

DIGITAL MARKETING

Course Contents

- Marketing in the digital world
- Content and E-mail Marketing
- Social Media Marketing and Display Marketing
- Search Engine Marketing

Learning Outcomes

- After studying this course, students will be able to:
- Understand the concept of digital marketing and its integration of traditional marketing.
- Understand behaviour of online consumers.
- Create digital media campaigns through an understanding of e-mail, content and social media marketing.
- Examine search engine optimisation tactics to enhance a website's position and ranking.
- Leverage digital strategies to gain competitive advantage for business and career.

Key Learning Areas

- Strategise :Learn frameworks to make goals,plan campaigns and reach customers .
- Execute: Know the various channels and platforms to get your marketing off the ground.
- Learn: Get useful insights from leading industry experts on strategic planning and digital initiatives.
- Engage: to understand what makes customer go from attention to action.
- Optimise: Continuously improving to increase performance and digital presence.
- Measure: Grasp the science of measuring performance versus plans.

Personal Financial Planning



Personal financial Planning is the process of planning and managing personal financial activities such as income generation, spending, saving, investing, and protection.

Why is Personal Financial Planning Important

- To manage income and expenses.
- To create an awareness of your current financial status.
- To plan for the future by developing goals and devising ways to achieve those goals.
- To provide a system of evaluation and revision for your financial progress.



Learning Outcomes

To help students understand the relevance of financial planning and how to do it.

Creating awareness about different concepts of investment planning and its methods.

To help students in their personal tax planning.

To understand the need of insurance and planning for future uncertainties.

Retirement planning and various options available in India.



Basic IT Tools

Learning Objectives

The Learning Objectives of this course are as follows:

- To enable students develop IT skills that are a pre-requisite in today's work environment.
- To equip the students with basic computing skills that will enhance their employability in general.
- To enable the student to analyze and present information in a meaningful manner

Basic IT Tools

The Learning Outcomes of this course will be as follows:

- By studying this course, students will be able to use word-processor to generate documents with appropriate formatting, layout, review and referencing.
- By studying this course, students will be able to manage data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.
- By studying this course, students will be able to draw analysis on data using spreadsheets to make decisions.
- By studying this course, students will be able to make meaningful representations of data in the form of charts and pivot tables.
- By studying this course, students will be able to manage data in database tables and use the same for generating queries, forms and reports.

Basic IT Tools

The course content will be as follows:

Unit I: Introduction to Spreadsheets

Spreadsheets: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks.

Unit II: Data Analysis in Spreadsheets

Analyzing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables.

Unit III: Word Processing

Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else; Linking and embedding to keep things together.

Unit IV: Databases

Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types.



Skill Enhancement Course

Programming With Python

Credits: 2

Eligibility: Class 12

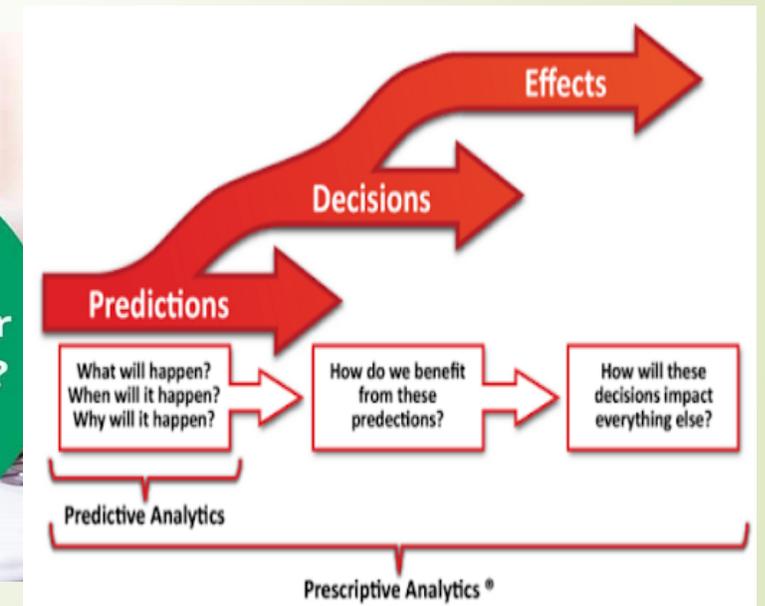
Pre-requisite: Nil

Learning Objectives

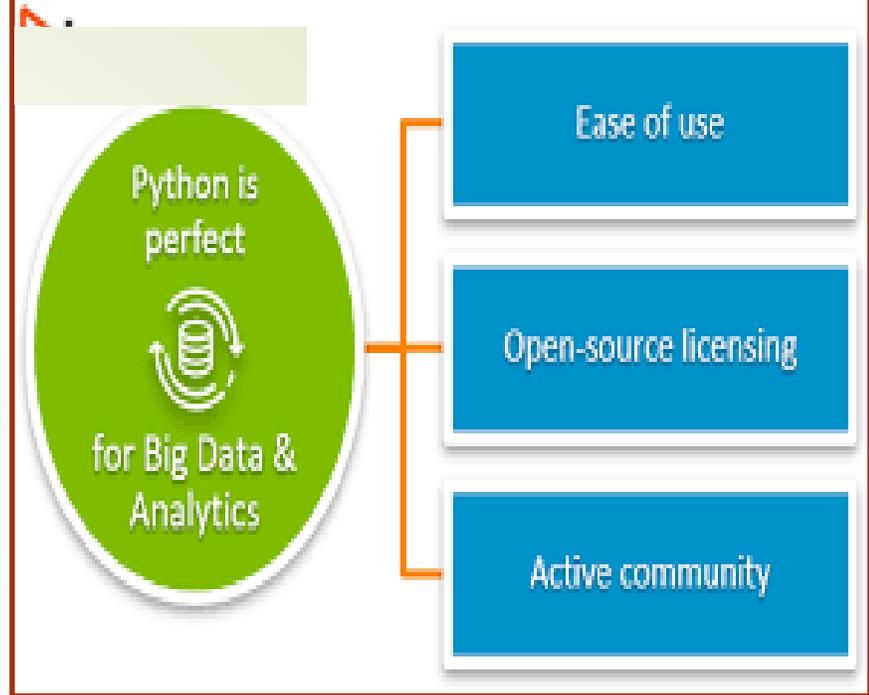
- Provide exposure to basic **problem-solving techniques**
- Develop **logical thinking abilities** and propose novel solutions for real-world problems.
- Providing empirical knowledge on applying programming **in business domains.**



Python is replacing Excel to scale business decisions



Advantages of Python



4 Applications of Python in Fintech



Data Analysis & Visualization



Banking Software



Cryptocurrency



Stock Trading

7 World-Class Companies that use Python

Google

reddit

NETFLIX

Instagram

Dropbox

stripe

shopify

Monocubed

Syllabus

Unit-1: Introduction

Relationship between computers and programs, Basic principles of computers, File systems, Using the Python interpreter, Introduction to binary computation, Input / Output

Unit-2: Data types and control structures

Operators (unary, arithmetic, etc.), Data types, variables, expressions, and statements, Assignment statements, Strings and string operations, Control Structures: loops and decision

Unit-3: Modularization and Classes

Standard modules, Packages, Defining Classes, Defining functions, Functions and arguments(signature)

Unit-4: Data structures and Object-oriented design

Data Structures (array, List, Dictionary), Error processing, Exception Raising and Handling Programming types, Object Oriented Programming, Object Oriented Design, Inheritance and Polymorphism

Learning Outcome of Course

Students will be able to implement exemplary applications on real-world problems.



The background of the slide is a dense field of 3D-rendered numbers in various shades of blue and white. The numbers are of different sizes and are scattered across the frame, creating a sense of depth and movement. The lighting is soft, highlighting the three-dimensional nature of the digits.

Finance for Everyone

SKILL ENHANCEMENT PAPER

COURSE CREDITS – 2 (1 LECTURE
AND 1 PRACTICAL)

Objective and Outcome



Learning Objective

Understanding of Concepts and Application of Financial Planning among students



Learning process

Students will do collect primary information on all the instruments offered by various institutions and will do investment with imaginary figures



Learning Outcome

Students will understand the importance of financial literacy, preparation of financial plan , to budget their personal finances, to open, avail and manage services offered by banks and various financial institutions and to choose instruments for investment in shares.

CONTENTS

There are total 5 units which will be covered in this paper

Unit 1 will cover financial planning budgeting and information about various financial institutions available to provide you basis to do financial planning .

Unit 2 will cover all types of banking services, its instruments and how one can avail benefit of this

Unit 3 will cover financial services offered by India Post office

Unit 4 will focus on all the insurance services, its providers , benefits and how to get benefitted with this .

Unit 5 will enlighten students on stock market knowledge. Terms used in stock market, investment in shares debentures and mutual funds.

Marking Scheme

Max Marks 80

End term exam = 30 marks

Internal assessment = 10 marks

Practical Marks = 40 marks

Practical

Visit Banks, post offices and insurance companies to collect information and documents related to services offered by these institutions.

Comparative analysis of instruments provided by insurance companies.

Prepare a personal and family budget for twelve months on imaginary figures.

Front End Web Design and Development



- This course offers a comprehensive understanding to aspiring front end developers on what goes into designing the style and user interfaces of websites.
- Deals with developing simple, interactive and stylish websites.
- Learning techniques of Client-side Data Validation.

Skills you will learn...



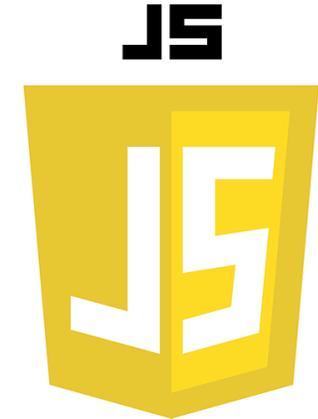
HyperText Markup Language (HTML)

Standard Markup Language for building static web pages.



Cascading Style Sheets (CSS)

Style Sheet Language used for describing the presentation of a document written in a markup language like HTML or XML.



JavaScript (JS)

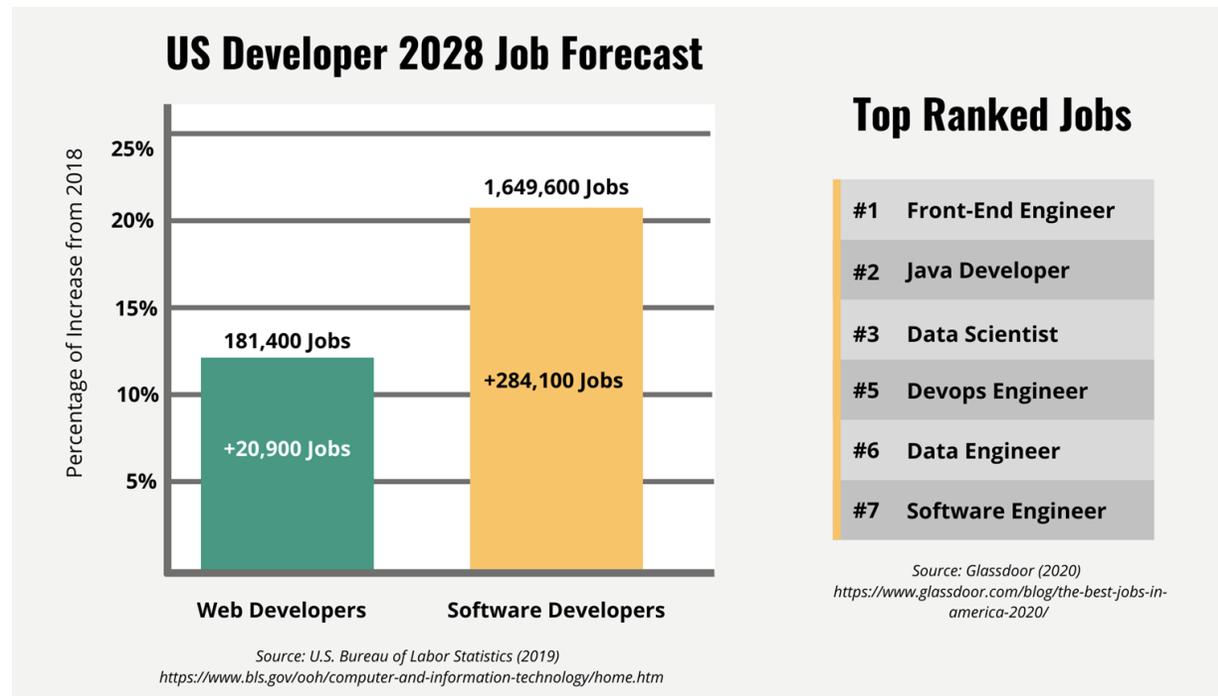
Lightweight interpreted programming language used for adding dynamic behaviour to a static web page.

Used for validating data at client side.

Why should you learn ??



- The growth of e-commerce and mobile technologies have contributed to increased demand for web developers in the coming years, as companies rely on web developers to expand their online retail presence and create mobile-friendly versions of their websites.
- The Bureau of Labor Statistics estimates that employment for web developers will grow by as much as 27% by 2024, much faster than average for all occupations.



Personality Development and Communication

Learning objectives

- To develop interpersonal and effective communication skills
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals

Learning outcomes

- Students will be able to understand the importance of oral and written communication in day to day working of the organisation
- Students will be able to develop interpersonal skills and problem solving skills
- Students will be able to understand the role of body language in effective communication

Syllabus

Unit I

- Introduction, need for communication, process of communication, written and verbal communication, visual communication, signs, signals and symbols, silence as a mode of communication, inter-cultural, intra-cultural, cross cultural and international communication, communication through questionnaires, business letter writing, electronic communication

Unit II

- Business cases and presentations, letters within the organisations, letters from top management, circulars and memos, business presentation to customers and other stakeholders, presenting a positive image through verbal and nonverbal cues, preparing and delivering the presentations, use of audio-visual aids, report writing.

Unit III

- Barriers to communication, improving communication skills, preparation of promotional material, nonverbal communication, body language, postures and gestures, value of time, organisational body language, importance of listening, emotional intelligence. Working individually and in a team, leadership skills, leadership lessons, teamwork and team-building, feedback, feed-forward interpersonal skills – delegation, humour, trust, expectations, values, status, compatibility and their role in building team - work conflict management - types of conflicts, how to cope with conflict.

Unit IV

- Negotiation skills, types of negotiation, negotiation strategies, selling skills - selling to customers, selling to superiors, selling to peer groups, teammates and subordinates, conceptual selling, strategic selling, selling skills - body language.