Basic Functions
- Mathematical Functions
- ✓ Text Functions
- ✓ Date and Time Function
- ✓ Protecting Excel
- Advanced Paste special Techniques
- ✓ Sorting and Filtering
- ✓ Printing Workbooks

## ADVANCE EXCEL

- ✓ What if Analysis
- ✓ Logical Functions
- ✓ Data Validation
- ✓ LookUp Functions
- ✓ Pivot Tables
- ✓ Arrays Functions
- Charts and Slicers
- ✓ Excel Dashboard
- ✓ Macros

# Syllabus for Digital MARKETING



### COURSE

## **Digital Marketing**

## SYLLABUS

- Introduction to E-Commerce and Digital Marketing
- Website Planning and Creation
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Google Adwords and Analytics
- Lead Generation
- Link Building Techniques
- ✓ Affiliate Marketing
- Content Marketing
- Email Marketing
- ✓ Mobile Marketing
- Viral Marketing
- Whatsapp Marketing
- Online Display Advertising
- Online Reputation Management (ORM)
- Shopping Advertising
- Video Advertising

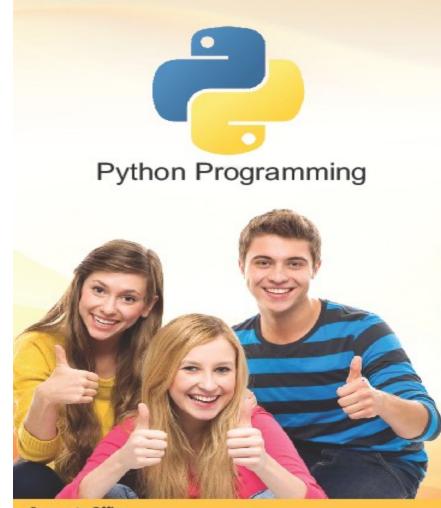




#### Contents

1.	Intr	roduction	3
2.	Nee	ed for Skill Development	3
3.	iSch	holar's Skill Development Programme	4
4.	iScł	holar's tele-education model	6
5.	Fee	e and Delivery details	
5	5.1	Fee	7
5	5.2	Infrastructure required per classroom	7
5	5.3	Venue	7
5	5.4	Training	7
5	5.5	Payment terms	7





#### TRENDING TECHNOLOGIES

Cloud Computing Python PHP with MySQL AngularJS R Programming IOT, Al Advanced JAVA and .NET Data Analytics Digital Marketing Computerized Accounting Project Training

#### SERVICES

Web Design & Development Software Development Corporate Training Placement Training

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