Rayat Shikshan Sanstha's,
KarmaveerBhaurao Patil Institute of Management Studies and Research, Satara.

Criterion 1- Curricular Aspect

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1.2: Academic Flexibility

1.2.1 Institutional programme brochure notice

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Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 17 July 2018

All the Students are hereby informed that following value addition Courses will be commencing from August 2018. Therefore students should register their name with the respective class coordinator on or before 31st July 2018.

Take a note

Sr.	Name of the Course
1	Skill Development
2	Spoken English
3	Aptitude Enhancement
4	Hardware and Networking
5	Tally with GST

Director

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 22 July 2019

All the Students are hereby informed that following value addition Courses will be commencing from August 2019. Therefore students should register their name with the respective class coordinator on or before 31st July 2019.

Take a note

Sr.	Name of the Course
1	Personality Development
2	Communication Skill
3	Skill Development
4	Tally
5	Interview Skill
6	Software Project Management
7	Aptitude Building
8	Android Course

Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara

Director

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 25 July 2020

All the Students are hereby informed that following value addition Courses will be commencing from August 2020. Therefore students should register their name with the respective class coordinator on or before 31st July 2020.

Take a note

Sr.	Name of the Course
1	Spoken English
2	Aptitude Enhancement
3	Tally with GST

Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara

Director

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 20 July 2021

All the Students are hereby informed that following value addition Courses will be commencing from August 2021. Therefore students should register their name with the respective class coordinator on or before 31st July 2021.

Take a note

Sr.	Name of the Course
1	Digital Marketing
2	Python
3	Spoken English
4	Aptitude Enhancement
5	Tally with GST
6	Spoken English
7	Spoken English

Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara

Director

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 14 July 2022

All the Students are hereby informed that following value addition Courses will be commencing from August 2022. Therefore students should register their name with the respective class coordinator on or before 31st July 2022.

Take a note

Sr.	Name of the Course
1	Skill Development
2	Advance Excel
3	Digital Marketing
4	Python
5	Communication Skill

Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara

Director

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Course Structure of Certificate Course in Skill Development 2018-19

Course Outcomes	1. Demonstrate oral and written communication for professional use 2. Analyze, appraise and distinguished listened word 3. Write any business correspondence in English. 4. Calculate sums enveloped in quantitative aptitude. 5. Evaluate, infer and relate a situation in day to day functioning. 6. Administer competencies in profession.	
Expected Skills Impartation	1. Communication Skill 2. Numerical Ability 3. Logical Thinking 4. Managerial Skill	
Marks 100	**Total Hours of Teaching : 40 Hrs include written examination**	
Session I	**Lend me your ear please:** (Developing listening skills) . Listening : Introduction . Listening skills . Importance of listening . Developing listening skills	03 Hrs
Session II	**Create fluency, gain currency:** . Speaking skills .Sentence structure . Effective speaking	03 Hrs.
Session III	**Read and feed the brain:** . Reading : introduction . Reading speed . Reading skills . Developing reading skills	03 Hrs
Session IV	**Writing at a hand:** . Writing: introduction .Writing skills . Types of writing . Effective professional writing	03 Hrs
Session V	**Number system :** Basic Operations in Mathematics (Simplification) BODMAS Rule LCM and HCF Indices and Surds Percentage	03 Hrs

Session VI	Simple Interest and Compound Interest Work , Time And Distance Ratio and Proportion Profit and Loss Mensuration- Area and Volume Data Interpretation	03 Hrs
Session VII	**Alphanumeric Series :** 1) Alphabet Series 2) Number Series Coding and Decoding Directions and Ranking Seating arrangement	03 Hrs
Session VIII	Blood Relations Data Sufficiency Syllogism Input – Output	03 Hrs
Session IX	**Interview Techniques** Preparation Do's and Don'ts' Attire Body Language	03 Hrs
Session X	**Personality Development and Goal Setting**	03 Hrs
Session XI	**Introduction & Icebreaker Activity** **Creativity:** Meaning, Process, Related to Creative People, Creative Companies. Creative Practices. **Innovation:** Meaning, Process. Related to Innovative People, Innovative Companies, Innovative Practices	03 Hrs
Session XII	**Leadership:** Problem Solving and Decision Making, Planning, Delegation, Internal Communications, Meeting Management, Managing Yourself	03 Hrs

Dr.S.R.Nikam
Program Coordinator

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil Institute Of Management Studies & Research, Varye Satara

Course Name: ***Certificate Course in Spoken English***

Duration: 1 Year (Academic Year 2018-2019)

Syllabus

Sr.No.	Topic	Sub-Topic	Lectures/Practicals Requires
1	**Grammar**	1. Vowels and Consonants. 2. Basics: Noun, Pronoun, Adjectives, Verbs. 3. Prefix. 4. Suffix. 5. Synonyms and Acronyms. 3. Sentence Formation. 5. Tenses. **Activities/Task through role play and pair work** 1. Sentence construction with two, three and so on words. 2.Dialogue. 3. Flash Cards. 4. Correction in given tasks and activities	15
2.	**Articulatory Phonetics**	1. Pronunciation 2. Modulations in sound and usage of vowels and consonants. **Activities/Task through role play and pair work** 1. Repeating A-Z Alphabets. 2. Repeating Sentences. 3. Word Antakshari. 4. Reading Paragraphform books or some other source. 5. Correction in given tasks and activities	15
3.	**Vocabulary**	1. Construction of sentence. 2. Family. 3. Relating words and describing words. 4. Some common errors in English usages. 5. Mapping words. 6. Using Correct Words. 7. Using Apostrophes. 8. Doing and Receiving Actions. 9. No use of two negatives. 10. Etiquette.	25

		Activities/Task through role play and pair work 1. Reading News Paper. 2. Reading paragraphs from Books. 3. Repeating Sentences. 4. Giving words or small paragraph to pick up similar words or sentence formation from it. 5. Small Talk. 6. Narration. 7. Correction in given tasks and activities.	
4.	**Communication Through Conversation**	1. Formal Greeting. 2. Informal Greetings and Farewells. 3. Formal Introductions. 4. Informal Introductions. 5. Expressing Abilities. 6. Useful Expressions. 7. Saying things Politely. 8. Doing and receiving the action using correct words. 9. Ways of Instruction. 10. Ways of Suggestions. 11. Body Language. **Activities/Task through role play and pair work** 1. Expressing abilities good or bad. 2. Talking about locations. 3. Things about likes and dislikes. 4. Narration. 5. Creative story telling. 6. Mapping techniques. 4. Interview. 5. Presentation. 6. Group Discussion. 7. Instant Speaking. 8. Expressing views on given topic. 9. Correction in given tasks and activities.	25

Ms. Nishigandha Bichkar
Class Coordinator

Dr. B.S. Sawant
Director
Karmveer Bhaurao Patil Institute of
Management & Research Satara

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies And Research, Satara.

Course Name: Certificate Course in Aptitude Enhancement
Duration on Course: 1 Year/ 80 hrs. Academic year 2018-2019.

Objective of Course:

1. To Provide Students Core Competencies in respective subject.
2. To foster Better Aptitude Enhancement.
3. To improve Skill in Competitive Exam.
4. To Enhance Ability to Facing Changing Business Environment.
5. To Enhance Career Satisfaction.
6. To Increase Overall Employability Skill.

Course Outcome:

1. The students should be able to identify the basic concepts of Aptitude and reasoning and they can use it in various competitive examinations.
2. The students should be able to understand the reasoning related aspects.
3. The students should be able to understand aptitude techniques to use it in the examination which will increase their aptitude ability.
4. The students should be able to analyze technique of solving problems in various competitive examinations.

Reasoning Aptitude

Sr. No	Contents	Lectures
1	**Coding – Decoding:** Letter coding , Number coding Mixed coding, Decoding	2
2	**Series Completion:** Number series, Alphabet series, Letter series	2
3	**Odd man Out:** Word classification, Alphabet classification Number classification	2
4	**Analogy** : Simple analogy, Alphabet analogy	2
5	**Blood Relationship**	2
6	**Mathematical Operations**	2
7	**Puzzle Test**	2
8	**Number Series**	2
9	**Alphabet Test**	2
10	**Direction Sense Test**	2
11	**Seating Arrangement:** Row seating arrangements, Circular Seating Arrangements	2
12	**Combinations**	1
13	**Syllogism**	2
	TOTAL LECTURES	25

Quantitative Aptitude

Sr. No.	Contents	Lectures
1	**Number System :** Types of numbers, Multiplication by short cut Methods, Basic formulae, Division algorithm or Euclidean algorithm Progression	2
2	**H.C.F. And L.C.M.:** Factors and Multiples, Highest Common Factor, Least	1

	Common Multiple, H.C.F. and L.C.M. of Fractions	
3	**Decimal Fractions:** Decimal Fractions, Conversion of a Decimal Into Vulgar Fraction, Operations on Decimal Fractions, Recurring Decimal	1
4	**Simplification:** 'BODMAS' Rule, Modulus of a real number	1
5	**Square Roots and Cube Roots**	1
6	**Average**	1
7	**Surds and Indices:** Laws of indices, Laws of surds	1
8	**Percentage**	1
9	**Profit And Loss**	1
10	**Ratio and Proportion**	1
11	**Partnership:** Partnership, Ratio of Division of Gains	1
12	**Time and Work**	2
13	**Time and Distance**	2
14	**Problems on Trains**	2
15	**Simple Interest**	2
16	**Compound Interest**	2
17	**Area**	2
18	**Volume and Surface Area**	2
19	**Permutations and Combinations:** Fundamental principles of Counting, Permutation, Combinations	2
20	**Probability**	2
	TOTAL LECTURES	30

English Language

Sr. No.	Contents	Lectures
1	**1. Noun :** 1.1 Common Nouns 1.2 Proper Nouns 1.3 Singular Noun 1.4 Plural Noun 1.5 Collective Noun 1.6 Masculine And Feminine Form of Noun 1.7 The Possessive Forms of Noun	2
2	**2. Pronouns :** 2.1 Personal Pronouns 2.1.1 Subject Pronouns 2.1.2 Object Pronouns 2.1.3 First Person, Second Person and Third Person 2.2 Reflexive Pronouns 2.3 Possessive Pronouns 2.4 Demonstrative Pronouns 2.5 Interrogative Pronouns 2.6 Indefinite Pronouns	2
3	**3. Adjectives:** 3.1 Kinds of Adjectives 3.2 The Order of Adjectives 3.3 The Comparison of Adjectives 3.4 Adjective Phrases	2
4	**4. Determiners:** 4.1 The Articles 4.2 Demonstrative Determiners 4.3 Quantifying Determiners 4.4 Interrogative Determiners 4.5 Possessive Determiners 4.6 Numbers	2
5	**5. Verbs and Tenses :** 5.1 Subject and Verb Agreement 5.2 Transitive and Intransitive Verbs 5.3 The Simple Present Tense 5.4 The Present Progressive Tense 5.5 The Simple Past Tense 5.6 Irregular Verbs	3

	5.7 The Past Progressive Tense 5.8 The Present Perfect Tense 5.9 Irregular Past Participles 5.10 The Future Tense 5.12 The Imperative Form of Verbs	
6	**6. Auxiliary Verbs**	1
7	**7. Adverbs and Adverb Phrases :** 7.1 Adverbs of Manner 7.2 Adverbs of Time 7.3 Adverbs of Place 7.4 Adverbs of Frequency 7.5 Adverbs of Duration	2
8	**8. Prepositions and Prepositional Phrases:** 8.1 Preposition or Adverb 8.2 Prepositions of Place 8.3 Prepositions of Time 8.4 Prepositions of Direction	1
9	**9. Conjunctions :** 9.1 Conjunctions Linking Phrases 9.2 Conjunctions with Lists 9.3 Conjunctions That Join Sentences 9.4 Conjunctions of Time 9.5 Conjunctions of Place 9.6 Conjunctions of Reason 9.7 Conjunctions of Purpose	1
10	**10. Sentences :** 10.1 Four Kinds of Sentence 10.2 Sentences with Objects 10.3 Simple Sentences 10.4 Compound Sentences 10.5 Conditional Sentences 10.6 Positive and Negative Sentences 10.7 Questions 10.8 Question-Word Questions 10.9 Question Tags	2
11	**11. Direct and Indirect Speech :** 11.1 Direct Speech 11.2 Indirect Speech	2
12	**12. Punctuation** **13. A List of Irregular Verbs** **14. Important Points to Remember In English Language**	1
13	**15. Reading Comprehension :** 15.1 What Is Comprehension 15.2 Definition 15.3 Exam Oriented 15.4 How to Attempt Passage Questions 15.5 General Tips 15.6 Sample Passages for Practicing (Exercises)	
14	**16. Verbal And Vocabulary :** 16.1 Para Jumbles 16.2 Sentences Completion 16.3 Verbal Analogies 16.4 Para Completion 16.5 Word Usage 16.6 Critical Reasoning 16.7 Vocab Middle roots, Prefix-Suffix Based	
	TOTAL LECTURES	25

Miss Bichkar N.S.
Add on Course co-ordinator

Dr. S. A. Bhosale
Course Co-ordinator

Dr. B.S. Sawant
Director

Syllabus

Hardware and Networking Course

Sr.No.	Topics Name	Lectures
1	**Introduction of computer components.** A] Mother board / Main board 2. Storage Devices (HDD, CD, DVD, floppy Etc.) 3. Memory 4. Display Unit 5. Keyboard, Mouse B] Hardware Installation, Problems and Troubleshooting. (Pc assembling) 1. Mother board Installation 2. SMPS Installation 3. RAM, HDD installation 4. Printer Installation C] Installation of Operating System, Application software's and Troubleshooting. 1. XP Installation 2. Win 7 Installation 3. Drivers Installation 4. MS Office Installation 5. Other Software (PDF, Media Player)	20
2	**Networks Components** Introduction Of network Types of Networks 1. LAN 2. WAN 3. MAN B. Networks Components 1. Modem 2. Switch 3. Hub 4. Different cables C. Cable crimping and Network Parts Installation. 1. Switch Installation 2. Assign IP 3. Create a workgroup. 4. Network printer Installation. 5. Modem Installation. D. Network Problems and Troubleshooting	15

Syllabus of Tally

S.No	Units	Lectures
1	**NON TRADING ORGANIZATION** **1. Business Organization** o Service organization o Trading organization o Manufacturing organization **2. Accounting on Computers** o Basic of accounting concept o Rules of Accounts o Basic Journal Entries o Benefit on A/C of Computer o Transaction in Tally ERP 9 **3. Tally Fundamentals** o Features of Tally ERP 9 o Configuration of Tally ERP 9 o Creation/Setting up Company o Use of vouchers o Ledgers & Groups **4. Service Organization** o Structure of Service Organization o GST for services o GST for Expenses o GST Adjustment & Payment o GST Report	20
2	**TRADING ORGANIZATION** **1. Inward & Outward Supply with GST** o Cash & Credit Purchase o Cash & Credit Sales o Invoicing o Inventory creation with HSN o Inventory Transaction with GST **2. Overview of Tally ERP 9** o Features of Tally ERP 9 o Advanced Accounting & Inventory Features o F11 Features o F 12 Features o GST Activation **3. Advanced GST Features** o Bill wise Details with GST o Voucher Class for GST o Cost Center for GST o Purchase from URD o Bank Reconciliation	20

	o Zero Valued Entries o Backup & Restore o Additional cost on Purchases o E-way Bill o Interest Calculation **4. Advanced Inventory Features** o Actual & Billed Quantity o Separate Discount Column o Multiple Price Levels o Point of Sale (POS) **5. GSTR, Accounting & Inventory Reports** o Accounting Reports o GSTR 1 Report o Inventory Report o GSTR 2 Report o GSTR 3B Report o B2B Invoice Report o B2C (Large) Invoice Report	
3	<u>MANUFACTURING ORGANIZATION</u> **1. Purchase & Sales with GST** o Purchase of Raw Material o Storage of Goods o Production Process o Processing in Manufacturing o Maintenance of Locations **2. Functions with Tally ERP 9** o Recording Transactions o Adv. Accounting Vouchers o Adv. Inventory Vouchers o Manufacturing Voucher **3. Adv. Stock Transactions** o Order Processing o Tracking numbers o Rejection Notes o Invoicing & Billing o Cost Categories **4. Statutory Features** o TDS o TCS o Payroll **5. Technical Features** o Multi-Currency o Predefined Cost Centers o Batch Wise Details o Consolidation of Accounts o Bill of Material	20

4	**DISPLAY & REPORTING** **1. Management & Control System** o Budget & Control o Scenario Management o Variences Analysis **2. Report Generation** o Sales Register o Purchase Register o Re-Order Levels o Optional Voucher o Credit Limits **3. System Administration** o Consolidation of Accounts o Split Company Data o Export & Import of Data o ODBC Compliance **4. Technical Advantages** o Multi Lingual o Security Control o Audit in Tally ERP 9 o Key points of Display **5. Printing in Tally ERP 9** o Cheque Printing o Voucher Printing o Company Logo Printing o Receipt Printing 3. Finalization of Accounts o Closing Entries o Adjustment Entries o Profit Screening	20

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.

Tally with GST Course

CERTIFICATE

This Certificate is Awarded to **Mr. / Ms. / Mrs.** _____

studying in _____ *from* ***KBPIMSR, Varye, Satara*** *has successfully completed* ***Tally with GST Course*** *during Academic Year 20* _____

Mr. V. D. Patil
Co-ordinator

Dr. B. S. Sawant
Director

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.

Hardware & Networking Course

CERTIFICATE

This Certificate is Awarded to **Mr. / Ms. / Mrs.** _____

studying in _____ *from* ***KBPIMSR, Varye, Satara*** *has successfully completed* ***Hardware & Networking Course*** *during Academic Year 20* _____

Dr. R. D. Kumbhar
Co-ordinator

Dr. B. S. Sawant
Director

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.

Aptitude Enhancement Course

CERTIFICATE

This Certificate is Awarded to **Mr. / Ms. / Mrs.** _____

studying in _____ *from* ***KBPIMSR, Varye, Satara*** *has successfully completed* ***Aptitude Enhancement Course*** *during Academic Year 20* _____

Dr. S. B. Chavan
Co-ordinator

Dr. B. S. Sawant
Director

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.

Spoken English Course

CERTIFICATE

This Certificate is Awarded to **Mr. / Ms. / Mrs.** _____

studying in _____ *from* ***KBPIMSR, Varye, Satara*** *has successfully completed* ***Spoken English Course*** *during Academic Year 20* _____

Dr. S. R. Nikam
Co-ordinator

Dr. B. S. Sawant
Director

RAYAT SHIKSHAN SANSTHA'S

KARMAVEER BHAURAO PATIL INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, VARYE, SATARA

Six Days Course in Skill Development under
Lead College Scheme

CERTIFICATE

This is to certify that Mr. /Ms. _____

of MBA / BBA / BCA successfully completed Skill Development Course from 25th February 2019 to 2nd March 2019. She/he conferred with _____ grade.

Dr. S. R. Nikam	Dr. S. S. Bhola	Dr. B. S. Sawant
Program Coordinator	HOD Management	Director

Syllabus on Personality Development

(It is designed for 40 hours but can be stretched to 60 hours. It depends on the grasping of students.)

Course Outcomes	1. Students will be able to develop professional personality, positive attitude towards everything. 2. Students will be able to develop good interpersonal relations with other individuals at work place. 3. Students will learn the time management and professional manners and etiquettes.	
Expected Skills Impartation (Through Theory and Practical)	1. Self management skills 2. Interpersonal skills 3. Etiquette and Manners 4. Communication Skill	
Marks 50	**Total Hours of Teaching : 40** **Theory:28** **Practical :12**	
Unit 1 : a)Theory	a)Introduction to different personality traits. b)Self Management --- Self Evaluation, Self discipline, Self criticism, Recognition of one's own strengths and weaknesses, Self-Discovery and Goal Setting d)Positive Thinking and Attitude- Development of Positive thinking and attitude. e)Interpersonal Relations- Sensitivity Training.	**07 Hrs**
b)Practical	a)Meditation session(Students should write their experience about meditation and submit it.) b)Sessions on interpersonal relations, e.g. How to introduce oneself, style of greeting, introducing others to third parties. (Videos of students during practical session to be recorded and preserved for evaluation)	**3 Hrs.**
Unit 2 : a)Theory	a)Etiquette and Manners----Professional Etiquette---Technology Etiquette--Table Manners b)Time Management c)Grooming-Dressing, Postures, Gestures, e)email and telephone communication f)Physical Fitness- Importance and ways of achieving it., Healthy eating habits.	**07 Hrs**
b)Practical	a) Practical session on table manners. b) Practical session on Dressing, Postures, Gestures	**3 Hrs.**
Unit 3: a)Theory	**Effective Communication Skills** Introduction, understanding communication, the Communication process, Types of communication, Barriers to effective communication, 7 C's of communication, A. **Listening Skills:** Listening, Active listening and Passive listening, Blocks to effective listening, Guidelines for Effective listening,	**07 Hrs**

	importance of silence in communication **B. Speaking Skills** Process of speaking-Pronunciation, Speech mechanism ,aspects of effective speaking- accents, intonation, pitch, etc. Greetings, Apology, Permission, C. **Reading Skills**: Introduction, what is reading? Types of reading- slow, fast, silent, SQ3R technique of reading. **Reading skills in business**- diagrams, directories, correspondence, manuals, records, charts, graphs and tables. D. **Writing Effective English** Word formulations- Prefixes , suffixes, , vocabulary development, basic sentence patterns, types of sentences- Simple, complex, compound	
b)Practical	One minute speech, Role play Poetry recitation Seminar presentation	**3 Hrs.**
Unit 4: **a)Theory**	a)People Skill --- Calming angry customers ---Handling annoying subordinates, co-workers and bosses ---Dealing with sarcasm and the 'silent treatment' ---Preventing abusive language and behavior ---Recognizing and circumventing office politics b)Negotiation Skill ---Negotiation Fundamentals ---Negotiation Styles ---Major Negotiation Concepts c)Decision Making Skill ---What is Decision Making? ---Steps for Decision Making ---Decision Making Techniques.	**07 Hrs**
b)Practical	a) Role play on handling difficult people. b) Role play of negotiation at the time of interview, at the time of buying. c) Role play to check the decision making ability.	**3 Hrs.**
(All the practical to be conducted by experts) (Videos of students during practical session to be recorded and preserved for evaluation)		

Reference Books:

a) Managing Soft Skills For Personality Development---B.N. Ghosh---- McGraw Hill Education

b) Personality Development, Interpersonal Skills and Career Management---Dr. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan ---- Himalaya Publishing House Pvt.Ltd.

c) Personality Development –R.C. Bhatia--- Ane Books Pvt.Ltd.

d) Soft Skills: An Integrated Approach to Maximise Personality ---Gajendra Singh Chauhan--- Wiley Publisher

IV. About the Workshops

Workshop no.	Workshop description	Objective of Workshop
Day 1	Pre assessment	Pre-assessments provide the basis for monitoring students' progress and for measuring growth. They also help students focus attention on specific learning goals.
Day 2	Learn Action, Description & Pronunciation	Aim of learning Verbs is that it teaches students to communicate about events in the world by combining words into sentences
Day 3	Potion of Grammar	To gain effective communication skill, learn the right usage of Tenses, Conjunction & Preposition.
Day 4	Grammar cont.	Objective of learning Adjective is to make our English conversation more visual & vivid.
Day 5	Scripted Dialogues	Scripted dialogues will help students read and orally practice correct usage of English and also provide models on which students can base their own conversations.
Day 6	Audio - Video Listening	Listening to audio and videos will help the students to develop better a) Comprehension b) Language competence c) Listening confidence d) Ability to identify sounds, words & phrases
Day 7	Let's Make Conversation & Impromptu Role Play	Aim of the session is to learn to have a good flow of conversation, by inviting the other person also to speak.

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		invitation is in the form of questions. Through Impromptu Role Plays students will learn to utilize tactics for thinking quickly in public speaking situations
Day8	Debate & Speech Shadowing	Debate & Speech Shadowing will help in improving pronunciation, vocabulary & fluency.
Day 9	Writing - Picture Description & Essay writing	To enhance the English writing skills of the students
Day 10	Post assessment	An attempt to measure student's growth over time, from the time the student started the course. It will help to determine the extent to which students met the learning objectives developed.

Online course curriculum –

Name of Unit	Objective of Unit
Mentality	The lessons help clear mental blocks for students struggling with English language. It helps them overcome the basic fear.
Parts of speech	It introduces us to the basic parts of speech.
Parts of speech 2	It introduces us to the basic parts of speech
Tenses	Students learn tenses to avoid errors in sentence structure and grammar
Tenses part 2	All tenses are creatively explained with loads of examples for better understanding
Questions	The unit deals with framing questions as it is an inevitable part of day to day conversations.

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Vocabulary	Enhancing vocabulary and understanding it's usage in day to day conversations.
Effective communication	English communication is made smooth and easy by introducing phrasal verbs, linking verbs and many other interesting lessons.

Assignment Topics –

Title of Assignment	Instruction message to student 2-3 sentences
Zodiac Characteristics	Do you believe in Sun Signs? Google about your Sun Sign and share any 3 characteristics which matches your personality. For eg. I am a Libra – The 3 characteristics that match my personality traits are: Loyal, Diplomatic & Peace Loving. Just add why you feel these characteristics are true to you!
Paragraph Writing	Write a short paragraph on any one of the following topics: 1.A stormy night 2. Your Dream Vacation 3. My Favorite Book

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara

Syllabus for Interview Skill Course

Sr.	Content	Hours
1	Resume Writing	**02**
2	Personal Interview	03
3	Preparation	03
4	Typical Interview Format	04
5	Employer wish list	05
6	Tips regarding attire	04
7	Starting the interview	04
8	Body language	05
9	Standard Interview Question	04
10	Types of question	03
11	Elements of successful interview	02
12	Job interview Do's and Don'ts	01
	Duration	**40**

Software Project mgt-

BCA-II (Sem IV)

Course code: CCL 408	Mini Project	Credit :02	Marks:50
Course Outcomes	After completion of this course student should be able to- 1. Implement fundamental domain knowledge of core courses for developing simple business applications. 2. Utilize the software development techniques, skills and modern tools.		
	Guidelines for Project		
	1. A group of maximum **two to four** students prepare a mini project under the guidance of internal teacher. 2. Students should adopt SDLC approach 3. Project guide should provide progress report to each group & student should follow it.(Encl. Progress report) 4. Number of Copies: The student should submit two Hard-bound copies of the Project Report. 5. The project report is duly signed by Principal or Head of Department, Project Guide and Student. 6. Acceptance/Rejection of Project Report: o The student should submit progress report with draft project report to the guide. o Respective guide has right to suggest modifications for resubmission or accept the project. o Only on acceptance of draft project report, the student should make the final copies.		
	Following format for the submission of the Project Report. **a. Paper:** The Report shall be typed on white paper, A4 size, for the final submission. The Report to be submitted must be original and subsequent copies may be photocopied on any paper. **b. Typing:** The typing shall be of standard letter size, 1.5 spaced and on **both** side of the paper. (Normal text should have Times New Roman, Font size 12. Headings can have bigger size) **c. Margins:** The typing must be done in the following margins: Left -----1.5 inch, Right ----- 1 inch Top ----- 1 inch, Bottom ----- 1 inch **d. Front Cover:** The front cover should contain the following details: TOP : The title in block capitals of 6mm to 15mm letters. CENTRE: Full name in block capitals of 6mm to 10mm letters. BOTTOM: Name of the University, Course, Year of submission -all in block capitals of 6mm to 10mm letters on separate lines with proper spacing with center alignment. **e. Blank Sheets:** At the beginning and end of the report, two white black papers should be provided, one for the purpose of binding and other to be left blank.		
IV	**Documentation Format**		

a) Cover Page
b) Institute/College Recommendation
c) Guide Certificate
d) Declaration
e) Acknowledgement
f) Index
g) Chapter Scheme

1) Introduction to Project

-Introduction
-Existing System
-Need and scope of Computer System
-Organization Profile(Optional & applicable for live project only)

2) Proposed System

-Objectives
-Requirement Engineering.
- Requirement Gathering
- Software Requirements

3) System Analysis

- System Diagram
  - DFD
  - ERD
  - UML(if applicable)

(Note: Use advanced tools and techniques as per requirement.)

4) System Design

- Database Design
- Input Design & its samples
- Output Design (on screen)

5) Implementation

- System Requirement
  - Hardware
  - Software
- Installation process
- User Guideline

6) Reports (with valid Data)

(Minimum 4 reports)

7) Conclusion and Suggestions

- Conclusion
- Limitations
- Suggestion

Annexure

- Source code(Include Main Logic source code)
- Questioner/Schedule(if used)
- Student Guide Meet Record

References

i) Books
ii) Journals
iii) Periodicals and Newspapers
iv) Web/Blogs

<<Name of College>>

Student Guide Meet Record

<<Year>>

Title of Project		**Class:**
Student Names	**1)** **2)** **3)** **4)**	**Guide Name:**

Sr.	Date	Description	Signature of Guide	Signature of Student/s	Guide Remark
1		Problem Identification and Topic and title finalization (1st week of semester)			
2		SRS submission and approval (6th week of semester)			
3		Logical Design of System (DFD, System flowchart, ERD, UML diagram, Decision tables, Decision tree ,site map which is applicable) (7th week of Semester)			
4		Database Design ((8th week of Semester))			
5		I/O Design (with Reports) (10th of Semester)			
6		Submission of Draft Project Report (11th Week of semester)			
7		Submission of Final Project Report (12th Week of semester)			

HOD/ Director/Principal

"Certificate course in Android Application Development"

Duration: 35 periods (practical).

Evaluation: After completion of course issued certificate based in their performance.

Commencement on: 24th Nov To 30 Nov 2017

Timing: 10.30 AM to 4.00 PM.

Last date of

Syllabus:

Course Highlights:

- Participants will be able to develop their own android applications
- Participants will understand working of various android applications
- Participants are encouraged to think and come up with new application ideas
- Interactive lecture sessions
- Group discussions to encourage innovation
- Good multimedia content to help students grasp the material easily
- Career guidance by experienced faculty

Course Structure & Topics covered:

- Introduction to Mobile Application Development
- Role of Android in mobile industry
- Introduction to Android SDK and its setup
- Building the Application Framework
- Designing User Interfaces
- Activities, Services, Intents, Broadcast Receivers
- Resources, Menus, Content Providers, Dialogs, Notifications
- Working with Data, Multimedia, Location
- Publishing the developed application into Play Store

Dr.B.S.Sawant

(Director)

DIGITAL MARKETING
LEVEL 1
SYLLABUS

Overview

Learn about Digital Marketing concept, uses, trending examples, advanced website structure, planning strategies, Search Engine Optimization structure-process, learn to create own generated marketing content submit to search engine, start earning through online platforms, inbound marketing. Additionally, learn how to market with email, and how to measure and optimize with Google Analytics.

Estimated Time: App. 23 days 2 hrs total 45 hrs

Prerequisites: No experience required

Training Methodology

In foundation | basic understanding of the digital landscape

Assignments | Get understanding and to gain more knowledge

Provide hands practical's are shared and explained on the regular basis

Industry based cases are shared to provide essence of real time challenges faced

Evaluate the participants Digital Marketing training with **2 online test held** during training period.

Module 2: Website planning strategy

The concept of Digital Marketing involves first website. Regarding to changing technical sectors all websites have to be re-structure time to time for get ranking position, reach potential viewers on Search Engine. It essential to get understand exact trending in-coming website structure with accurate planning strategy.

Module Project

Create Website plan

In this first project, you'll create website plan including trending strategies websites provide be us. Make collection of different website professional – local regarding type we focus

	LEARNING OUTCOMES	
LESSON ONE	Understand website	Each business needs their online presence. This presence not only on social media, they need own domain website. Understand fundamentals of website.
LESSON TWO	DOM Module	Understand exact DOM module helps focus how website execute on browsers
LESSON THREE	Types of websites	There different types of website. Which have specific segmentations over online platform. Focusing exact types of websites
LESSON FOUR	Website planning	Learn how create website plan, importance, key trending points essentials to include each webpage
LESSON FIVE	Website structure	Learn website structure pros and cons of each structure, understand views behaviour during visit webpages

Module 4 : Content & Blogging

Shape your Digital Ideas. Content can be stated as KING of digital Marketing. Learn how, why for whom you are writing content. Exact successful content strategy. Get practice over professional blogging. Create your own digital content on basis of previous modules, focus on practices practices and practise

Module Project

Create and submit

In this first project, you'll create your own digital creation and submit to search engine. Which helps you highlights in resume too

	LEARNING OUTCOMES	
LESSON ONE	Content	Learn actual process of content strategy for text, images, videos, audio on social media, search engine
LESSON TWO	Content segments	Get in depth of content segments. Learn with best practices writing content for targeted audience
LESSON THREE	Professional Blogging	Learn key aspects of professional blogging. Understand blog insides outsides
LESSON FOUR	Digital creation	Create your own digital creation with previous modules we learnt. Submit your creation to search engine
LESSON FIVE	Jobs in content writing	We describe professional content writing jobs and what skills recruiters look for in the hiring process.

Module 6: Social Media Marketing

This module will help you shape the conversation around business, build loyalty, and attract new customers and partners; it's the only social media training you'll ever need. Building an effective social media strategy will expand all of your other inbound marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers

Module Project

Social Media Content, calendar

In this first project, you'll create wide digital content regarding your own digital creation. You'll also create monthly bases Social Medial Calendar for your Digital Creation.

	LEARNING OUTCOMES	
LESSON ONE	Developing a Social Media Strategy	Creating a promotional plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners
LESSON TWO	Social Media Listening and Monitoring	Social media is so much more than a way to amplify your message it's a powerful listening device that your whole company can learn from .Lets learn how impact Social Listening on business
LESSON THREE	Building a Content Strategy for Social Media	Social media is nothing without the content that makes it interesting for its users. understand the basic types of social media content, how to develop a strategic plan, and key factors that will help your content have the best results.
LESSON FOUR	Extending Your Reach on Social Media	Social media practitioners need to understand how to take advantage of influencer marketing and how to encourage more people to generate content that highlights your brand, products, and services in a positive way.Let's focucs on key points how to extend reach on social media

Module 7: Email Marketing

Email Marketing provides close relation to perspective loyal customer rather than cold calling. Engagement through email marketing stated as professional marketing sector in trending technical field. You'll gain the knowledge and practical skills needed to create an email marketing strategy that grows your business

Module Project

Professional Email campaigns

In this first project, you'll create professional E-mail campaign with best practices

	LEARNING OUTCOMES	
LESSON ONE	Understanding Email Marketing	Learn why email marketing is an important part of inbound and how to build an effective email marketing strategy for growth
LESSON TWO	Creating a Contact Management and Segmentation Strategy	Learn how to create a contact management and segmentation strategy that's designed to help you send contextual content in emails and create conversations that people want to engage with
LESSON THREE	Sending the Right Email	In this lesson, you'll learn the key components of how to send the right email to the right person at the time and provide the most value to your contacts in the process.
LESSON FOUR	Testing Your Marketing Emails	In this lesson you'll learn why testing your marketing is an important piece of your overall email marketing strategy in addition to what types of tests you can run on your marketing emails and how to position those tests.
LESSON FIVE	Create Email Marketing Campaign	Create professional email marketing campaigns using best templates.

Module 9 : Affiliate Marketing

Interested in tapping into the **revenue** in affiliate marketing industry this module takes you best eye-sights of growing affiliate marketing sector over online media.

Module Project

Create affiliate marketing structure

In this first project, you'll create affiliate marketing Digital structure B2B, B2C companies provided by us.

	LEARNING OUTCOMES	
LESSON ONE	Fundamentals of affiliate marketing	Learn actual fundamentals of affiliate marketing, process, the trending facts.
LESSON TWO	How it works	Learn how exact affiliate marketing works what is it's types pros and cons. How it help you get earning through online platform
LESSON THREE	Affiliate marketing trending platform	Learn key trending affiliate marketing platform in India
LESSON FOUR	Affiliate marketing structure	Create your own affiliate marketing structure how B2B, B2C companies works today
LESSON FIVE	Opportunities in Affiliate marketing	We describe best earning, jobs opportunities in Affiliate marketing trending today in India or near by you.

An Introduction to Python

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- 2 Introduction
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  - 3.1 Where From Here
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  - 4.1 Invoking the Interpreter
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- 8 Modules
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    - 8.1.1 The Module Search Path
    - 8.1.2 "Compiled" Python files
  - 8.2 Standard Modules
  - 8.3 The `dir()` Function
  - 8.4 Packages

DIGITAL MARKETING
LEVEL 1
SYLLABUS

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Module 2: Website planning strategy

Module 3 : Search Engine Optimization

Module 4 : Content & Blogging

Module 5: Google Analytics

Module 6: Social Media Marketing

Module 7: Email Marketing

Module 8 : Inbound Marketing

Module 9 : Affiliate Marketing

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Estimated Time: App. 23 days 2 hrs total 45 hrs

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Provide hands practical's are shared and explained on the regular basis

Industry based cases are shared to provide essence of real time challenges faced

Evaluate the participants Digital Marketing training with **2 online test held** during training period.

Module 1: Digital Marketing Fundamentals

Becoming a digital marketer is a journey. In this module we understand the fundamentals of Digital Marketing which led's you understand the right concept of Trending digital Marketing in corporate business sector.

Module Project

Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a B2C or B2B product we've provided. Analyse their marketing effort online which we focus in this module.

	LEARNING OUTCOMES	
LESSON ONE	Welcome to Digital Marketing	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
LESSON TWO	The Digital Marketing Framework	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the what, who, how, where and when of marketing
LESSON THREE	What: Your Business	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.
LESSON FOUR	Where: Marketing Channels	There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose.
LESSON FIVE	Why: Marketing Objectives & KPIs	Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process

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Module 3 : Search Engine Optimization

Search engine Optimization is key success over Digital platform each website have search engine. Business invest lot of efforts to get / maintains ranking position on SE for their brand. SE is endless process which provides many job opportunities for youths also includes start-up ideas. Let's understand search Engine Optimization

Module Project

Implement SE Best Practices

In this first project, you'll provides best Search Engine practise. Search Engine practices may open you best job or Star-up opportunities. We provides best SE session as these are **our core session** of our training.

	LEARNING OUTCOMES	
LESSON ONE	Understanding Search	Starting from fundamental lets understand what is exact SEARCH. How it works, purpose of Search in our life.
LESSON TWO	Search Engine Fundamentals	Core definition of search engine. Understanding the process, structure and insights of Search Engine
LESSON THREE	Google Search Look out	Get details of Google Search website, structure, how Google get signals, what we have to do for that signals for getting ranking position over Google Search.
LESSON FOUR	Search Engine Types	This lesson focus on Search Engine types, learn on page | off page optimization get best practices during this lesson
LESSON FIVE	Jobs in SEO	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

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LESSON FOUR	Digital creation	Create your own digital creation with previous modules we learnt. Submit your creation to search engine
LESSON FIVE	Jobs in content writing	We describe professional content writing jobs and what skills recruiters look for in the hiring process.

Module 5: Google Analytics

This module you'll learn basics of Google Analytics which almost each websites used for understanding their online behaviour. Implement Google Analytics to your own digital content, analyse your digital content, create reports.

Module Project

Open Google Analytics account and measure

In this first project, you'll create Google Analytics account for your own previous digital content. You analyse your content online behaviour, crate custom reports, download with right segmentations, views

	LEARNING OUTCOMES	
LESSON ONE	Introducing Google Analytics	Learn Why digital analytics? How Google Analytics works also create Google Analytics setup with your Gmail account
LESSON TWO	The Google Analytics Interface	Learn Google analytics interface including Navigating Google Analytics Understanding overview reports Understanding full reports How to share reports How to set up dashboards and shortcuts
LESSON THREE	Basic Reports	Understanding Basics reports i.e. Audience reports Acquisition reports Behaviour reports etc.
LESSON FOUR	Read and analyse Google Analytics reports	In this less your will learn how read and analyse Google analytics account report with your own digital content
LESSON FIVE	Opportunities in Google Analytics	In this lesson we focus best opportunities in Google Analytics for youth getting jobs as well as start-up

Module 6: Social Media Marketing

This module will help you shape the conversation around business, build loyalty, and attract new customers and partners; it's the only social media training you'll ever need. Building an effective social media strategy will expand all of your other inbound marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers

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LESSON FIVE	Using Social Media to Build One-to-One Relationships	Individuals who engage with you on social are likely to trust you more, have deeper loyalty, and will be more likely to recommend your products and services to others. Learn how to get this for your sucess over social media platform
LESSON SIX	Introduction to Social Media Advertising	In this lesson, you'll learn about the advertising options that are available across multiple platforms, including Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube, Qoura, Share-it etc
LESSON SEVEN	Essentials for Continued Success with Social Media	Social media is an evolving field, and understanding the challenges, risks, and opportunities for continued success is critical for social media professionals. Learn about the importance of understanding the governance and risks associated with social media
LESSON EIGHT	Social Media Calendar	Create your own social Media Calendar on your digital creation for one month

Module 7: Email Marketing

Email Marketing provides close relation to perspective loyal customer rather than cold calling. Engagement through email marketing stated as professional marketing sector in trending technical field. You'll gain the knowledge and practical skills needed to create an email marketing strategy that grows your business

Module Project

Professional Email campaigns

In this first project, you'll create professional E-mail campaign with best practices

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LESSON FIVE	Create Email Marketing Campaign	Create professional email marketing campaigns using best templates.

Module 8 : Inbound Marketing

Inbound Marketing is process of create loyal costumer for your products or services through online platform. Let's understand how it work and get details.

Module Project

Create inbound marketing module

In this first project, you'll create inbound marketing module for product or service provides by us.

	LEARNING OUTCOMES	
LESSON ONE	Inbound marketing term	Learn actual terminology of Inbound Marketing
LESSON TWO	Inbound Marketing examples	Let's focus on IM examples how we all involve this IM day-life through various online methods
LESSON THREE	Understating Inbound Marketing	Lest understand process of Inbound Marketing. Lets implement for your previous digital creation.
LESSON FOUR	Inbound Marketing Future of Digital Marketing	Inbound Marketing is everywhere. Get details what's the future of digital marketing with IM. How we have to prepare for this.
LESSON FIVE	Opportunities in Inbound marketing	We describe best jobs, start-up opportunities in Inbound Marketing over global platform.

Module 9 : Affiliate Marketing

Interested in tapping into the **revenue** in affiliate marketing industry this module takes you best eye-sights of growing affiliate marketing sector over online media.

Module Project

Create affiliate marketing structure

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LESSON FOUR	Affiliate marketing structure	Create your own affiliate marketing structure how B2B, B2C companies works today
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An Introduction to Python

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    - 12.4 Commentary
- B Floating Point Arithmetic: Issues and Limitations
    - 12.5 Representation Error

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Course Outcome

CO1: Ability of understanding situation
CO2: Ability to analyze various issues in business organization
CO3: Ability of evaluation of the situation.
CO4Ability of identification of problem.
CO5: Ability of creation of development of solution
CO6: Ability of making decisions for implementation of solutions to overcome the problem
CO7: Ability of providing guidance to other to complete their responsibility.
CO8: Ability of convey direction by suitable method of communication.
CO9: Ability of application of modern tools techniques in business organization to attain their objectives
CO10: Ability of motivations to other for improvements of their performance.

Director

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 25 July 2020

All the Students are hereby informed that following value addition Courses will be commencing from August 2020. Therefore students should register their name with the respective class coordinator on or before 31st July 2020.

Take a note

Sr.	Name of the Course
1	Spoken English
2	Aptitude Enhancement
3	Tally with GST

Director

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil Institute Of
Management Studies & Research, Varye Satara

Course Name: *Certificate Course in Spoken English*

Duration: 1 Year (Academic Year)

Syllabus

Sr.No.	Topic	Sub-Topic	Lectures/Practicals Requires
1	**Grammar**	1. Vowels and Consonants. 2. Basics: Noun, Pronoun, Adjectives, Verbs. 3. Prefix. 4. Suffix. 5. Synonyms and Acronyms. 3. Sentence Formation. 5. Tenses. **Activities/Task through role play and pair work** 1. Sentence construction with two, three and so on words. 2.Dialogue. 3. Flash Cards. 4. Correction in given tasks and activities	15
2.	**Articulatory Phonetics**	1. Pronunciation 2. Modulations in sound and usage of vowels and consonants. **Activities/Task through role play and pair work** 1. Repeating A-Z Alphabets. 2. Repeating Sentences. 3. Word Antakshari. 4. Reading Paragraphform books or some other source. 5. Correction in given tasks and activities	15
3.	**Vocabulary**	1. Construction of sentence. 2. Family. 3. Relating words and describing words. 4. Some common errors in English usages. 5. Mapping words. 6. Using Correct Words. 7. Using Apostrophes. 8. Doing and Receiving Actions. 9. No use of two negatives. 10. Etiquette.	25

		Activities/Task through role play and pair work 1. Reading News Paper. 2. Reading paragraphs from Books. 3. Repeating Sentences. 4. Giving words or small paragraph to pick up similar words or sentence formation from it. 5. Small Talk. 6. Narration. 7. Correction in given tasks and activities.	
4.	**Communication Through Conversation**	1. Formal Greeting. 2. Informal Greetings and Farewells. 3. Formal Introductions. 4. Informal Introductions. 5. Expressing Abilities. 6. Useful Expressions. 7. Saying things Politely. 8. Doing and receiving the action using correct words. 9. Ways of Instruction. 10. Ways of Suggestions. 11. Body Language. **Activities/Task through role play and pair work** 1. Expressing abilities good or bad. 2. Talking about locations. 3. Things about likes and dislikes. 4. Narration. 5. Creative story telling. 6. Mapping techniques. 4. Interview. 5. Presentation. 6. Group Discussion. 7. Instant Speaking. 8. Expressing views on given topic. 9. Correction in given tasks and activities.	25

Ms. Nishigandha Bichkar
Class Coordinator

Dr. B.S. Sawant
Director
Karmveer Bhaurao Patil Institute of
Management & Research Satara

Course Name: Certificate Course in Aptitude Enhancement
Duration on Course: 1 Year/ 80 hrs. Academic year

Objective of Course:

1. To Provide Students Core Competencies in respective subject.
2. To foster Better Aptitude Enhancement.
3. To improve Skill in Competitive Exam.
4. To Enhance Ability to Facing Changing Business Environment.
5. To Enhance Career Satisfaction.
6. To Increase Overall Employability Skill.

Course Outcome:

1. The students should be able to identify the basic concepts of Aptitude and reasoning and they can use it in various competitive examinations.
2. The students should be able to understand the reasoning related aspects.
3. The students should be able to understand aptitude techniques to use it in the examination which will increase their aptitude ability.
4. The students should be able to analyze technique of solving problems in various competitive examinations.

Reasoning Aptitude

Sr. No	Contents	Lectures
1	**Coding – Decoding:** Letter coding , Number coding Mixed coding, Decoding	2
2	**Series Completion:** Number series, Alphabet series, Letter series	2
3	**Odd man Out:** Word classification, Alphabet classification Number classification	2
4	**Analogy** : Simple analogy, Alphabet analogy	2
5	**Blood Relationship**	2
6	**Mathematical Operations**	2
7	**Puzzle Test**	2
8	**Number Series**	2
9	**Alphabet Test**	2
10	**Direction Sense Test**	2
11	**Seating Arrangement:** Row seating arrangements, Circular Seating Arrangements	2
12	**Combinations**	1
13	**Syllogism**	2
	TOTAL LECTURES	25

Quantitative Aptitude

Sr. No.	Contents	Lectures
1	**Number System :** Types of numbers, Multiplication by short cut Methods. Basic formulae, Division algorithm or Euclidean algorithm Progression	2
2	**H.C.F. And L.C.M.:** Factors and Multiples, Highest Common Factor, Least	1

	Common Multiple, H.C.F. and L.C.M. of Numbers	
	Decimal Fractions: Decimal Fractions, Conversion of a Decimal Into Vulgar Fraction, Operations on Decimal Fractions, Recurring Decimal	1
4	**Simplification:** 'BODMAS' Rule, Modulus of a real number	1
5	**Square Roots and Cube Roots**	1
6	**Average**	1
7	**Surds and Indices:** Laws of indices, Laws of surds	1
8	**Percentage**	1
9	**Profit And Loss**	1
10	**Ratio and Proportion**	1
11	**Partnership:** Partnership, Ratio of Division of Gains	1
12	**Time and Work**	2
13	**Time and Distance**	2
14	**Problems on Trains**	2
15	**Simple Interest**	2
16	**Compound Interest**	2
17	**Area**	2
18	**Volume and Surface Area**	2
19	**Permutations and Combinations:** Fundamental principles of Counting, Permutation, Combinations	2
20	**Probability**	2
	TOTAL LECTURES	30

English Language

Sr. No.	Contents	Lectures
1	**1. Noun :** 1.1 Common Nouns 1.2 Proper Nouns 1.3 Singular Noun 1.4 Plural Noun 1.5 Collective Noun 1.6 Masculine And Feminine Form of Noun 1.7 The Possessive Forms of Noun	2
2	**2. Pronouns :** 2.1 Personal Pronouns 2.1.1 Subject Pronouns 2.1.2 Object Pronouns 2.1.3 First Person, Second Person and Third Person 2.2 Reflexive Pronouns 2.3 Possessive Pronouns 2.4 Demonstrative Pronouns 2.5 Interrogative Pronouns 2.6 Indefinite Pronouns	2
3	**3. Adjectives:** 3.1 Kinds of Adjectives 3.2 The Order of Adjectives 3.3 The Comparison of Adjectives 3.4 Adjective Phrases	2
4	**4. Determiners:** 4.1 The Articles 4.2 Demonstrative Determiners 4.3 Quantifying Determiners 4.4 Interrogative Determiners 4.5 Possessive Determiners 4.6 Numbers	2
5	**5. Verbs and Tenses :** 5.1 Subject and Verb Agreement 5.2 Transitive and Intransitive Verbs 5.3 The Simple Present Tense 5.4 The Present Progressive Tense 5.5 The Simple Past Tense 5.6 Irregular Verbs	3

	5.7 The Past Progressive Tense 5.8 The Present Perfect Tense 5.9 Irregular Past Participles 5.10 The Future Tense 5.12 The Imperative Form of Verbs	
6	**6. Auxiliary Verbs**	1
7	**7. Adverbs and Adverb Phrases** : 7.1 Adverbs of Manner 7.2 Adverbs of Time 7.3 Adverbs of Place 7.4 Adverbs of Frequency 7.5 Adverbs of Duration	2
8	**8. Prepositions and Prepositional Phrases:** 8.1 Preposition or Adverb 8.2 Prepositions of Place 8.3 Prepositions of Time 8.4 Prepositions of Direction	1
9	**9. Conjunctions** : 9.1 Conjunctions Linking Phrases 9.2 Conjunctions with Lists 9.3 Conjunctions That Join Sentences 9.4 Conjunctions of Time 9.5 Conjunctions of Place 9.6 Conjunctions of Reason 9.7 Conjunctions of Purpose	1
10	**10. Sentences** : 10.1 Four Kinds of Sentence 10.2 Sentences with Objects 10.3 Simple Sentences 10.4 Compound Sentences 10.5 Conditional Sentences 10.6 Positive and Negative Sentences 10.7 Questions 10.8 Question-Word Questions 10.9 Question Tags	2
11	**11. Direct and Indirect Speech** : 11.1 Direct Speech 11.2 Indirect Speech	2
12	**12. Punctuation** **13. A List of Irregular Verbs** **14. Important Points to Remember In English Language**	1
13	**15. Reading Comprehension** : 15.1 What Is Comprehension 15.2 Definition 15.3 Exam Oriented 15.4 How to Attempt Passage Questions 15.5 General Tips 15.6 Sample Passages for Practicing (Exercises)	
14	**16. Verbal And Vocabulary** : 16.1 Para Jumbles 16.2 Sentences Completion 16.3 Verbal Analogies 16.4 Para Completion 16.5 Word Usage 16.6 Critical Reasoning 16.7 Vocab Middle roots, Prefix-Suffix Based	
	TOTAL LECTURES	25

Miss Bichkar N.S.
Add on Course co-ordinator

Dr. S. A. Bhosale
Course Co-ordinator

Dr. B.S. Sawant
Director

Syllabus of Tally

S.No	Units	Lectures
1	**NON TRADING ORGANIZATION** **1. Business Organization** o Service organization o Trading organization o Manufacturing organization **2. Accounting on Computers** o Basic of accounting concept o Rules of Accounts o Basic Journal Entries o Benefit on A/C of Computer o Transaction in Tally ERP 9 **3. Tally Fundamentals** o Features of Tally ERP 9 o Configuration of Tally ERP 9 o Creation/Setting up Company o Use of vouchers o Ledgers & Groups **4. Service Organization** o Structure of Service Organization o GST for services o GST for Expenses o GST Adjustment & Payment o GST Report	20
2	**TRADING ORGANIZATION** **1. Inward & Outward Supply with GST** o Cash & Credit Purchase o Cash & Credit Sales o Invoicing o Inventory creation with HSN o Inventory Transaction with GST **2. Overview of Tally ERP 9** o Features of Tally ERP 9 o Advanced Accounting & Inventory Features o F11 Features o F 12 Features o GST Activation **3. Advanced GST Features** o Bill wise Details with GST o Voucher Class for GST o Cost Center for GST o Purchase from URD o Bank Reconciliation	20

	o Zero Valued Entries o Backup & Restore o Additional cost on Purchases o E-way Bill o Interest Calculation **4. Advanced Inventory Features** o Actual & Billed Quantity o Separate Discount Column o Multiple Price Levels o Point of Sale (POS) **5. GSTR, Accounting & Inventory Reports** o Accounting Reports o GSTR 1 Report o Inventory Report o GSTR 2 Report o GSTR 3B Report o B2B Invoice Report o B2C (Large) Invoice Report	
3	MANUFACTURING ORGANIZATION **1. Purchase & Sales with GST** o Purchase of Raw Material o Storage of Goods o Production Process o Processing in Manufacturing o Maintenance of Locations **2. Functions with Tally ERP 9** o Recording Transactions o Adv. Accounting Vouchers o Adv. Inventory Vouchers o Manufacturing Voucher **3. Adv. Stock Transactions** o Order Processing o Tracking numbers o Rejection Notes o Invoicing & Billing o Cost Categories **4. Statutory Features** o TDS o TCS o Payroll **5. Technical Features** o Multi-Currency o Predefined Cost Centers o Batch Wise Details o Consolidation of Accounts o Bill of Material	20

4	**DISPLAY & REPORTING** **1. Management & Control System** o Budget & Control o Scenario Management o Variences Analysis **2. Report Generation** o Sales Register o Purchase Register o Re-Order Levels o Optional Voucher o Credit Limits **3. System Administration** o Consolidation of Accounts o Split Company Data o Export & Import of Data o ODBC Compliance **4. Technical Advantages** o Multi Lingual o Security Control o Audit in Tally ERP 9 o Key points of Display **5. Printing In Tally ERP 9** o Cheque Printing o Voucher Printing o Company Logo Printing o Receipt Printing 3. Finalization of Accounts o Closing Entries o Adjustment Entries o Profit Screening	20

Rayat Shikshan Sanstha's,
Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Notice

Date : 20 July 2021

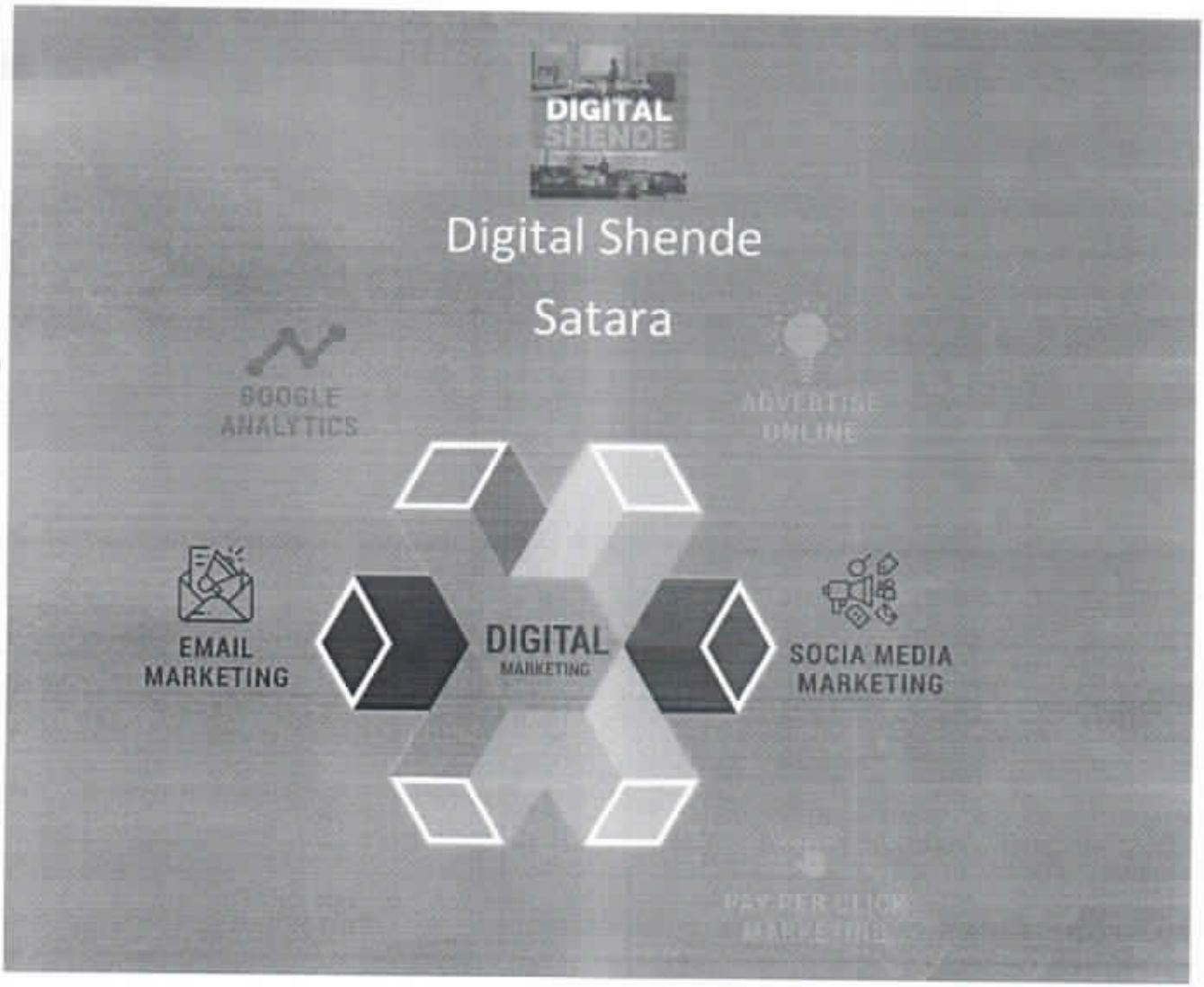
All the Students are hereby informed that following value addition Courses will be commencing from August 2021. Therefore students should register their name with the respective class coordinator on or before 31st July 2021.

Take a note

Sr.	Name of the Course
1	Digital Marketing
2	Python
3	Spoken English
4	Aptitude Enhancement
5	Tally with GST
6	Spoken English
7	Spoken English

Director

DIGITAL MARKETING
LEVEL 1
SYLLABUS



Index

Overview

Module 1 Digital Marketing Fundamentals

Module 2: Website planning strategy

Module 3 : Search Engine Optimization

Module 4 : Content & Blogging

Module 5: Google Analytics

Module 6: Social Media Marketing

Module 7: Email Marketing

Module 8 : Inbound Marketing

Module 9 : Affiliate Marketing

Overview

Learn about Digital Marketing concept, uses, trending examples, advanced website structure, planning strategies, Search Engine Optimization structure-process, learn to create own generated marketing content submit to search engine, start earning through online platforms, inbound marketing, Additionally, learn how to market with email, and how to measure and optimize with Google Analytics.

Estimated Time: App. 23 days 2 hrs total 45 hrs

Prerequisites: No experience required

Training Methodology

In foundation | basic understanding of the digital landscape

Assignments | Get understanding and to gain more knowledge

Provide hands practical's are shared and explained on the regular basis

Industry based cases are shared to provide essence of real time challenges faced

Evaluate the participants Digital Marketing training with **2 online test held** during training period.

Module 1: Digital Marketing Fundamentals

Becoming a digital marketer is a journey. In this module we understand the fundamentals of Digital Marketing which led's you understand the right concept of Trending digital Marketing in corporate business sector.

Module Project

Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a B2C or B2B product we've provided. Analyse their marketing effort online which we focus in this module.

	LEARNING OUTCOMES	
LESSON ONE	Welcome to Digital Marketing	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
LESSON TWO	The Digital Marketing Framework	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the what, who, how, where and when of marketing
LESSON THREE	What: Your Business	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.
LESSON FOUR	Where: Marketing Channels	There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose.
LESSON FIVE	Why: Marketing Objectives & KPIs	Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process

Module 2: Website planning strategy

The concept of Digital Marketing involves first website. Regarding to changing technical sectors all websites have to be re-structure time to time for get ranking position, reach potential viewers on Search Engine. It essential to get understand exact trending in-coming website structure with accurate planning strategy.

Module Project

Create Website plan

In this first project. you'll create website plan including trending strategies websites provide be us. Make collection of different website professional – local regarding type we focus

	LEARNING OUTCOMES	
LESSON ONE	Understand website	Each business needs their online presence. This presence not only on social media, they need own domain website. Understand fundamentals of website.
LESSON TWO	DOM Module	Understand exact DOM module helps focus how website execute on browsers
LESSON THREE	Types of websites	There different types of website. Which have specific segmentations over online platform. Focusing exact types of websites
LESSON FOUR	Website planning	Learn how create website plan, importance, key trending points essentials to include each webpage
LESSON FIVE	Website structure	Learn website structure pros and cons of each structure, understand views behaviour during visit webpages

Module 3 : Search Engine Optimization

Search engine Optimization is key success over Digital platform each website have search engine. Business invest lot of efforts to get / maintains ranking position on SE for their brand. SE is endless process which provides many job opportunities for youths also includes start-up ideas. Let's understand search Engine Optimization

Module Project

Implement SE Best Practices

In this first project, you'll provides best Search Engine practise. Search Engine practices may open you best job or Star-up opportunities. We provides best SE session as these are **our core session** of our training.

	LEARNING OUTCOMES	
LESSON ONE	Understanding Search	Starting from fundamental lets understand what is exact SEARCH. How it works, purpose of Search in our life.
LESSON TWO	Search Engine Fundamentals	Core definition of search engine. Understanding the process, structure and insights of Search Engine
LESSON THREE	Google Search Look out	Get details of Google Search website, structure, how Google get signals, what we have to do for that signals for getting ranking position over Google Search.
LESSON FOUR	Search Engine Types	This lesson focus on Search Engine types, learn on page | off page optimization get best practices during this lesson
LESSON FIVE	Jobs in SEO	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

Module 4 : Content & Blogging

Shape your Digital Ideas. Content can be stated as KING of digital Marketing. Learn how, why for whom you are writing content. Exact successful content strategy. Get practice over professional blogging. Create your own digital content on basis of previous modules, focus on practices practices and practise

Module Project

Create and submit

In this first project, you'll create your own digital creation and submit to search engine. Which helps you highlights in resume too

	LEARNING OUTCOMES	
LESSON ONE	Content	Learn actual process of content strategy for text, images, videos, audio on social media, search engine
LESSON TWO	Content segments	Get in depth of content segments. Learn with best practices writing content for targeted audience
LESSON THREE	Professional Blogging	Learn key aspects of professional blogging. Understand blog insides outsides
LESSON FOUR	Digital creation	Create your own digital creation with previous modules we learnt. Submit your creation to search engine
LESSON FIVE	Jobs in content writing	We describe professional content writing jobs and what skills recruiters look for in the hiring process.

Module 5: Google Analytics

This module you'll learn basics of Google Analytics which almost each websites used for understanding their online behaviour. Implement Google Analytics to your own digital content, analyse your digital content, create reports.

Module Project

Open Google Analytics account and measure

In this first project, you'll create Google Analytics account for your own previous digital content. You analyse your content online behaviour, crate custom reports, download with right segmentations, views

	LEARNING OUTCOMES	
LESSON ONE	Introducing Google Analytics	Learn Why digital analytics? How Google Analytics works also create Google Analytics setup with your Gmail account
LESSON TWO	The Google Analytics Interface	Learn Google analytics interface including Navigating Google Analytics Understanding overview reports Understanding full reports How to share reports How to set up dashboards and shortcuts
LESSON THREE	Basic Reports	Understanding Basics reports i.e. Audience reports Acquisition reports Behaviour reports etc.
LESSON FOUR	Read and analyse Google Analytics reports	In this less your will learn how read and analyse Google analytics account report with your own digital content
LESSON FIVE	Opportunities in Google Analytics	In this lesson we focus best opportunities in Google Analytics for youth getting jobs as well as start-up

Module 6: Social Media Marketing

This module will help you shape the conversation around business, build loyalty, and attract new customers and partners; it's the only social media training you'll ever need. Building an effective social media strategy will expand all of your other inbound marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers

Module Project

Social Media Content, calendar

In this first project, you'll create wide digital content regarding your own digital creation. You'll also create monthly bases Social Medial Calendar for your Digital Creation.

	LEARNING OUTCOMES	
LESSON ONE	Developing a Social Media Strategy	Creating a promotional plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners
LESSON TWO	Social Media Listening and Monitoring	Social media is so much more than a way to amplify your message it's a powerful listening device that your whole company can learn from .Lets learn how impact Social Listening on business
LESSON THREE	Building a Content Strategy for Social Media	Social media is nothing without the content that makes it interesting for its users. understand the basic types of social media content, how to develop a strategic plan, and key factors that will help your content have the best results.
LESSON FOUR	Extending Your Reach on Social Media	Social media practitioners need to understand how to take advantage of influencer marketing and how to encourage more people to generate content that highlights your brand, products, and services in a positive way.Let's focucs on key points how to extend reach on social media

LESSON FIVE	Using Social Media to Build One-to-One Relationships	Individuals who engage with you on social are likely to trust you more, have deeper loyalty, and will be more likely to recommend your products and services to others. Learn how to get this for your sucess over social media platform
LESSON SIX	Introduction to Social Media Advertising	In this lesson, you'll learn about the advertising options that are available across multiple platforms, including Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube, Qoura, Share-it etc
LESSON SEVEN	Essentials for Continued Success with Social Media	Social media is an evolving field, and understanding the challenges, risks, and opportunities for continued success is critical for social media professionals. Learn about the importance of understanding the governance and risks associated with social media
LESSON EIGHT	Social Media Calendar	Create your own social Media Calendar on your digital creation for one month

Module 7: Email Marketing

Email Marketing provides close relation to perspective loyal customer rather than cold calling. Engagement through email marketing stated as professional marketing sector in trending technical field. You'll gain the knowledge and practical skills needed to create an email marketing strategy that grows your business

Module Project

Professional Email campaigns

In this first project, you'll create professional E-mail campaign with best practices

	LEARNING OUTCOMES	
LESSON ONE	Understanding Email Marketing	Learn why email marketing is an important part of inbound and how to build an effective email marketing strategy for growth
LESSON TWO	Creating a Contact Management and Segmentation Strategy	Learn how to create a contact management and segmentation strategy that's designed to help you send contextual content in emails and create conversations that people want to engage with
LESSON THREE	Sending the Right Email	In this lesson, you'll learn the key components of how to send the right email to the right person at the time and provide the most value to your contacts in the process.
LESSON FOUR	Testing Your Marketing Emails	In this lesson you'll learn why testing your marketing is an important piece of your overall email marketing strategy in addition to what types of tests you can run on your marketing emails and how to position those tests.
LESSON FIVE	Create Email Marketing Campaign	Create professional email marketing campaigns using best templates.

Module 8 : Inbound Marketing

Inbound Marketing is process of create loyal costumer for your products or services through online platform. Let's understand how it work and get details.

Module Project

Create inbound marketing module

In this first project, you'll create inbound marketing module for product or service provides by us.

	LEARNING OUTCOMES	
LESSON ONE	Inbound marketing term	Learn actual terminology of Inbound Marketing
LESSON TWO	Inbound Marketing examples	Let's focus on IM examples how we all involve this IM day-life through various online methods
LESSON THREE	Understating Inbound Marketing	Lest understand process of Inbound Marketing. Lets implement for your previous digital creation.
LESSON FOUR	Inbound Marketing Future of Digital Marketing	Inbound Marketing is everywhere. Get details what's the future of digital marketing with IM. How we have to prepare for this.
LESSON FIVE	Opportunities in Inbound marketing	We describe best jobs, start-up opportunities in Inbound Marketing over global platform.

Module 9 : Affiliate Marketing

Interested in tapping into the **revenue** in affiliate marketing industry this module takes you best eye-sights of growing affiliate marketing sector over online media.

Module Project

Create affiliate marketing structure

In this first project, you'll create affiliate marketing Digital structure B2B, B2C companies provided by us.

	LEARNING OUTCOMES	
LESSON ONE	Fundamentals of affiliate marketing	Learn actual fundamentals of affiliate marketing, process, the trending facts.
LESSON TWO	How it works	Learn how exact affiliate marketing works what is it's types pros and cons. How it help you get earning through online platform
LESSON THREE	Affiliate marketing trending platform	Learn key trending affiliate marketing platform in India
LESSON FOUR	Affiliate marketing structure	Create your own affiliate marketing structure how B2B, B2C companies works today
LESSON FIVE	Opportunities in Affiliate marketing	We describe best earning, jobs opportunities in Affiliate marketing trending today in India or near by you.

An Introduction to Python

- 1 Ice Breaker
- 2 Introduction
- 3 Whetting Your Appetite
  - 3.1 Where From Here
- 4 Using the Python Interpreter
  - 4.1 Invoking the Interpreter
    - 4.1.1 Argument Passing
    - 4.1.2 Interactive Mode
  - 4.2 The Interpreter and Its Environment
    - 4.2.1 Error Handling
    - 4.2.2 Executable Python Scripts
    - 4.2.3 The Interactive Startup File
- 5 An Informal Introduction to Python
  - 5.1 Using Python as a Calculator
    - 5.1.1 Numbers
    - 5.1.2 Strings
    - 5.1.3 Unicode Strings
    - 5.1.4 Lists
  - 5.2 First Steps Towards Programming
- 6 More Control Flow Tools
  - 6.1 `if` Statements
  - 6.2 `for` Statements
  - 6.3 The `range()` Function
  - 6.4 `break` and `continue` Statements, and `else` Clauses on Loops
  - 6.5 `pass` Statements
  - 6.6 Defining Functions
  - 6.7 More on Defining Functions
    - 6.7.1 Default Argument Values
    - 6.7.2 Keyword Arguments
    - 6.7.3 Arbitrary Argument Lists
    - 6.7.4 Lambda Forms
    - 6.7.5 Documentation Strings
- 7 Data Structures
  - 7.1 More on Lists
    - 7.1.1 Using Lists as Stacks
    - 7.1.2 Using Lists as Queues
    - 7.1.3 Functional Programming Tools
    - 7.1.4 List Comprehensions
  - 7.2 The `del` statement
  - 7.3 Tuples and Sequences
  - 7.4 Dictionaries
  - 7.5 Looping Techniques
  - 7.6 More on Conditions
  - 7.7 Comparing Sequences and Other Types
- 8 Modules
  - 8.1 More on Modules
    - 8.1.1 The Module Search Path
    - 8.1.2 "Compiled" Python files
  - 8.2 Standard Modules
  - 8.3 The `dir()` Function
  - 8.4 Packages

        - 8.4.1 Importing * From a Package
        - 8.4.2 Intra-package References
- 9 Input and Output
    - 9.1 Fancier Output Formatting
    - 9.2 Reading and Writing Files
        - 9.2.1 Methods of File Objects
        - 9.2.2 The 'pickle' Module
- 10 Errors and Exceptions
    - 10.1 Syntax Errors
    - 10.2 Exceptions
    - 10.3 Handling Exceptions
    - 10.4 Raising Exceptions
    - 10.5 User-defined Exceptions
    - 10.6 Defining Clean-up Actions
- 11 Classes
    - 11.1 A Word About Terminology
    - 11.2 Python Scopes and Name Spaces
    - 11.3 A First Look at Classes
        - 11.3.1 Class Definition Syntax
        - 11.3.2 Class Objects
        - 11.3.3 Instance Objects
        - 11.3.4 Method Objects
    - 11.4 Random Remarks
    - 11.5 Inheritance
        - 11.5.1 Multiple Inheritance
    - 11.6 Private Variables
    - 11.7 Odds and Ends
        - 11.7.1 Exceptions as Derived Classes
- 12 What Now?
- A Interactive Input Editing and History Substitution
    - 12.1 Line Editing
    - 12.2 History Substitution
    - 12.3 Key Bindings
    - 12.4 Commentary
- B Floating Point Arithmetic: Issues and Limitations
    - 12.5 Representation Error

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil Institute Of
Management Studies & Research, Varye Satara

Course Name: *Certificate Course in Spoken English*

Duration: 1 Year (Academic Year [illegible])

Syllabus

Sr.No.	Topic	Sub-Topic	Lectures/Practicals Requires
1	**Grammar**	1. Vowels and Consonants. 2. Basics: Noun, Pronoun, Adjectives, Verbs. 3. Prefix. 4. Suffix. 5. Synonyms and Acronyms. 3. Sentence Formation. 5. Tenses. **Activities/Task through role play and pair work** 1. Sentence construction with two, three and so on words. 2.Dialogue. 3. Flash Cards. 4. Correction in given tasks and activities	15
2.	**Articulatory Phonetics**	1. Pronunciation 2. Modulations in sound and usage of vowels and consonants. **Activities/Task through role play and pair work** 1. Repeating A-Z Alphabets. 2. Repeating Sentences. 3. Word Antakshari. 4. Reading Paragraphform books or some other source. 5. Correction in given tasks and activities	15
3.	**Vocabulary**	1. Construction of sentence. 2. Family. 3. Relating words and describing words. 4. Some common errors in English usages. 5. Mapping words. 6. Using Correct Words. 7. Using Apostrophes. 8. Doing and Receiving Actions. 9. No use of two negatives. 10. Etiquette.	25

		Activities/Task through role play and pair work 1. Reading News Paper. 2. Reading paragraphs from Books. 3. Repeating Sentences. 4. Giving words or small paragraph to pick up similar words or sentence formation from it. 5. Small Talk. 6. Narration. 7. Correction in given tasks and activities.	
4.	**Communication Through Conversation**	1. Formal Greeting. 2. Informal Greetings and Farewells. 3. Formal Introductions. 4. Informal Introductions. 5. Expressing Abilities. 6. Useful Expressions. 7. Saying things Politely. 8. Doing and receiving the action using correct words. 9. Ways of Instruction. 10. Ways of Suggestions. 11. Body Language. **Activities/Task through role play and pair work** 1. Expressing abilities good or bad. 2. Talking about locations. 3. Things about likes and dislikes. 4. Narration. 5. Creative story telling. 6. Mapping techniques. 4. Interview. 5. Presentation. 6. Group Discussion. 7. Instant Speaking. 8. Expressing views on given topic. 9. Correction in given tasks and activities.	25

Ms. Nishigandha Bichkar
Class Coordinator

Dr. B.S. Sawant
Director
Director
Karmveer Bhaurao Patil Institute of
Management Studies & Research Satara

Course Name: Certificate Course in Aptitude Enhancement
Duration on Course: 1 Year/ 80 hrs. Academic year [illegible]

Objective of Course:

1. To Provide Students Core Competencies in respective subject.
2. To foster Better Aptitude Enhancement.
3. To improve Skill in Competitive Exam.
4. To Enhance Ability to Facing Changing Business Environment.
5. To Enhance Career Satisfaction.
6. To Increase Overall Employability Skill.

Course Outcome:

1. The students should be able to identify the basic concepts of Aptitude and reasoning and they can use it in various competitive examinations.
2. The students should be able to understand the reasoning related aspects.
3. The students should be able to understand aptitude techniques to use it in the examination which will increase their aptitude ability.
4. The students should be able to analyze technique of solving problems in various competitive examinations.

Reasoning Aptitude

Sr. No	Contents	Lectures
1	**Coding – Decoding:** Letter coding , Number coding Mixed coding, Decoding	2
2	**Series Completion:** Number series, Alphabet series, Letter series	2
3	**Odd man Out:** Word classification, Alphabet classification Number classification	2
4	**Analogy :** Simple analogy, Alphabet analogy	2
5	**Blood Relationship**	2
6	**Mathematical Operations**	2
7	**Puzzle Test**	2
8	**Number Series**	2
9	**Alphabet Test**	2
10	**Direction Sense Test**	2
11	**Seating Arrangement:** Row seating arrangements, Circular Seating Arrangements	2
12	**Combinations**	1
13	**Syllogism**	2
	TOTAL LECTURES	25

Quantitative Aptitude

Sr. No.	Contents	Lectures
1	**Number System :** Types of numbers, Multiplication by short cut Methods, Basic formulae, Division algorithm or Euclidean algorithm Progression	2
2	**H.C.F. And L.C.M.:** Factors and Multiples, Highest Common Factor, Least	1

	Common Multiple. H.C.F. and L.C.M.	
	Decimal Fractions: Decimal Fractions, Conversion of a Decimal into Vulgar Fraction, Operations on Decimal Fractions, Recurring Decimal	1
4	**Simplification:** 'BODMAS' Rule, Modulus of a real number	1
5	**Square Roots and Cube Roots**	1
6	**Average**	1
7	**Surds and Indices:** Laws of indices, Laws of surds	1
8	**Percentage**	1
9	**Profit And Loss**	1
10	**Ratio and Proportion**	1
11	**Partnership:** Partnership, Ratio of Division of Gains	1
12	**Time and Work**	2
13	**Time and Distance**	2
14	**Problems on Trains**	2
15	**Simple Interest**	2
16	**Compound Interest**	2
17	**Area**	2
18	**Volume and Surface Area**	2
19	**Permutations and Combinations:** Fundamental principles of Counting, Permutation, Combinations	2
20	**Probability**	2
	TOTAL LECTURES	30

English Language

Sr. No.	Contents	Lectures
1	**1. Noun :** 1.1 Common Nouns 1.2 Proper Nouns 1.3 Singular Noun 1.4 Plural Noun 1.5 Collective Noun 1.6 Masculine And Feminine Form of Noun 1.7 The Possessive Forms of Noun	2
2	**2. Pronouns :** 2.1 Personal Pronouns 2.1.1 Subject Pronouns 2.1.2 Object Pronouns 2.1.3 First Person, Second Person and Third Person 2.2 Reflexive Pronouns 2.3 Possessive Pronouns 2.4 Demonstrative Pronouns 2.5 Interrogative Pronouns 2.6 Indefinite Pronouns	2
3	**3. Adjectives:** 3.1 Kinds of Adjectives 3.2 The Order of Adjectives 3.3 The Comparison of Adjectives 3.4 Adjective Phrases	2
4	**4. Determiners:** 4.1 The Articles 4.2 Demonstrative Determiners 4.3 Quantifying Determiners 4.4 Interrogative Determiners 4.5 Possessive Determiners 4.6 Numbers	2
5	**5. Verbs and Tenses :** 5.1 Subject and Verb Agreement 5.2 Transitive and Intransitive Verbs 5.3 The Simple Present Tense 5.4 The Present Progressive Tense 5.5 The Simple Past Tense 5.6 Irregular Verbs	3

	5.7 The Past Progressive Tense 5.8 The Present Perfect Tense 5.9 Irregular Past Participles 5.10 The Future Tense 5.12 The Imperative Form of Verbs	
6	**6. Auxiliary Verbs**	1
7	**7. Adverbs and Adverb Phrases** : 7.1 Adverbs of Manner 7.2 Adverbs of Time 7.3 Adverbs of Place 7.4 Adverbs of Frequency 7.5 Adverbs of Duration	2
8	**8. Prepositions and Prepositional Phrases:** 8.1 Preposition or Adverb 8.2 Prepositions of Place 8.3 Prepositions of Time 8.4 Prepositions of Direction	1
9	**9. Conjunctions :** 9.1 Conjunctions Linking Phrases 9.2 Conjunctions with Lists 9.3 Conjunctions That Join Sentences 9.4 Conjunctions of Time 9.5 Conjunctions of Place 9.6 Conjunctions of Reason 9.7 Conjunctions of Purpose	1
10	**10. Sentences** : 10.1 Four Kinds of Sentence 10.2 Sentences with Objects 10.3 Simple Sentences 10.4 Compound Sentences 10.5 Conditional Sentences 10.6 Positive and Negative Sentences 10.7 Questions 10.8 Question-Word Questions 10.9 Question Tags	2
11	**11. Direct and Indirect Speech** : 11.1 Direct Speech 11.2 Indirect Speech	2
12	**12. Punctuation** **13. A List of Irregular Verbs** **14. Important Points to Remember In English Language**	1
13	**15. Reading Comprehension** : 15.1 What Is Comprehension 15.2 Definition 15.3 Exam Oriented 15.4 How to Attempt Passage Questions 15.5 General Tips 15.6 Sample Passages for Practicing (Exercises)	
14	**16. Verbal And Vocabulary** : 16.1 Para Jumbles 16.2 Sentences Completion 16.3 Verbal Analogies 16.4 Para Completion 16.5 Word Usage 16.6 Critical Reasoning 16.7 Vocab Middle roots, Prefix-Suffix Based	
	TOTAL LECTURES	25

Miss Bichkar N.H.
Add on Course co-ordinator

Dr. S. A. Bhosale
Course Co-ordinator

Dr. B.S. Sawant
Director

Syllabus of Tally

S.No	Units	Lectures
1	**NON TRADING ORGANIZATION** **1. Business Organization** o Service organization o Trading organization o Manufacturing organization **2. Accounting on Computers** o Basic of accounting concept o Rules of Accounts o Basic Journal Entries o Benefit on A/C of Computer o Transaction in Tally ERP 9 **3. Tally Fundamentals** o Features of Tally ERP 9 o Configuration of Tally ERP 9 o Creation/Setting up Company o Use of vouchers o Ledgers & Groups **4. Service Organization** o Structure of Service Organization o GST for services o GST for Expenses o GST Adjustment & Payment o GST Report	20
2	**TRADING ORGANIZATION** **1. Inward & Outward Supply with GST** o Cash & Credit Purchase o Cash & Credit Sales o Invoicing o Inventory creation with HSN o Inventory Transaction with GST **2. Overview of Tally ERP 9** o Features of Tally ERP 9 o Advanced Accounting & Inventory Features o F11 Features o F 12 Features o GST Activation **3. Advanced GST Features** o Bill wise Details with GST o Voucher Class for GST o Cost Center for GST o Purchase from URD o Bank Reconciliation	20

	o Zero Valued Entries o Backup & Restore o Additional cost on Purchases o E-way Bill o Interest Calculation **4. Advanced Inventory Features** o Actual & Billed Quantity o Separate Discount Column o Multiple Price Levels o Point of Sale (POS) **5. GSTR, Accounting & Inventory Reports** o Accounting Reports o GSTR 1 Report o Inventory Report o GSTR 2 Report o GSTR 3B Report o B2B Invoice Report o B2C (Large) Invoice Report	
3	MANUFACTURING ORGANIZATION **1. Purchase & Sales with GST** o Purchase of Raw Material o Storage of Goods o Production Process o Processing in Manufacturing o Maintenance of Locations **2. Functions with Tally ERP 9** o Recording Transactions o Adv. Accounting Vouchers o Adv. Inventory Vouchers o Manufacturing Voucher **3. Adv. Stock Transactions** o Order Processing o Tracking numbers o Rejection Notes o Invoicing & Billing o Cost Categories **4. Statutory Features** o TDS o TCS o Payroll **5. Technical Features** o Multi-Currency o Predefined Cost Centers o Batch Wise Details o Consolidation of Accounts o Bill of Material	20

4	DISPLAY & REPORTING **1. Management & Control System** o Budget & Control o Scenario Management o Variences Analysis **2. Report Generation** o Sales Register o Purchase Register o Re-Order Levels o Optional Voucher o Credit Limits **3. System Administration** o Consolidation of Accounts o Split Company Data o Export & Import of Data o ODBC Compliance **4. Technical Advantages** o Multi Lingual o Security Control o Audit in Tally ERP 9 o Key points of Display **5. Printing In Tally ERP 9** o Cheque Printing o Voucher Printing o Company Logo Printing o Receipt Printing 3. Finalization of Accounts o Closing Entries o Adjustment Entries o Profit Screening	20

Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

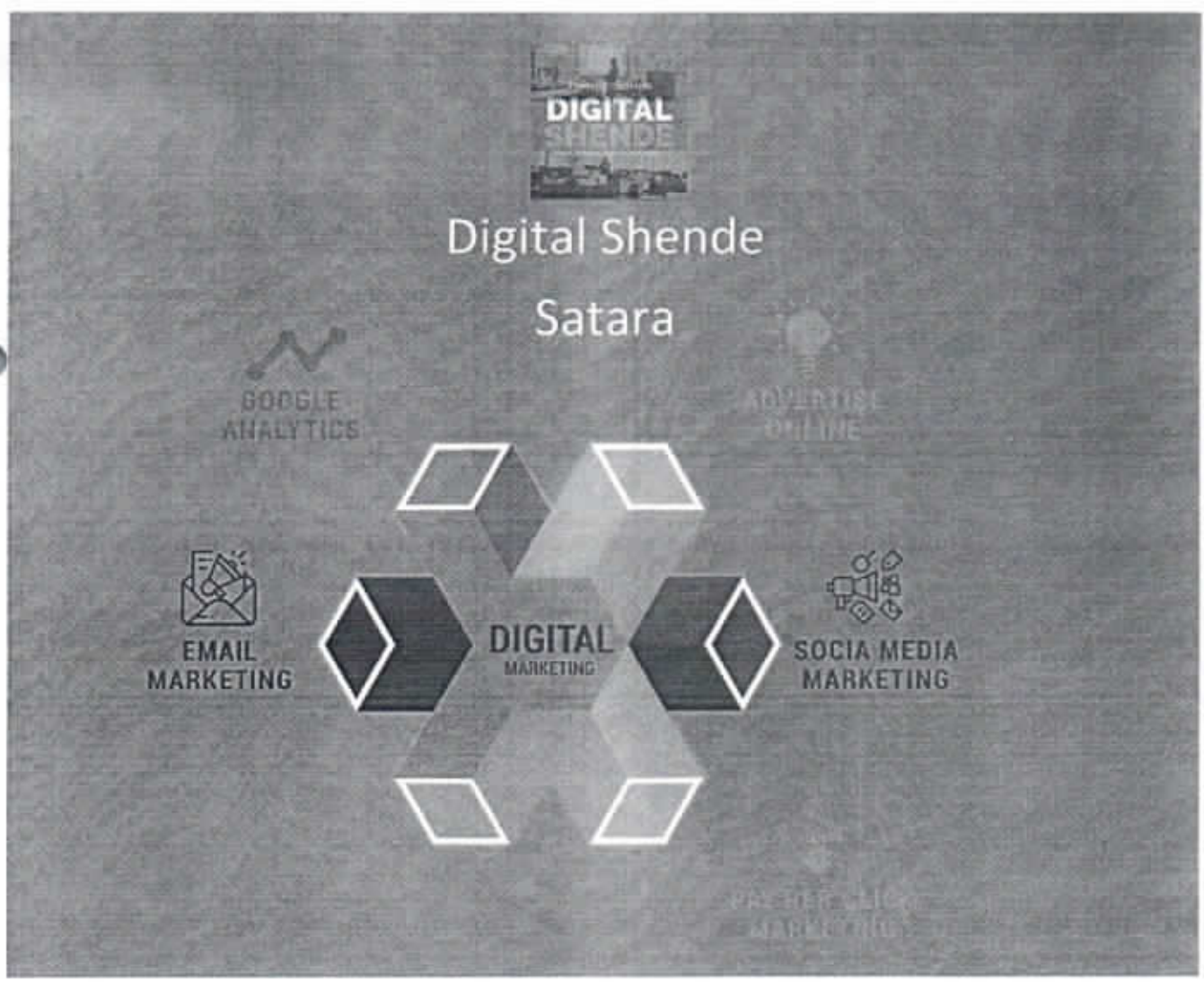
Course Structure of Certificate Course in Skill Development

Course Outcomes	1. Demonstrate oral and written communication for professional use 2. Analyze, appraise and distinguished listened word 3. Write any business correspondence in English. 4. Calculate sums enveloped in quantitative aptitude. 5. Evaluate, infer and relate a situation in day to day functioning 6. Administer competencies in profession.	
Expected Skills Impartation	1. Communication Skill 2. Numerical Ability 3. Logical Thinking 4. Managerial Skill	
Marks 100	**Total Hours of Teaching : 40 Hrs include written examination**	
Session I	**Lend me your ear please:** (Developing listening skills) . Listening : Introduction . Listening skills . Importance of listening . Developing listening skills	03 Hrs
Session II	**Create fluency, gain currency:** . Speaking skills .Sentence structure . Effective speaking	03 Hrs.
Session III	**Read and feed the brain:** . Reading : introduction . Reading speed . Reading skills . Developing reading skills	03 Hrs
Session IV	**Writing at a hand:** . Writing: introduction .Writing skills . Types of writing . Effective professional writing	03 Hrs
Session V	**Number system :** Basic Operations in Mathematics (Simplification) BODMAS Rule LCM and HCF Indices and Surds Percentage	03 Hrs

Session VI	Simple Interest and Compound Interest Work , Time And Distance Ratio and Proportion Profit and Loss Mensuration- Area and Volume Data Interpretation	03 Hrs
Session VII	**Alphanumeric Series :** 1) Alphabet Series 2) Number Series Coding and Decoding Directions and Ranking Seating arrangement	03 Hrs
Session VIII	Blood Relations Data Sufficiency Syllogism Input – Output	03 Hrs
Session IX	**Interview Techniques** Preparation Do's and Don'ts' Attire Body Language	03 Hrs
Session X	**Personality Development and Goal Setting**	03 Hrs
Session XI	**Introduction & Icebreaker Activity** **Creativity:** Meaning, Process, Related to Creative People, Creative Companies, Creative Practices. **Innovation:** Meaning, Process, Related to Innovative People, Innovative Companies, Innovative Practices	03 Hrs
Session XII	**Leadership:** Problem Solving and Decision Making, Planning, Delegation, Internal Communications, Meeting Management, Managing Yourself	03 Hrs

Dr.S.R.Nikam
Program Coordinator

DIGITAL MARKETING
LEVEL 1
SYLLABUS



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Overview

Module 1 Digital Marketing Fundamentals

Module 2: Website planning strategy

Module 3 : Search Engine Optimization

Module 4 : Content & Blogging

Module 5: Google Analytics

Module 6: Social Media Marketing

Module 7: Email Marketing

Module 8 : Inbound Marketing

Module 9 : Affiliate Marketing

Overview

Learn about Digital Marketing concept, uses, trending examples, advanced website structure, planning strategies, Search Engine Optimization structure-process, learn to create own generated marketing content submit to search engine, start earning through online platforms, inbound marketing, Additionally, learn how to market with email, and how to measure and optimize with Google Analytics.

Estimated Time: App. 23 days 2 hrs total 45 hrs

Prerequisites: No experience required

Training Methodology

In foundation | basic understanding of the digital landscape

Assignments | Get understanding and to gain more knowledge

Provide hands practical's are shared and explained on the regular basis

Industry based cases are shared to provide essence of real time challenges faced

Evaluate the participants Digital Marketing training with **2 online test held** during training period.

Module 1: Digital Marketing Fundamentals

Becoming a digital marketer is a journey. In this module we understand the fundamentals of Digital Marketing which let's you understand the right concept of Trending digital Marketing in corporate business sector.

Module Project

Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a B2C or B2B product we've provided. Analyse their marketing effort online which we focus in this module.

	LEARNING OUTCOMES	
LESSON ONE	Welcome to Digital Marketing	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
LESSON TWO	The Digital Marketing Framework	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the what, who, how, where and when of marketing
LESSON THREE	What: Your Business	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.
LESSON FOUR	Where: Marketing Channels	There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose.
LESSON FIVE	Why: Marketing Objectives & KPIs	Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process

Module 2: Website planning strategy

The concept of Digital Marketing involves first website. Regarding to changing technical sectors all websites have to be re-structure time to time for get ranking position, reach potential viewers on Search Engine. It essential to get understand exact trending in-coming website structure with accurate planning strategy.

Module Project

Create Website plan

In this first project, you'll create website plan including trending strategies websites provide be us. Make collection of different website professional – local regarding type we focus

	LEARNING OUTCOMES	
LESSON ONE	Understand website	Each business needs their online presence. This presence not only on social media, they need own domain website. Understand fundamentals of website.
LESSON TWO	DOM Module	Understand exact DOM module helps focus how website execute on browsers
LESSON THREE	Types of websites	There different types of website. Which have specific segmentations over online platform. Focusing exact types of websites
LESSON FOUR	Website planning	Learn how create website plan, importance, key trending points essentials to include each webpage
LESSON FIVE	Website structure	Learn website structure pros and cons of each structure, understand views behaviour during visit webpages

Module 3 : Search Engine Optimization

Search engine Optimization is key success over Digital platform each website have search engine. Business invest lot of efforts to get / maintains ranking position on SE for their brand. SE is endless process which provides many job opportunities for youths also includes start-up ideas. Let's understand search Engine Optimization

Module Project

Implement SE Best Practices

In this first project, you'll provides best Search Engine practise. Search Engine practices may open you best job or Star-up opportunities. We provides best SE session as these are **our core session** of our training.

	LEARNING OUTCOMES	
LESSON ONE	Understanding Search	Starting from fundamental lets understand what is exact SEARCH. How it works, purpose of Search in our life.
LESSON TWO	Search Engine Fundamentals	Core definition of search engine. Understanding the process, structure and insights of Search Engine
LESSON THREE	Google Search Look out	Get details of Google Search website, structure, how Google get signals, what we have to do for that signals for getting ranking position over Google Search.
LESSON FOUR	Search Engine Types	This lesson focus on Search Engine types, learn on page | off page optimization get best practices during this lesson
LESSON FIVE	Jobs in SEO	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

Module 4 : Content & Blogging

Shape your Digital Ideas. Content can be stated as KING of digital Marketing. Learn how, why for whom you are writing content. Exact successful content strategy. Get practice over professional blogging. Create your own digital content on basis of previous modules, focus on practices practices and practise

Module Project

Create and submit

In this first project, you'll create your own digital creation and submit to search engine. Which helps you highlights in resume too

	LEARNING OUTCOMES	
LESSON ONE	Content	Learn actual process of content strategy for text, images, videos, audio on social media, search engine
LESSON TWO	Content segments	Get in depth of content segments. Learn with best practices writing content for targeted audience
LESSON THREE	Professional Blogging	Learn key aspects of professional blogging. Understand blog insides outsides
LESSON FOUR	Digital creation	Create your own digital creation with previous modules we learnt. Submit your creation to search engine
LESSON FIVE	Jobs in content writing	We describe professional content writing jobs and what skills recruiters look for in the hiring process.

Module 5: Google Analytics

This module you'll learn basics of Google Analytics which almost each websites used for understanding their online behaviour. Implement Google Analytics to your own digital content, analyse your digital content, create reports.

Module Project

Open Google Analytics account and measure

In this first project, you'll create Google Analytics account for your own previous digital content. You analyse your content online behaviour, crate custom reports, download with right segmentations, views

	LEARNING OUTCOMES	
LESSON ONE	Introducing Google Analytics	Learn Why digital analytics? How Google Analytics works also create Google Analytics setup with your Gmail account
LESSON TWO	The Google Analytics Interface	Learn Google analytics interface including Navigating Google Analytics Understanding overview reports Understanding full reports How to share reports How to set up dashboards and shortcuts
LESSON THREE	Basic Reports	Understanding Basics reports i.e. Audience reports Acquisition reports Behaviour reports etc.
LESSON FOUR	Read and analyse Google Analytics reports	In this less your will learn how read and analyse Google analytics account report with your own digital content
LESSON FIVE	Opportunities in Google Analytics	In this lesson we focus best opportunities in Google Analytics for youth getting jobs as well as start-up

Module 6: Social Media Marketing

This module will help you shape the conversation around business, build loyalty, and attract new customers and partners, it's the only social media training you'll ever need. Building an effective social media strategy will expand all of your other inbound marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers

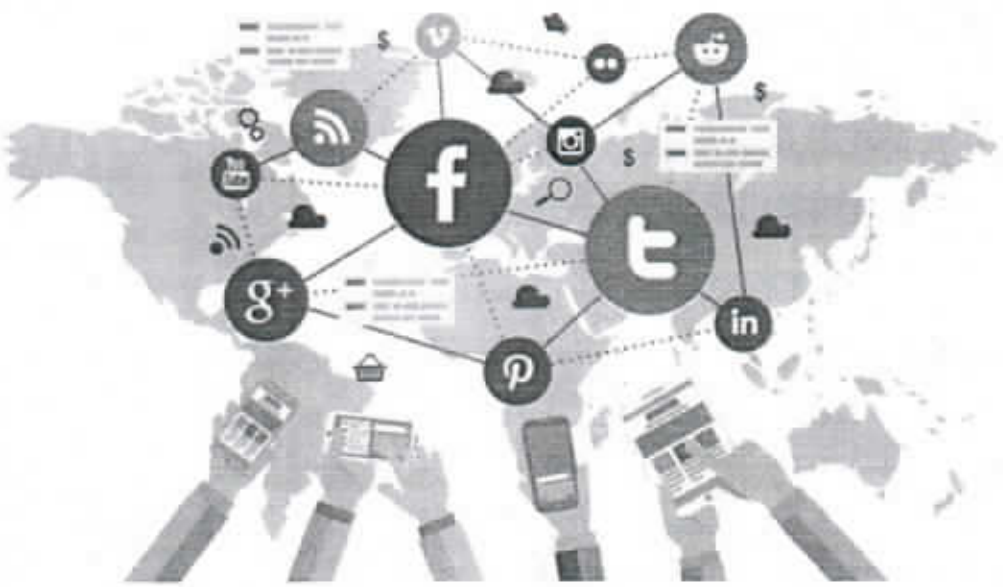
Module Project

Social Media Content, calendar

In this first project, you'll create wide digital content regarding your own digital creation. You'll also create monthly bases Social Medial Calendar for your Digital Creation.

	LEARNING OUTCOMES	
LESSON ONE	Developing a Social Media Strategy	Creating a promotional plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners
LESSON TWO	Social Media Listening and Monitoring	Social media is so much more than a way to amplify your message it's a powerful listening device that your whole company can learn from .Lets learn how impact Social Listening on business
LESSON THREE	Building a Content Strategy for Social Media	Social media is nothing without the content that makes it interesting for its users. understand the basic types of social media content, how to develop a strategic plan, and key factors that will help your content have the best results.
LESSON FOUR	Extending Your Reach on Social Media	Social media practitioners need to understand how to take advantage of influencer marketing and how to encourage more people to generate content that highlights your brand, products, and services in a positive way.Let's focucs on key points how to extend reach on social media

LESSON FIVE	Using Social Media to Build One-to-One Relationships	Individuals who engage with you on social are likely to trust you more, have deeper loyalty, and will be more likely to recommend your products and services to others. Learn how to get this for your sucess over social media platform
LESSON SIX	Introduction to Social Media Advertising	In this lesson, you'll learn about the advertising options that are available across multiple platforms, including Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube, Qoura, Share-it etc
LESSON SEVEN	Essentials for Continued Success with Social Media	Social media is an evolving field, and understanding the challenges, risks, and opportunities for continued success is critical for social media professionals. Learn about the importance of understanding the governance and risks associated with social media
LESSON EIGHT	Social Media Calendar	Create your own social Media Calendar on your digital creation for one month



Module 7: Email Marketing

Email Marketing provides close relation to perspective loyal customer rather than cold calling. Engagement through email marketing stated as professional marketing sector in trending technical field. You'll gain the knowledge and practical skills needed to create an email marketing strategy that grows your business

Module Project

Professional Email campaigns

In this first project, you'll create professional E-mail campaign with best practices

	LEARNING OUTCOMES	
LESSON ONE	Understanding Email Marketing	Learn why email marketing is an important part of inbound and how to build an effective email marketing strategy for growth
LESSON TWO	Creating a Contact Management and Segmentation Strategy	Learn how to create a contact management and segmentation strategy that's designed to help you send contextual content in emails and create conversations that people want to engage with
LESSON THREE	Sending the Right Email	In this lesson, you'll learn the key components of how to send the right email to the right person at the time and provide the most value to your contacts in the process.
LESSON FOUR	Testing Your Marketing Emails	In this lesson you'll learn why testing your marketing is an important piece of your overall email marketing strategy in addition to what types of tests you can run on your marketing emails and how to position those tests.
LESSON FIVE	Create Email Marketing Campaign	Create professional email marketing campaigns using best templates.

Module 8 : Inbound Marketing

Inbound Marketing is process of create loyal costumer for your products or services through online platform. Let's understand how it work and get details.

Module Project

Create inbound marketing module

In this first project, you'll create inbound marketing module for product or service provides by us.

	LEARNING OUTCOMES	
LESSON ONE	Inbound marketing term	Learn actual terminology of Inbound Marketing
LESSON TWO	Inbound Marketing examples	Let's focus on IM examples how we all involve this IM day-life through various online methods
LESSON THREE	Understating Inbound Marketing	Lest understand process of Inbound Marketing. Lets implement for your previous digital creation.
LESSON FOUR	Inbound Marketing Future of Digital Marketing	Inbound Marketing is everywhere. Get details what's the future of digital marketing with IM. How we have to prepare for this.
LESSON FIVE	Opportunities in Inbound marketing	We describe best jobs, start-up opportunities in Inbound Marketing over global platform.

Module 9 : Affiliate Marketing

Interested in tapping into the **revenue** in affiliate marketing industry this module takes you best eye-sights of growing affiliate marketing sector over online media.

Module Project

Create affiliate marketing structure

In this first project, you'll create affiliate marketing Digital structure B2B, B2C companies provided by us.

	LEARNING OUTCOMES	
LESSON ONE	Fundamentals of affiliate marketing	Learn actual fundamentals of affiliate marketing, process, the trending facts.
LESSON TWO	How it works	Learn how exact affiliate marketing works what is it's types pros and cons. How it help you get earning through online platform
LESSON THREE	Affiliate marketing trending platform	Learn key trending affiliate marketing platform in India
LESSON FOUR	Affiliate marketing structure	Create your own affiliate marketing structure how B2B, B2C companies works today
LESSON FIVE	Opportunities in Affiliate marketing	We describe best earning, jobs opportunities in Affiliate marketing trending today in India or near by you.

An Introduction to Python

- 1 Ice Breaker
- 2 Introduction
- 3 Whetting Your Appetite
  - 3.1 Where From Here
- 4 Using the Python Interpreter
  - 4.1 Invoking the Interpreter
    - 4.1.1 Argument Passing
    - 4.1.2 Interactive Mode
  - 4.2 The Interpreter and Its Environment
    - 4.2.1 Error Handling
    - 4.2.2 Executable Python Scripts
    - 4.2.3 The Interactive Startup File
- 5 An Informal Introduction to Python
  - 5.1 Using Python as a Calculator
    - 5.1.1 Numbers
    - 5.1.2 Strings
    - 5.1.3 Unicode Strings
    - 5.1.4 Lists
  - 5.2 First Steps Towards Programming
- 6 More Control Flow Tools
  - 6.1 `if` Statements
  - 6.2 `for` Statements
  - 6.3 The `range()` Function
  - 6.4 `break` and `continue` Statements, and `else` Clauses on Loops
  - 6.5 `pass` Statements
  - 6.6 Defining Functions
  - 6.7 More on Defining Functions
    - 6.7.1 Default Argument Values
    - 6.7.2 Keyword Arguments
    - 6.7.3 Arbitrary Argument Lists
    - 6.7.4 Lambda Forms
    - 6.7.5 Documentation Strings
- 7 Data Structures
  - 7.1 More on Lists
    - 7.1.1 Using Lists as Stacks
    - 7.1.2 Using Lists as Queues
    - 7.1.3 Functional Programming Tools
    - 7.1.4 List Comprehensions
  - 7.2 The `del` statement
  - 7.3 Tuples and Sequences
  - 7.4 Dictionaries
  - 7.5 Looping Techniques
  - 7.6 More on Conditions
  - 7.7 Comparing Sequences and Other Types
- 8 Modules
  - 8.1 More on Modules
    - 8.1.1 The Module Search Path
    - 8.1.2 "Compiled" Python files
  - 8.2 Standard Modules
  - 8.3 The `dir()` Function
  - 8.4 Packages

        - 8.4.1 Importing * From a Package
        - 8.4.2 Intra-package References
- 9 Input and Output
    - 9.1 Fancier Output Formatting
    - 9.2 Reading and Writing Files
        - 9.2.1 Methods of File Objects
        - 9.2.2 The 'pickle' Module
- 10 Errors and Exceptions
    - 10.1 Syntax Errors
    - 10.2 Exceptions
    - 10.3 Handling Exceptions
    - 10.4 Raising Exceptions
    - 10.5 User-defined Exceptions
    - 10.6 Defining Clean-up Actions
- 11 Classes
    - 11.1 A Word About Terminology
    - 11.2 Python Scopes and Name Spaces
    - 11.3 A First Look at Classes
        - 11.3.1 Class Definition Syntax
        - 11.3.2 Class Objects
        - 11.3.3 Instance Objects
        - 11.3.4 Method Objects
    - 11.4 Random Remarks
    - 11.5 Inheritance
        - 11.5.1 Multiple Inheritance
    - 11.6 Private Variables
    - 11.7 Odds and Ends
        - 11.7.1 Exceptions as Derived Classes
- 12 What Now?
- A Interactive Input Editing and History Substitution
    - 12.1 Line Editing
    - 12.2 History Substitution
    - 12.3 Key Bindings
    - 12.4 Commentary
- B Floating Point Arithmetic: Issues and Limitations
    - 12.5 Representation Error

Excel Course Syllabus		
Part	Part Name	Duration (Hours)
Part A	Basic Excel	10
Part B	Overview of Excel Ribbons	6
Part C	Advances Excel	10
Part D	Excel Shortcut Keys	4
Total Duration (Hours)		30

Basic Excel		
Part A		Duration
	Session 1: Introduction	10
1.01	Introduction	
1.02	Interface	
1.03	Tabs and Ribbons	
1.04	Document Windows	
1.05	Navigation Tips	
1.06	Office Button and Save	
	Session 2: Entering, Editing and Formatting Data	30
2.01	Introduction	
2.02	Entering Data	
2.03	Fonts, Fills, and Alignment	
2.04	Cut, Copy, and Paste	
2.05	Paste Special	
2.06	Undo and Redo	
2.07	Moving, Finding, and Replacing a Value	
2.08	Cell Styles	
2.09	Comments	
	Session 3: Formatting Numbers	20
3.01	Introduction	
3.02	Currency Format	
3.03	Format Painter	
3.04	Formatting Dates	
3.05	Custom and Special Formats	
	Session 4: Managing Worksheets	20
4.01	Introduction	
4.02	Naming and Moving Worksheets	
4.03	Copying Worksheets	
4.04	Adding, Deleting and Hiding Worksheets	
4.05	Grouping Worksheets	
4.06	Moving, Copying, Deleting and Hiding Grouped Worksheets	
	Session 5: Modifying Rows and Columns	20
5.01	Introduction	
5.02	Inserting and Deleting Columns and Rows	
5.03	Inserting & Deleting Cells	
5.04	Inserting Multiple Columns & Rows	
5.05	Modifying Cell Width and Height	
5.06	Hiding and Unhiding Rows and Columns	
	Session 6: Understanding Formulas	30
6.01	Introduction	

6.02	Using Operations	
6.03	Creating Formulas	
6.04	AutoSum	
6.05	Common Formulas	
6.06	Searching for Formulas	
6.07	Copying Formulas	
6.08	Using Relative and Absolute References	
	Session 7: Changing Views	30
7.01	Introduction	
7.02	Workbook Views	
7.03	Show/Hide	
7.04	Zoom Features	
7.05	Freeze Panes	
7.06	Split Windows	
7.07	Viewing Multiple Windows	
7.08	Minimize The Ribbon	
7.09	Worksheet Backgrounds	
7.1	Watermarks	
	Session 8: AutoFill and Custom Lists	20
8.01	Introduction	
8.02	AutoFill a Series	
8.03	AutoFill Non-Adjacent Cells	
8.04	AutoFill on Multiple Sheets	
8.05	Creating Custom Lists	
8.06	Series Formatting	
	Session 9: Conditional Formatting	20
9.01	Introduction	
9.02	Highlight Cells Rules	
9.03	Top/Bottom Rules	
9.04	Data Bars	
9.05	Color Scales	
9.06	Custom Formatting Rule	
	Session 10: Tables	20
10.01	Introduction	
10.02	Insert a Table and Style Options	
10.03	Add Rows and Columns	
10.04	Perform a Function in a Table	
10.05	Summarise With Pivot Table	
	Session 11: Data Tools	30
11.01	Introduction	
11.02	Data Validation	
11.03	Drop-Down Lists	

11.04	Removing Duplicates	
11.05	Text To Columns	
11.06	Goal Seek	
11.07	Scenario Manager	
	Session 12: Referencing Formulas	20
12.01	Introduction	
12.02	Multiple Sheet References	
12.03	Consolidating Data - With or Without Links	
12.04	Trace the Precedents and Dependents	
12.05	Using the Watch Window	
	Session 13: Ranges and Dates	20
13.01	Introduction	
13.02	Cell Names	
13.03	Named Ranges	
13.04	Formulas with Cell Names	
13.05	Date Formulas	
	Session 14: Lookups	20
14.01	Introduction	
14.02	VLOOKUP	
14.03	VLOOKUP Exact Match	
14.04	HLOOKUP	
14.05	HLOOKUP Exact Match	
	Session 15: Conditional Logic	40
15.01	Introduction	
15.02	IF Statement	
15.03	Nested IF	
15.04	AND	
15.05	OR	
15.06	NOT	
15.07	IFERROR	
15.08	SUMIF	
15.09	AVERAGEIF	
15.1	COUNTIF & COUNTIFS	
15.11	SUMIFS	
15.12	AVERAGEIFS	
	Session 16: Text Formulas	10
16.01	Introduction	
16.02	Case Formulas	
16.03	Fix Number Fields	
16.04	Trim Spaces	
16.05	Substitute Text	

	Session 17: Introduction to Charts	20
17.01	Introduction	
17.02	Chart Types	
17.03	Instant Chart	
17.04	Update Chart	
17.05	Column Chart	
17.06	Picture Fill	
17.07	Adjust Chart Size	
17.08	Line Chart	
17.09	Scatter Chart	
	Session 18: Formatting Charts	25
18.01	Introduction	
18.02	Chart Styles	
18.03	Chart Layouts	
18.04	Add Labels	
18.05	Axis Options	
18.06	Chart Title	
18.07	Legends	
18.08	Data Labels	
	Session 19: Adding Graphics to Spreadsheets	30
19.01	Introduction	
19.02	Insert Pictures	
19.03	Modifying Pictures	
19.04	Insert Shapes	
19.05	Insert SmartArt	
19.06	Apply Themes	
19.07	Arrange	
	Session 20: Outline, Sort, Filter, and Subtotal	30
20.01	Introduction	
20.02	Group and Ungroup	
20.03	Sort Data	
20.04	Sort Multiple Levels	
20.05	Filter Data	
20.06	Advanced Filter	
20.07	Conditional Sorting and Filtering	
20.08	Sorting with Custom Lists	
20.09	Subtotal	
	Session 21: PivotTables	20
21.01	Introduction	
21.02	Creating PivotTables	
21.03	Choosing Fields	
21.04	PivotTable Layout	
21.05	Filtering PivotTables	

21.06	Modifying PivotTable Data	
21.07	PivotCharts	
	Session 22: Protecting Data	15
22.01	Introduction	
22.02	Workbook Passwords	
22.03	Protecting Workbooks	
22.04	Unlocking Cells	
	Session 23: Collaboration	25
23.01	Introduction	
23.02	Document Properties	
23.03	Inserting Hyperlinks	
23.04	Sharing a Workbook	
23.05	Track Changes	
23.06	Accept/Reject Changes	
23.07	Mark as Final	
	Session 24: Printing	30
24.01	Introduction	
24.02	Page Orientation	
24.03	Page Breaks	
24.04	Print Area	
24.05	Margins	
24.06	Print Titles	
24.07	Headers and Footers	
24.08	Scaling	
24.09	Sheet Options	
	Session 25: Saving a Workbook	25
25.01	Introduction	
25.02	Save As Previous Version	
25.03	AutoRecover Save Options	
25.04	Templates	
25.05	Save As PDF	
25.06	Save As Web Page	
25.07	Macro-Enabled Workbook	
	Session 26: Macros	20
26.01	Introduction and Macro Security	
26.02	Recording a Macro	
26.03	Assign a Macro to a Button or Shape	
26.04	Run a Macro upon Opening a Workbook	
26.05	How to Inspect and Modify a Macro	

Overview of Excel Ribbons and Sheet Overview		
Part B		Duration
	Session 1: Home	**20**
1.1	Overview of Home Ribbons	
	Session 2: Insert	**20**
2.1	Overview of Home Ribbons	
	Session 3: Draw	**20**
3.1	Overview of Draw Ribbons	
	Session 4: Page Layout	**20**
4.1	Overview of Page Layout Ribbons	
	Session 5: Formulas	**20**
5.1	Overview of Formulas Ribbons	
	Session 6: Data	**20**
6.1	Overview of Data Ribbons	
	Session 7: Review	**20**
7.1	Overview of Review Ribbons	
	Session 8: View	**20**
8.1	Overview of View Ribbons	
	Session 9: Help	**10**
9.1	Overview of Help Ribbons	
	Session 10: File Option	**40**
10.1	Overview of File Ribbons	
	Session 11: Excel Sheet and Workbook details	**30**
11.1	Overview of Excel Sheet and Workbook	

Advanced Excel		
Part C		Duration
	Session 1: Formulas & Macros Formulas	45
1.1	Use the Function Wizard, Common functions	
1.2	(AVERAGE, MIN, MAX, COUNT, COUNTA, ROUND, INT)	
1.3	Nested functions , Name cells /ranges /constants	
1.4	Relative, Absolute, Mixed cell references : >,<,= operators	
1.5	Logical functions using IF, AND, OR, NOT	
1.6	The LOOKUP function , Date and time functions , Annotating formulas	
	Session 2: DATA Analysis	60
2.1	Sub Total Reports, Auto Filter	
2.2	Password Protecting Worksheets	
2.3	Linking Multiple Sheets	
2.4	Sheet Referencing	
2.5	Linking Between Word/Excel/Ppt	
	Session 3: Functions : LOOKUP, VLOOKUP, HLOOKUP, COUNTIF, SUMIF	60
3.1	What-if-analysis	
3.2	GOAL SEEK	
3.3	NESTED IF	
3.4	Reporting	
3.5	Character Functions	
3.6	Date Functions	
3.7	Age Calculations	
3.8	Consolidation of Data	
3.9	Data Validation	
	Session 4: PIVOT TABLES	60
4.1	Enter the Pivot Table Data	
4.2	Create the Pivot Table	
4.3	Adding Data to the Pivot Table	
4.4	Filtering the Pivot Table Data	
4.5	Change the Pivot Table Data	
4.6	Analyze Data Columns in Pivot Tables	
4.7	Adjust Data to Analyze	
	Session 5: MACRO'S	30
5.1	Macros	
5.2	Definition and use, Record a macro	
5.3	Assign a macro, Run a macro	
	Session 6: Develop the Worksheet	60
6.1	Plan a worksheet , Row and Column labels	
6.2	Split worksheet /box /bar, Copy data and formulas	
6.3	Display /move toolbars , Enhance worksheet Appearance	
	Session 7: Special Operations	45
7.1	Use multiple windows : Copy/ paste between Worksheets	

7.2	Link worksheets , Consolidate worksheets	
7.3	Import and link from other Applications	
7.4	Use AutoFormat : Create, use and modify styles and templates	
7.5	Print features : Create /edit an outline	
7.6	Graphic Operations:	
7.7	Create charts , Enhance charts, Drawing toolbar features	

	Session 8: Data Validation	30
8.1	Specifying a valid range of values for a cell	
8.2	Specifying a list of valid values for a cell	
8.3	Specifying custom validations based on formula for a cell	

	Session 9: Sorting and Filtering Data	30
9.1	Sorting tables	
9.2	Using multiple-level sorting	
9.3	Using custom sorting	
9.4	Using advanced filter options	

	Session 10: Charts	60
10.1	Using Charts	
10.2	Formating Charts	
10.3	Using 3D Graphs	
10.4	Advance Charts	

	Session 11: Advance Excel Practicals	
11.1	Practicals	120

Excel Shortcut Keys

Part D

Duration: 240

Main Category	Shortcut key	Description
Dialog Box	Alt+F8	Macro dialog box
Dialog Box	Alt+'	To open format style dialog box
Dialog Box	Ctrl+1	Format cells dialog box
Dialog Box	Shift+Ctrl+F+F	To open the Font tab in Format cells dialog box
Dialog Box	Ctrl+Alt+V	To displays the "Paste Special" dialog box
Dialog Box	Ctrl+T	To display the Create Table dialog box
Dialog Box	Ctrl+Shift+F	To display the Format cells dialog box
Dialog Box	Esc	Cancel the Command and close dialog box
Entering Data	Ctrl+shift+:	To insert current time
Entering Data	Ctrl+'	Fill the above formula in down
Entering Data	Ctrl+:	To insert current time
Entering Data	Ctrl+;	To insert current date
Entering Data	Ctrl+R	To fill the right
Entering Data	Ctrl+Y	To redo the last action
Entering Data	Ctrl+Delete	To delete to end of word
File	Shift+F11	To insert new worksheet
File	Shift+F12	To save the file
File	Ctrl+F12	To open the file
File	Ctrl+Shift+F12	To give the print
File	Alt+Shift+F2	To save the file
File	Ctrl+P	To print the file
File	Ctrl+S	To save the file
File	Ctrl W	To close the file
File	F12	To Save as the file
File	Ctrl+F2	To print the file
File	Page Up	Go to page up
File	Page Down	Go to page down
File	Left Arrow	Go to left
File	Right Arrow	Go to right
File	Up Arrow	Go to up
File	Down Arrow	Go to down
File	Tab	Indent
File	Enter	Go to new line
Format	Ctrl+X	To cut the value
Format	Ctrl+Shift+~	To convert into general format
Format	Ctrl+Shift+#	To convert into date format
Format	Ctrl+Shift+$	To convert into currency format
Format	Ctrl+Shift+%	To convert into percent format
Format	Ctrl+Shift+^	To convert into expontential format
Format	Ctrl++	To insert the row
Format	Ctrl+-	To delete the row
Format	Ctrl+2	To make font Bold
Format	Ctrl+3	To make font Italic
Format	Ctrl+4	To underline the Font
Format	Ctrl+6	To show/hide objects the View
Format	Alt+Enter	To Start the new line in same cell
Format	Shift+Ctrl+F	To open the Font tab in Format cells dialog box
Format	Shift+Ctrl+P	To open the Font tab in Format cells dialog box

Format	Ctrl+B	To make font Bold
Format	Ctrl+U	To underline the font
Format	Ctrl+V	To paste the data
Format	Ctrl+Shift+!	To comma format
Format	Shift+F2	To edit cell comment
Format	Ctrl+I	To make the font Italic
Format	Ctrl + Shift + 1	To format number in comma format.
Format	Ctrl + Shift + 4	To format number in currency format.
Format	Ctrl + Shift + 3	To format number in date format.
Format	Ctrl + Shift + 5	To format number in percentage format.
Format	Ctrl + Shift + 6	To format number in scientific format.
Format	Ctrl + Shift + 2	To format number in time format.
Formulas	F4	To repeat the last action
Formulas	Ctrl+Alt+F9	To calculate the worksheet in all open workbook
Formulas	Ctrl+Alt+Shift+F9	To rechecks dependent formula
Formulas	Ctrl+F3	To define the name
Formulas	Ctrl+Shift+F3	To create the names in row and column
Formulas	Alt+=	Sum Function
Formulas	Ctrl+`	To display formula
Formulas	Ctrl+Shift+A	To insert the argument names into formula
Formulas	Ctrl+'	To copy formula from cell above
Formulas	F3	To paste name into formula
Formulas	F9	To evaluate the part of formula
Formulas	Shift+F3	To paste function into formula
Formulas	Ctrl+Shift+F2	To go to last position
Formulas	Ctrl+Shift+F8	To step out
Formulas	Ctrl+Shift+F9	To clear all breakpoints
Formulas	Ctrl+Shift+Enter	To Enter the Formula as an Array formula
Formulas	Ctrl+Shift+U	Toggle Expand or Collapse formula bar
General	Alt+Down arrow	To display Auto complete list
General	Ctrl+8	To toggle outline symbols
General	Alt or F10	To activate menubar
General	Ctrl+K	To add the hyperlink
General	Ctrl+Z	To undo the last action
General	F11	To create the Chart
General	Shift	Hold down shift for additional functions
General	Shift+F4	To find next
General	Shift+F5	Find the value
General	Alt+F1	To insert chart
General	F1	To open Excel help
General	F5	To open 'Go To' dialog box
General	F7	To open spell checker dialog box
General	F10	To activate menubar
General	Shift+F7	To view object
General	Shift+F8	To add selection
General	Shift+F9	Quick watch
General	Shift+F10	To Show right click menu
General	Ctrl+F4	To close the window
General	Ctrl+F10	To activate menubar
General	Alt+F4	To close VBA
General	Alt+F6	To switch between last 2 windows

General	Alt+F11	To open VBE
General	Alt+Spacebar	Go to system menu
General	Alt+BackSpace	To undo the last action
General	Ctrl+E	To Export module
General	Ctrl+G	Display 'Go to Dialog" box
General	Ctrl+H	Replace the value
General	Ctrl+J	List Properties/Methods
General	Ctrl+L	Show Call Stack
General	Ctrl+Tab	Go to cycle windows
General	Ctrl+Shift+I	To Edit Parameter Info
General	Ctrl+Shift+J	To Edit List Constants
General	Ctrl+F1	To display or hide the ribbons
General	Alt+Shift+Right Arrow	To Group Rows or Columns
General	Alt+Shift+Right Arrow	Ungroup Rows or Columns
General	Ctrl+Shift+L	To Add/Remove the filter
Hot Keys	Alt+O+C+A	To Adjust Column Width to Fit the Content
Hot Keys	Alt+O+C+W	To Adjust Column Width to Specific Value
Hot Keys	Alt+O+R+A	To Adjust Row Height to Fit the Content
Hot Keys	Alt+O+R+E	To Adjust Row Height to Specific Value
Hot Keys	Alt+D+P	To Open Pivot Table wizard
Hot Keys	Alt+H, AL	Align Left
Hot Keys	Alt+H, AR	Align Right
Hot Keys	Alt+H- AC	Align Cight
Hot Keys	Alt+H, AT	Align Top
Hot Keys	Alt+H, AM	Align Middle
Hot Keys	Alt+H- AB	Align Bottom
Hot Keys	Alt+H, W	To wrap the text
Hot Keys	Alt+H, H	Highlight Cell (change cell backgroudn color)
Hot Keys	Alt+H, FC	Font Color
Hot Keys	Alt+H, FS	Font Size
Hot Keys	Alt+H, MM	Merge Cells - Merge
Hot Keys	Alt+H, MU	Merge Cells - Unmerge
Hot Keys	Alt+H, MC	Merge Cells - Merge and Center
Hot Keys	Alt+H, MA	Merge Cells - Merge Across
Hot Keys	Alt+H, M	To merge the text
Hot Keys	Alt+H, FF	To change the font style
Hot Keys	Alt+H, FS	To change the font size
Hot Keys	Alt+H, FP	Fomat painter
Hot Keys	Alt+Y, R	To record macro
Hot Keys	Al+M, N	To Open dialog box of Name Manager
Hot Keys	Alt+A,VV	To open Data Validation dialog box
Hot Keys	Alt+N,V	To insert the Pivot Table
Hot Keys	Alt+N,T	To insert the Table
Hot Keys	Alt+N, C	To insert Column chart
Hot Keys	Alt+N, B	To insert Bar chart
Hot Keys	Alt+N, O	To insert Stock, Surface and Radar chart
Hot Keys	Alt+N, N	To insert Line Chart
Hot Keys	Alt+N, A11	To insert Area Chart
Hot Keys	Alt+N, SD	To insert Combo Chart
Hot Keys	Alt+N, Q	To insert Pie Chart
Hot Keys	Alt+N, D	To insert Scatter Chart

Hot Keys	Alt+F, N	To open new worksheet
Hot Keys	Alt+F, O	To open the file
Hot Keys	Alt+F, S	To save the file
Hot Keys	Alt+F, A	To Save as the file
Hot Keys	Alt+F, H	To share the file
Hot Keys	Alt+F, E	To export the file
Hot Keys	Alt+F, C	To close the file
Hot Keys	Alt+F, D	To check the account
Hot Keys	Alt+F, T	To open the Excel options
Navigate	Ctrl+F7	To move window
Navigate	Ctrl+Shift+_	To remove the outline border around selected cell
Navigate	Ctrl+5	To apply/remove strike through formatting
Navigate	Shift+F6	To move previous pane
Navigate	F6	To move next pane
Navigate	Home	Move to beginning of line
Navigate	End	Move to end of line
Navigate	Shift+Left Arrow	Extend selection left side
Navigate	Shift+Right Arrow	Extend selection right side
Navigate	Shift+Up Arrow	Extend selection up side
Navigate	Shift+Down Arrow	Extend selection down side
Navigate	Shift+Tab	Outdent
Navigate	Ctrl+Shift+Arrow Key	Extend the selection of cells to the last nonblank cell i
Navigate	Alt+Tab	Move to cycle applications
Navigate	Ctrl+Home	Top Of Module
Navigate	Ctrl+End	End Of Module
Navigate	Ctrl+Page Up	Go to top of current procedure in another sheet
Navigate	Ctrl+Page Down	Go to top of current procedure in another sheet
Navigate	Ctrl+Left Arrow	Move one word to left
Navigate	Ctrl+Right Arrow	Move one word to right
Navigate	Ctrl+Up Arrow	Go to up till the blank cell
Navigate	Ctrl+Down Arrow	Go to down till the blank cell
Navigate	Shift+Enter	Enter to Move up
Selection	Ctrl+Shift+&	To place the outline border around selected cell
Selection	Ctrl+Shift+*	To insert current time
Selection	Ctrl+9	To hide rows
Selection	Ctrl+0	To hide columns
Selection	Ctrl+Shift+(	To unhide rows
Selection	Ctrl+Shift+)	To unhide columns
Selection	Ctrl+Enter	To fill the selected cell range with the current entry
Selection	Shift+Spacebar	To select the entire row
Selection	CTRL+/	To select the array containing the active cell.
Selection	CTRL+SHIFT+O	To select all cells that contain comments.
Selection	CTRL+\	To select the cells that don't match the formula
Selection	CTRL+SHIFT+|	To select the cells that don't match the formula
Selection	CTRL+[	To select cells directly referenced by formulas in the s
Selection	CTRL+SHIFT+{	To select cells directly/indirectly referenced by formula
Selection	CTRL+]	To select cells contain formulas directly reference the
Selection	CTRL+SHIFT+}	To select cells directly/indirectly referenced by formula
Selection	ALT+;	To select the visible cells in the current selection.
Selection	SHIFT+BACKSPACE	To select only active cell
Selection	CTRL+SHIFT+SPACEBAR	To select the entire worksheet

Selection	Ctrl+Alt+L	To reapply the filter and sort on the current range
Selection	Ctrl+C	To copy the selected values
Selection	Ctrl+D	To fill down
Selection	Ctrl+"	To fill down
Selection	F2	To edit active cell
Selection	F8	To extend selection mode
Selection	Insert	Toggle insert mode
Selection	Delete	To delete the selected values
Selection	BackSpace	To delete previous entry
Selection	Shift+Insert	To paste the data
Selection	Shift+Home	Select from start of line
Selection	Shift+End	Select till end of line
Selection	Shift+Page Up	Select to top of module
Selection	Shift+Page Down	Select to end of module
Selection	Ctrl+A	To select all data without blanks
Selection	Ctrl+F	Find the value
Selection	Ctrl+Insert	To copy the selected values
Selection	Ctrl+Spacebar	Select the complete row
Selection	Ctrl+BackSpace	Go to delete to start of word
Selection	Shift+Delete	To cut the selection
Selection	Ctrl+Shift+Arrow key	To select the data from first active cell to last active ce
Window Keys	WK	To start the menu
Window Keys	WK+R	Run dialog box
Window Keys	WK+M	Minimize all
Window Keys	Shift+WK+M	Undo minimize all
Window Keys	WK+F1	To help
Window Keys	WK+E	To open Window Explorer
Window Keys	WK+F	To find files or folder
Window Keys	WK+D	To minimize all open windows and display the desktop
Window Keys	Ctrl+WK+F	To Find Computer
Window Keys	Ctrl+WK+Tab	To Quick launch toolbar
Window Keys	WK+Tab	Cycle through taskbar buttons
Window Keys	WK+L	To log off windows
Window Keys	WK+P	To start print manager
Window Keys	WK+C	To open Control Panel
Window Keys	WK+V	To start Clipboard
Window Keys	WK+K	To open keyboard properties dialog box
Window Keys	WK+I	To open mouse properties dialog box
Window Keys	WK+A	To start accessibility options
Workbook	Ctrl+F5	XL: Restore window size
Workbook	Ctrl+F6	Next workbook window
Workbook	Shift+Ctrl+F6	Previous workbook window
Workbook	Ctrl+F9	To minimize workbook
Workbook	Ctrl+F11	To open VBE
Workbook	Ctrl+Shift+F6	For Previous Window
Workbook	Alt+Shift+F1	To open new worksheet
Workbook	Ctrl+O	To open workbook
Workbook	Shift+Ctrl+Tab	To activate previous workbook
Workbook	Ctrl+N	To create new workook

RAYAT SHIKSHAN SANSTHA'S
KARMAVEER BHAURAO PATIL INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, SATARA

BCA-I SEM-I
Fundamentals of Computer
(Year 2019-20)

COURSE OUTLINE

Semester: I
Name of Faculty: Mrs. Shelar P.M.
Cell No: 9637330914
E-mail: shelarpriyanka64@gmail.com

Course Description:
The course will consist of the following components:
1. Assigned readings- drawn from the text and outside sources. All students are expected to read in respective session.
2. Lectures- designed to clarify and discussion on the assigned reading and cases.
3. Written test and assignment- test and assignment would be given to students as home assignment.
4. Seminar- students would be given a topic for seminar on the basis of syllabi and expected to present same in classroom and copy of the same has to be submitted to teacher. Paper reading is not allowed.

Course Outcome:

CO 1: The students will be able to understand Hardware & Software, Applications of Computers in Various Fields
CO 2: The students will be able to understand Peripheral Devices like Input Devices and Output Devices
CO 3: The students will be able to know number Systems(like Decimal, Binary, Octal & Hexadecimal, Conversion from One base to another base) & Computer Codes like BCD, EBCDIC, ASCII
CO 4: The students will be able to understand introduction to OS

Regulations:

1. All home assignments should be in their own handwriting.

Mrs. Shelar P.M

Class schedule:

Sr.	Week	Content
1	1st 2nd	**Unit-1 Introduction to Computer** Introduction, Characteristics, History & Evolution, Organization of Computers, Concept of Hardware & Software, Applications of Computers in Various Fields, Computer Hardware and Software, Computer Languages – Machine Language, Assembly Language, High-level Language, Language translators: Compiler, Interpreter, Assembler, Features of Good Language.
2	3rd 4th 5th	**Unit-2 Peripheral Devices** Input Devices – Keying: Keyboard, Touch screen, Pointing: Mouse, digitizer, Joystick and scanning devices: Scanner, OMR, OCR, and MICR. Output Devices – Monitors (CRT, TFT, LCD, Plasma), Screen Image Projector, Printers & its types, Plotters. Memory Devices - Primary Memory & its types (RAM, ROM), Secondary memory & its types (Hard Disk, Flash Drives, Magnetic Tape, Optical Discs- CD, DVD, Blue-Ray)
3	6th & 7th	**Unit-3Number Systems & Computer Codes** Number System - Decimal, Binary, Octal & Hexadecimal, Conversion from One base to another base. Computer Codes - : BCD, EBCDIC, ASCII
4	8th & 9th 10th	**Unit-4Introduction to OS** Meaning and Definition, Structure of O.S., Types of O.S., Functions of O.S., DOS - Internal & External commands. Windows Operating system: Components of window-Desktop, windows explorer, control panel, Managing the files and folders, Accessories: Paint, calculator and notepad.

Dates of Submission:

Sr.	Submission	Date
1.	Home Assignment	7th week onwards as per the syllabus
2.	Preliminary Exam	Mid of October

Guidelines for the Course:

It is expected that student's participation and attendance in this course is in a professional manner. Professionalism will be broadly defined to include the following

1. Prepare ahead of time for class.
2. Read related text material before coming to class and come well prepared to ask questions.
3. Arrive in time in the class.
4. Participation is expected, but should be related to concern subject.
5. Follow appropriate business etiquettes regarding cell phones and other rules and regulation of the institute

(R.D. Kumar) Mrs. Shelde P.M

Year	Machine Name	Inventor	Functions of Machine
3000B.C.	ABACUS	Chinese and Roman	-Make Calculations - Addition and subtraction
1617	Mechanical numbering device	John Napier	-Multiplication Calculator
1623	Mechanical Calculator	Wilhelm Schickard.	-Mechanical Calculations
1642	Pascaline	Blaise Pascal	-digital device(with number 0-9) -Mechanical calculator, -add, subtraction, -Multiplication, division done by repeated addition and subtraction
1694	Calculator	Leibniz	-Multiplication and division -Updated version of Pascaline
1804	Punched Cards	Joseph-Marie Jacquard	-using fully automated loom -contain information -needed for controlling data processing in Machine
1820	Arithmometer	Charles Xavier Thomas de Columar	-first Commercially available Calculator
1822	Difference Engine	Charles Babbage	-Performed Differential equations.
1834	Analytical Engine (computer Program)	Charles Babbage (Augusta Ada King)	-First Digital Computer -includes arithmetic unit, Memory, input/output capacity by punchcard, sequential control
1842	Analytical Engine	Charles Babbage	-Perform 60 additions Per Minute.
1937-44	Mark I	Howard A. Aiken	- Automatic Sequence Controlled Calculator -Electro Mechanical Device -complex in design & huge

Mrs-Shelar

			in size -used over 3000 electrically actuated Switches -approximately 50 feet long & 8 feet high. -perform add, sub, multiplication, division and table -took approximately 0.3 sec.to addition -took approximately 4.5 sec. multiplication -very slow machine
1939-42	Atanasoff-Berry	Dr.JohnAtansoff	-solve certain mathematical equation -used 45 vacuum tubes for internal logic & capacitors for storage.
1943-46	ENIAC(Electronic Numerical Integrator And Calculator)	Prof. J.Presper Eckert and John Mauchly	- Developed for military needs. - Took wall space in a 20*40 square feet room - Used 18000 vacuum tubes - Addition in 200 microsecond - Multiply in 2000 microsecond
1946-52	EDVAC(Electronic Discrete Variable Automatic Computer)	Dr. John Von Neumann	- Introduced stored program concept - Automatically stored sequence of instruction &data - Store instruction in binary form instead of decimal
1947-49	EDSAC(Electronic	Maurice Wilkes	- Execute first

	Delay Storage Automatic Calculator	& team(Cambridge University)	program in May1949 - Took 1500 microseconds for addition - Took 4000 microseconds for multiplication
1951	UNIVAC I(Universal Automatic Computer)		- First business use of computer - Use for digital computers for business and scientific applications.

Late 2000s: Netbooks (Aritificial Intelligence)

Another recent progression in computing history is the development of **netbook** computers. **Netbooks** are smaller and more portable than standard **laptops.** Some netbooks go as far as to have not only built-in **Wi-Fi** capabilities, but also built-in mobile broadband connectivity options.

The **Asus Eee PC 700** was the first netbook to enter mass production. The first mass-produced netbook was the Asus Eee PC 700, released in 2007. They were originally released in Asia, but were released in the US not long afterward. Other manufacturers quickly followed suit, releasing additional models throughout 2008 and 2009.

Some of the milestones of Computers Until 1960

3000 B.C.

Abacus is over 5000 years old. Earliest form of this device is made of wooden table which was sprinkled with sand. Later beads were used to make calculations. This instrument is still utilized in many parts of the world.

1617

John Napier creates a mechanical numbering device which evolved into the logarithmic scale-based slide rule.

1623

The first mechanical calculator is invented by **Wilhelm Schickard**. The records of this invention were lost in the Thirty Year' War.

1642

An adding machine is developed by the **French scientist, Blaise Pascal**. This machine was a digital device with the numbers 0-9, once the sum reached the decimal place the wheel rolled over to the next column. This machine was used to calculate the exchange rate of national currencies.

1674

Leibniz updates this machine, which now can also perform division and multiplication.

1804

The introduction of using **punched cards** in a fully automated loom is developed by **Joseph-Marie Jacquard**. The punched cards contained the information needed for controlling data processing in a machine.

1820

The **arithmometer** is produced by **Charles Xavier Thomas de Colmar**. This was the first commercially available calculator.

1822

Charles Babbage's prototype of the **Difference Engine** is created. This computing machine performed differential equations.

1834

Babbage is inspired to develop the **Analytical Engine** - the first digital computer. Due to a lack of funding, this project was never completed. If it had, Babbage's invention would have contained many of the basic elements found in modern computers. This includes an arithmetic unit, memory for storing numbers, a **punched card** input/output capacity and sequential control. **Augusta Ada King** was Babbage's assistant and work with him on creating instruction routines better known as computer programs.

1847

The Mathematical Analysis of Logic: **Being and Essay Towards a Calculus of Deductive Reasoning** is published. The author, **George Boole**, outline what is to become **Boolean algebra**. Boole treats logic as a mathematical theory. This theory uses logic operators - **AND**, **OR**, and **NOT** on binary numbers.

1889

To process the **United States Census of 1890**, **Herman Hoolerith** created an electromechanical machine that calculated the census data. This invention produced a general tally of the population in just six weeks as compared to previous tallies which had taken seven years. **Hoolerith** used punched cards to store data which he then fed into the machine to compile the results.

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1894

Hollerith patents a punched card system that use pneumatic pressure instead of electricity and air tubes. This invention was never completed.

1896

The **Tabulating Machine Company** is founded by **Herman Hollerith**. This becomes the **International Business Machines (IBM)** in 1924 after numerous mergers.

1903

An employee of **Thomas Edison**, **Nikola Tesla**, patents electrical logic circuits called **"gates"** or **"switches"**. In later machines, these will become crucial for addition, subtraction and multiplication.

1910

A statistical engineer of the **United States Census**, **James Powers** Designed a new type of punch card machine. This used a simultaneous punching technique which allowed the data of an entire punch card to be entered before it was physically punched. It was a ninety column card with round holes.

1914

Jay R. Monroe and **Frank S. Baldwin** develop the **Monroe** calculator.

1915

A coding machine for **encrypting** messages is invented by **Edward Heburn**.

1925-1930

At **the Massachusetts Institute of Technology (MIT)**, **Vannevar Bush** creates a calculator for solving differential equations. This is the first large scale analog computer which used mechanical parts and electric motors.

1926

An American mathematician named **Derrick Henry Lehmer** developed a computer device that could determine large prime numbers.

1928

The **cathode ray tube (CRT)** which is used for computer video displays is invented by **Vladimir Zworikin**. **L.J. Comrie** uses punched card technology to calculate the motions of the moon.

1936

"**On Cumputable Numbers.**" a paper by **Alan Mathison** Turing is published. His theoretical computer is named the **Turing Machine**. During World War II, Turing was a member of the design team that developed a machine that would help cryptologists breaks the **German code**. **Konrad Zuse** requests a patent for his mechanical memory design.

1937-42

John V. Atonasoff and **Clifford E. Berry** worked on many special purpose electronic computers. A prototype was operational in 1939. This machine tested two central ideas of Atonasoff's design - electronic logic circuits to perform addition/subtraction and the use of capacitors in dynamic random-access memories.

Design work for an electromechanical computer is brought to **IBM** by **Howard Aiken**. Work on the **MARK I** automatic digital computer begins. This machine is also known as the **IBM Automatic Sequence Controlled Calculator (ASCC)**.

1938

Zuse develops the **Z1**, a computer that used a mechanical memory unit to perform binary operations.

1939

The **Complex Number Calculator**, a relay machine is built by **George Stibitz**. The Model I utilized 440 relays. The **Z2**, developed by **Konrad Zuse**, is completed.

1941

Zuse introduce the Z3, a machine that can convert decimal into binary and vice versa. It utilized a punch film for data entry. Most likely, this was the first computer which used program control of sequential activities.

1942

Atanasoff -Berry Computer is completed. This digital computer was capable of being 1000x more accurate than Bush's differential analyzer. The Germans used a cypher machine that used binary code to encode messages.

1943

The **Colossus**, a special-purpose computer was built at **Bletchley Park**, a British research center. It was designed to decipher codes of the Germans.

ENIAC (Electronic Numerical Integrator and Computer) project is initiated. This high-speed electronic computer was developed by **Robert Mauchly**, **J. Presper Eckart** and

other colleagues at the **University of Pennsylvania**. It contained over 18,000 vacuum tubes, programs had to be physically wired into the machine and it could execute up to 5,000 additions per minute. **ENIAC** was used to integrate ballistic equations and calculate trajectories of **Naval shells**.

Model 2 is worked on by **George Stibitz** and the **National Defense Research Committee**. It utilized paper tape and was one of the first programmable computers.

1944

Aiken's MARK I is moved to **Harvard University** for completion and renamed **Harvard MARK I**. Primarily, it was used for defense problem solving, firing tables, logistics, mathematical simulations and problems relating to atomic bombs. This was the first calculator that contained a built-in stored program.

The **Pluggable Sequence Relay Calculator (PCRC)** is produced by **IBM** for the United States Army.

1946

J.W. Forrester proposes the use of digital rather than analog computing techniques for use in the **Aircraft Stability and Control Analyzer (ASCA)** at **MIT**.

John Tukey introduces the term "**BIT**" for binary digit.

1947

The **transistor** is created at **Bell Telephone Laboratories** by **J. Bardeen** and W.H. Brattain. It was not used as a viable alternative for the vacuum tube for almost a decade.

The **Association of Computing Machinery (ACM)** is formed.

An invention of **F.C. Williams**, the electrostatic tube, is used for computer memory

1948

IBM produces the **604 Electronic Calculating Punch Machine** and the **607A** Calculating Punch machine.

1949

The **Electronic Delay Storage Computer (EDSAC)** is operational.

The first computer to work in real time, the **BINAC**, is completed and demonstrated.

Iron core memory is used by Jay Forester for main computer memory storage.

1950

The **Standards Eastern Automatic Computer (SEAC)** and the **Standards Western Automatic Computer (SWAC)** are completed by the **National Bureau of Standards**.

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Jay Raychm .n, of **RCA**, applies for a patent for a magnetic memory device.

The **Mark III**, an electronic relay machine, which was commissioned by the United States Naval Proving Ground, is finished.

1951

The **Universal Automatic Computer (UNIVAC)** is the first computer developed for commercial use. This was a first generation computer (first generation computers used vacuum tubes as logic gates) **UNIVAC I** was the 1st digital computer that could work with numerical and alphabetical information.

1952

EDVAC becomes fully operational. Its predecessor, the **ENIAC**, used many more vacuum tubes and had a smaller internal memory.

Harvard Mark IV is completed.

1953

Electrostatic tube memory is introduced in the **ERA 1103** computer.

MIT produces the first successful computer to run a ferrite core main memory.

Zuse developes the **Z5**.

MIT builds an experimental computer - the **TX-0**.

An employee of **IBM**, **Nathanial Rochester**, develops symbolic assembly program.

1954

Gen Amdahl invents the first operating system.

An experimental electronic calculator which uses transistors is demonstrated by **IBM**.

Harlan Herrick runs the first successful **FORTRAN** program, which was created by John Backus.

The **Transistorized Airborne Digital Computer (TRADIC)** is the 1st universal computer which is entirely transistorized.

Gordon Teal, a physicist with Texas Instruments, perfects a way of making transistors out of inexpensive silicon.

1956

Bell Labs scientists **John Bardeen**, **Walter Brattain**, and **William Shockley**, who invented the **transistor**, share the **Nobel Prize** in physics.

John McCarthy coins the term "**artificial intelligence**."

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IBM's 305 **RAMAC**, the first computer with a hard disk drive, is shipped.

1957

John McCarthy developed the **LISP** programming language. This language is said to represent commonsense knowledge and becomes associated with the growing field of **artificial intelligence**.

The first commercial electronic calculator using all solid state circuitry and memory is shipped by **IBM**.

The **first virtual memory machine**, "**Atlas**," is installed in England.

1958

Jack Kilby invents the integrated circuit. This was a major breakthrough for the electronics industry. It made it possible to produce computer microprocessor chips.

1959

Second generation computers are introduced by IBM. These are computers made with transistors instead of vacuum tubes. This change made it possible to produce smaller, faster and less expensive computers.

The world's first minicomputer is produced by **DEC (Digital Equipment Corporation)**. This was invented by **Benjamin Curley**.

1960

Common Business Oriented Language, better known as **COBOL** is developed.

Model Questions

1. _____ invented the slide rule - a calculating device based on the principle of logarithms. (William Oughtred)
2. **Mark I,** This machine performed a _____ at an average **(multiplication and division)**
3. _____ a French mathematician introduces the first digital computer in 1642. (Blaise Pascal.)

Seat No.

RAYAT SHIKSHAN SANSTHA'S
KARMAVEER BHAURAO PATIL INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, SATARA
Subject:- 101 Fundamentals of Computer
BCA-I (Preliminary Examination)

Day & Date: Friday 04/10/2018
Total Marks: 80
Time: 10.30 am. To 1.30 pm.
Instructions 1) Each Question carries 16 marks
2) Solve any FOUR questions from Que1 to Que 7
3) Question 8 is compulsory

Q1. a) Define computer. Explain characteristics of computer. [8] [co1]

b) Explain history and evolution of computer. [8] [co1]

Q2. a) Explain various features of windows operating system. [8][co4]

b) Explain any four Internal and External DOS command with syntax. [8] [co4]

Q3. a) Explain any two input devices in details. [8][co2]

b) Explain printer and Monitor. [8][co2]

Q4. a) Differentiate between primary and secondary memory. [8][co2]

b) Explain different computer codes in details. [8][co3]

Q5. Define operating system. Explain different types of operating system. [16][co4]

Q 6. a) Convert the following [16][co3]

i) $11100011 = (?)_{10}$
ii) $001111001 = (?)_{10}$
iii) $213 = (?)_{16}$
iv) $1071 = (?)_{16}$

Q7. a) Describe different computer languages with their advantages and limitations [8][co1]

b) What do you mean by translator? Explain different language translators. [8][co1]

Q8. Write notes on(any two) [16]

a) Features of good language [co1]
b) Paint [co4]
c) Secondary memory [co2]
d) Control panel [co4]