



AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(Sponsored by AIMAN Education & Welfare Society)

(Affiliated to Bharathidasan University)

Recognized by UGC under section 2(f) and 12(B),

Tiruchirappalli – 620 021.



ICTACADEMY

ICT ACADEMY

Foundational Certification Courses for Students

In collaboration with ICT Academy AIMAN College organised Foundational Certificate Program for Students

FOUNDATIONAL CERTIFICATION COURSES

ICT Academy offers Foundational Certification Courses that help students to continue their learning process while being safe at their home. The program provides a bouquet of 12-hour courses to students on the fundamentals of advanced technology skills and soft skills. These courses are custom-made for the online platform to make learning easy. Apart from the regular online classes, students should learn these advanced courses that would add value to their career, improve their profile and develop their skills to the industry standards.

ICT Academy has chosen the courses based on the industry need, and courses that suits the students across the domains. The courses will run on online platform on the scheduled dates as Instructor-Led Training for the registered candidates.

1. Essentials of Tally
2. Essentials of Digital Marketing

Time Duration:



COURSE ON

ESSENTIALS OF DIGITAL MARKETING (CEDM)

COURSE OUTLINE

This course provides a detailed understanding of Digital Marketing concepts, strategies, and implementation, including planning a website, website marketing, email and Search Engine Optimization (SEO) campaigns, Pay Per Click (PPC) campaigns and integrating digital marketing with traditional marketing.

This course has been designed for those who want to understand the key elements of building an effective digital marketing. The session offers a guide to the core techniques in digital marketing. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

COURSE COVERAGE

- Module 1: Introduction to Digital Marketing
- Module 2: Display Advertising
- Module 3: Search Engine Marketing
- Module 4: Search Engine Optimization
- Module 5: Social Media Marketing
- Module 6: Mobile Marketing
- Module 7: Analytics

Total Number of students trained in the Program – 74

Course Outcome:

A student from I-B.Com department named S.Rayeeshha Hasmath (2020-2023) has created a website to improve her Fathers' Business

Link of the website created:

<https://rayeeshasmath.wixsite.com/kovaifruits-2>

Name of the Student : S.Rayeeshha Hasmath (2020-2023)

Mobile Number : 9894911659

Mail Id : rayeeshasmath@gmail.com

Address of the Student as per website : [Kovai fruits](#)

No9,dindigul road Palani, Tamil Nadu, India

8072877955

COURSE ON

ESSENTIALS OF TALLY (CETY)

COURSE OUTLINE

Tally Course covers in-depth knowledge to meet the accounting requirements of the industry. ICT Academy helps students learn how they can practically implement those concepts in the day to day accounting process with practical examples and entries in tally. The content of the course is designed to give knowledge on Financial Accounting. This course is structured to learn how to maintain accounts.

COURSE COVERAGE

- Module 1: General Accounting Features
- Module 2: F12 Configuration Menu
- Module 3: Company Creation
- Module 4: Groups
- Module 5: Ledgers, Vouchers & Menu
- Module 6: Stock (Groups, Items & Configuration)
- Module 7: Voucher Entry Configuration
- Module 8: Creating Vouchers
- Module 9: VAT & Service Tax

Total Number of students trained in the Program – 30

Training Dates:

- Essentials of Digital Marketing course was conducted from 15th of March 2021 to 20th of March 2021.

- Essentials of Tally course was conducted from 5th of March 2021 to 12th of March 2021.

Program Coordinator Signature

Principal

