Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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Affiliated to North Maharashtra University, Jalgaon | NAAC Accredited | ISO 9001:2015 Certified

Certificate Course in

C++ PROGRMMING

04th Sep. 2018 to 03rd Oct. 2018

Program Duration : 30 Days

Mrs. Tanuja Fegade, HOD

Course Coordinator

Deepali Kirange

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on C++ Programming
SYLLABUS

UNIT - 1. Introduction: An overview, Object basics, Object state and properties, Behavior, Methods, Messages, Information hiding, Class hierarchy, Relationships, Associations, Aggregations, Identity, Dynamic binding, Persistence, Meta classes, Object oriented system development life cycle.

UNIT - 2. Object Oriented Analysis: Identifying Use case, Business object analysis, use case driven object oriented analysis, use case model, Documentation, Classification, Identifying object, relationships, attributes, methods, Super-sub class, A part of relationships Identifying attributes and methods, Object responsibility.

UNIT - 3. C++ Basics: Standard Input/ Output Statements, Data Types, Size contents, Variables, variable name, Declaration, Operators and expressions: arithmetic, relational, logical, Bit wise, increment, decrement, assignment, compound assignment, conditional, special, Operator precedence and order of evaluation. Decision Making and Looping Structures, Functions Arrays and String, Pointer

UNIT - 3. OOP Concepts: Object Oriented Paradigm in C++ context, Characteristics of Object-Oriented Programming. Difference of Structured Vs. OOPs Object and Classes**:** Making sense of core object concepts, Operator Overloading**,** Inheritance, Virtual Functions

UNIT - 4. Templates: Function Templates, Class Templates, Templates with types of parameters

UNIT - 5.Exceptions: Exceptions: Difference between exception and error, Basics of exception handling in C++, User define exceptions. Streams and Files Streams Classes, Stream Errors. Disk File I/O with Streams, File Pointers, Error Handling in File I/O File I/O with Member Function, Overloading the Extraction and Insertion Operators Memory as a Stream Object, Command line Arguments

Reference Books

1. Venugopal, Mastering C++ , Tata Mc Graw Hill Publication ISBN 13: 9780074634547
2. A.N.Kamthane,Object Oriented Programming with ANSI and Turbo C++, Pearson Education, 2009 **ISBN**: 9788131703830
3. Robert Lafore,Object Oriented Programming in-C++ , Techmedia Publication **ISBN**-13: 978-0672323089
4. Herbert Sehlidt, The Complete Reference C++ Tata Mcgraw-hill publication ISBN 13: **9780070411838**
5. SauravSahay,Object Oriented Programming in C++, Oxford University Press. ISBN 10: 0198065302 / ISBN 13: **9780198065302**

KCES's Institute of Management and Research, Jalgaon
Certificate Course in C++ Programming
w.e.f. 4 Sep 2018 - 3 Oct 2018
REPORT

Duration and Class Schedule

- The course is offered for 30 days.
- Duration: 30 days of one hour each from 3pm - 4 pm, that is 6 hours per week.
- Total number of hours is 30 hours.

Eligibility

- The participants from MCA-I course are eligible for admission in this course.
- Total 30 students are participated in this course.

Teaching Faculty:

- Internal faculty Ms.Deepali Kirange, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is co-ordinated by Ms.Deepali Kirange and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69

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5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting object oriented programming knowledge among the students. The student can understand the knowledge about the theory and practical's of C++. The purpose of the Certificate course in Cpp Programming to impart knowledge of programming to enable them to build a project.

Course Objectives:

The objectives of the course are:

1) To familiarize the Object-Oriented Programming (OOP) concepts, such as abstraction, encapsulation, instances, initializations, polymorphism, overloading, inheritance etc.

2) To write programs to solve problems using generic programming constructs such as templates and using standard template library.

3) To understand and know the importance of pointers and learn file handling and exception handling in real-world problems

Course Outcomes:

By the end of the course, students shall be able to:

1. Understand and use the basic programming constructs of C++ and manipulate various C++ datatypes, such as arrays, strings, and pointers.

2. Manage memory appropriately using proper allocation/ deallocation procedures.

3. Write small-scale C++ programs using the above skills.

Faculty Coordinator

Ms.Deepali Kirange

Institute of Management & Research Jalgaon NAAC Accredited

Director

Prof. Shilpa K. Bendale

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CERTIFICATE COURSE IN

PHP

16th Aug. 2018 to 14th Sep. 2018

DURATION : 30 DAYS

Program Coordinator
Pramod Ghogare

HOD
Mrs. Tanuja Fegade

Behind D.I.C., N.H.06, Jalgaon (MS) Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on PHP Programming
SYLLABUS

UNIT-I
Introduction: Why PHP? Starting PHP Script, Printing Single Line, Variables and Constants, Comments, Installation.

UNIT- II
Language Basics
Structure and syntax, If statement, Switch statement, For Loop, While Loop, Do – While Loop, Operators, Using PHP $_GET, $_POST, Working with forms: Processing forms, Form Validations, Linking form together Introduction to cookies and sessions

UNIT- III
Arrays : Declaring PHP Array, One Dimensional array, Two dimensional array, and Associated Array. Describing arrays, Sorting arrays, for each constructs, Taking Advantages of arrays in Application, PHP string Manipulation.

UNIT- IV
PHP Function : Understand what is function, Need of Function in PHP, Advantage of Function over statements PHP Function declaration with Example, PHP Function Calling, and PHP Function with arguments Default Arguments in Function, Types of arguments in Function, Function argument with call by value, Function argument with call by reference.

UNIT- V
Using PHP With MYSQL DB: Introduction to MySql db, Using SQL Commands, interacting with databases, modifying database records using php, Take Advantage of PHP built in functions which are related with db in general and MySql specifically.

UNIT- VI
Advanced in PHP : Emailing in PHP, Building CMS, Mailing.

Reference Books

1. Ivan Bayross, Sharanam Shah (2007), PHP for Beginners, THE X Team , SPD,ISBN: 9788184040753
2. Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, Dan Squier, Wankyu Choi,(2004),Beginning PHP5, Wiley Publishing(Wrox) ISBN: 0764557831
3. Michael K. Glass, Yann Le Scouarnec, Elizabeth Naramore, Gary Mailer, Jeremy Stolz, Jason
4. Gerner,(2004),Beginning PHP Apache, MySQL Web Development, Wiley Publishing(WROX), ISBN: 9780764557446

KCES's Institute of Management and Research, Jalgaon
Certificate Course in PHP Programming
w.e.f. 16 Aug 2018- 14 Sep 2018
REPORT

Duration and Class Schedule

- The course is offered for 30 days.
- Duration: 30 days of one hour each from 4pm - 5 pm, that is 6 hours per week.
- Total number of hours is 30 hours.

Eligibility

- The participants from IMCA V /MCA III courses are eligible for admission in this course.
- Total 65 students are participated in this course.

Teaching Faculty:

- Internal faculty Mr.Pramod Ghogare, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is coordinated by Mr.Pramod Ghogare and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79

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4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim to provide the necessary knowledge to design and develop dynamic, database-driven web applications using PHP. The student can understand the knowledge about the theory and practical's of PHP. The purpose of the Certificate course in PHP Programming to impart knowledge of programming to enable them to build a project.

Course Objectives:

The objectives of the course are:

1. Understand how server-side programming works on the web and PHP Basic syntax for variable types and calculations.
2. Creating conditional structures and Storing data in arrays
3. Using PHP built-in functions and creating custom functions and Understanding POST and GET in form submission.
4. Create a database in phpMyAdmin and Read and process data in a MySQL database.

Course Outcomes:

By the end of the course, students shall be able to:

1. List the major elements of the PHP & MySQL work and explain why PHP is good for web development
2. Learn how to take a static website and turn it into a dynamic website run from a database using PHP and MySQL.
3. Analyze the basic structure of a PHP web application and be able to install and maintain the web server, compile, and run a simple web application.
4. Learn how databases work and how to design one, as well as how to use php MyAdmin to work with MySQL.

Faculty Coordinator

Mr.Pramod Ghogare

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Director

Prof. Shilpa K. Bendale

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CERTIFICATE COURSE IN
DIGITAL MARKETING

17th Sept. 2018 to 22nd Oct. 2018

Course Duration
35 Days

Program Coordinator
Mr. Anil Kumar Marthi

HOD
Dr. Vishal Sandanshive

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATION COURSE FOR DIGITAL MARKETING

SYLLABUS

w.e.f. 17 Sep 2018- 22 Oct 2018

Unit 1 Introduction to Digital Marketing
1.1. The Online Opportunity
1.2. First Step in Online Success
1.3. Build Web Presence
1.4. Plan Online Business Strategy
1.5. Get Started With Search

Unit 2 Use Search Engine
2.1. Get Discovered With Search
2.2. Make Search for Your Work
2.3. Noticed with Search ads
2.4. Improve Your Search Campaigns

Unit 3 Make Your Business Visible
3.1 Help People nearby Find You Online
3.2. Get Noticed with Social Media
3.3. Deep Dive into Social Media
3.4. Discover the Possibilities of Mobile
3.5. Make Mobile Work for You

Unit 4 Content Marketing
4.1. Starting of Content Marketing
4.2. Connect Through Emails
4.3. Advertise on Other Website

Unit 5 Start Online Business
5.1. Make the Most of Video
5.2. Get Start with Analysis
5.3. Build Your Online Shop
5.4. Expand Internationally

Reference Books:

1. Digital marketing essentials you always wanted to know - Vibrant publication
2. Fundamentals of digital marketing - Pearson
3. Application of digital marketing in business - BPB publications

KCES's Institute of Management and Research

CERTIFICATION COURSE FOR DIGITAL MARKETING

17 Sep 2018- 22 Oct 2018

REPORT

Duration and Class Schedule

- The course is offered for 35 days.
- Duration: 35 days of one hour each from 4pm - 5 pm, i.e. 7 hours per week.
- The classes will be conducted in Room no:10, IMR Campus
- Total number of hours is 35 hours.

Eligibility

- This course is specially conducted for MBA I students.

Teaching Faculty:

- Internal faculty Mr. Anil Kumar Marthi, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

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3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

Upon completion of this course, the students will be able to:

- Understand what is digital marketing
- Use search engine properly
- Make his/her business visible
- Get more customers through content marketing

COURSE OBJECTIVE:

The program aims at developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, Pay per click, digital display marketing and content marketing.

The main objectives of this certificate course in digital marketing is:

- To create Brand Awareness
- To Lead Generation
- Promotion for new products & services
- To Target Customers
- Retaining Old customers
- Increase Sales/Profit
- Expand Market
- To Improve User Experience
- To Improve conversions

Faculty Coordinator

Mr. Anil Kumar Marthi

Institute of Management & Research NAAC Accredited Jalgaon-2

Director

Prof. Shilpa. K. Bendale

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INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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Tally

CERTIFICATE COURSE IN TALLY & EXCEL

06th Sep. 2018 to 05th Oct. 2018

Course Duration 30 Days

Program Coordinator
Mr. Amol Pande

HOD
Dr. Vishal Sandanshive

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATE COURSE FOR TALLY ERP 9

SYLLABUS

w.e.f. 6 Sep 2018 - 5 Oct 2018

Unit 1.

1.1 Basics of accounting

a) Type of Accounts
b) Golden Rules of Accounting
c) Accounting Principles
d) Concepts and Conventions
e) Double Entry System of Book Keeping mode of accounting
f) Financial Statements
g) Recording Transaction

1.2 Fundamental of Tally ERP 9

a) Getting fundamental with Tally.ERP9
b) Creation & Setting up of Company in Tally.ERP9
c) Accounting Masters in Tally.ERP9

1.3 Voucher Entry in Tally ERP 9

a) Accounting Vouchers
b) Inventory Vouchers
c) Invoicing

Unit 2.

2.1 Inventory in Tally.ERP9

a) Stock Group
b) Stock Categories
c) Godowns / Locations
d) Units of Measure
e) Stock Items

2.2 Advance Accounting in Tally.ERP9

a) Bill-wise details
b) Cost Centers and Cost Categories
c) Multicurrency
d) Bank Reconciliation Interest Calculations
e) Budgets & Controls
f) Scenario Management

2.3 Technological Advantages of Tally.ERP9

a) Tally Vault
b) Security Control
c) Backup and Restore
d) Split Company data
e) Export & Import
f) ODBC Connectivity
g) Printing Report

Advanced Excel

3. Introduction to Excel and Financial Functions.

a) Introduction to Excel
b) Data Entry
c) Text, Number
d) Formulae
e) Functions (AVERAGE, SUM, PRODUCT, COUNT, MIN, MAX)
f) Importance of Financial functions.
g) Syntax and benefits of following financial functions in excel;
h) FV, PV, PPMT, DB, SLN. IRR, NPV

3.1 Pivot Table, Charts and Bars, V Lookups Functions.

a) Importance of Pivot Table
b) Importance of Bars/pie charts
c) Importance of V Lookups and H Lookup Functions in Excel

REFERENCE BOOKS:

TALLY ERP 9 TRAINING GUIDE - 4TH REVISED & UPDATED EDITION Paperback – 1 January 2018, by Asok K. Nadhani

Tally.ERP 9 with GST in Simple Steps Paperback – 1 February 2020, By DT editorial Service.

- Tally.ERP9 Book Advanced Usage: A Practical Hands-on Self Study Book on TallyERP 9 Accounting Software having 18 Chapters & 46 Practical Assignments and suitable for Students, Businessman & Teachers. , Kindle Edition . by Sanjay Satpathy (Author)

- https://www.managementstudyguide.com/introduction-to-tally-and-itsfeatures.htm#:~:text=Introduction.%20Tally%20is%20powerful%20accounting%2 0software%2C%20which%20is,day%20to%20day%20activities%20associated%2 0in%20an%20enterprise.

- https://www.bing.com/videos/search?q=videos+on+tally+erp+9&qpvt=videos+on +tally+erp+9&FORM=VDRE.

Advance Excel

- https://www.bing.com/videos/search?q=Advanced+Excel+Formulas&FORM=RES TAB
- https://gacbe.ac.in/pdf/ematerial/18BCS5EL-U5.pdf

  https://www.tutorialspoint.com/advanced_excel/advanced_excel_pdf_version.htm https://yodalearning.com/tutorials/excel-formulas-pdf/

KCES's Institute of Management & Research

CERTIFICATE COURSE IN TALLY AND MS-EXCEL

6 Sep 2018-6 Oct 2018

REPORT

Duration and Class Schedule

- The course is offered for 30 days.
- Duration: 30 days of one hour each from 4pm - 5 pm.
- The classes will be conducted in Room no: 10.
- Total number of hours is 30 hours.

Eligibility

- The participants eligible in this course are students from BMS II and Integrated MBA III.

Teaching Faculty:

- Internal faculty Mr. Amol Pande, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

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4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

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COURSE OUTCOMES:

Students will be able to operate tally software and perform financial entries in TALLY ERP 9.

- Various Concepts pertaining to formation of company and creation of different accounts under TALLY ERP 9 are discussed.
- Students are able to understand the concept of VAT and how to calculate tax in TALLY ERP 9.
- Advanced Excel Formulae are being discussed and practically done by students.

COURSE OBJECTIVE:

From keeping a track of expenses and deciding about investments to calculating profits, accounting plays a fundamental role in every business. However, quite often, the records either get misplaced or have errors when recorded manually. This can lead to data discrepancy and will not give a clear picture of the financial health of the business. Using software like Tally is an ideal solution for tracking the business efficiently. Used by scores of small and medium enterprises, Tally has become a popular software for record-keeping and accounting purposes. In this certificate course, we will elaborate on the intricacies of the Tally course as well as the job opportunities you can explore. The course is based on current industry standards that help students secure placements in their dream jobs. The course content is going to teach students in detail on how to manage account, Inventory and payroll in Tally.

If you are going to learn Tally you must get well acquainted with MS Excel. Its use is to do advanced calculation, graphing tools, pivot tables, and a macro programming language referred to as Visual Basic for Applications. The course curriculum is one of the most comprehensive and most advanced.

To enable students to learn Accounting entries in Tally ERP 9 Software.

- To make students able to link theory of Accounts and Finance with practical business operations.
- To understand the importance of Advanced Excel in business operation in order to solve complex business calculations.
- To study how this software is enabling business units to carry their work smoothly and efficiently.

Faculty Coordinator

Mr. Amol Pande

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Director

Prof. Shilpa. K. Bendale

NORTH MAHARASHTRA UNIVERSITY, JALGAON

(NAAC Re-accredited 'A' Grade University)

FACULTY OF COMMERCE AND MANAGEMENT

CERTIFICATE COURSE IN GOODS & SERVICE TAX (GST)

PAPER I - INTRODUCTION TO GOODS dt. SERVICES TAX

(With effect from AY 2018-19)

[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]

TOTAL HOURS: 60

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:

To develop an understanding of the basic provisions of Goods & Services Tax Law.

Unit – 1Basics of GST: - **10 Hours**

1.1History of Goods and Services Tax in World and in India

1.2 Overview of Constitutional Provisions: - Following articles of Indian Constitution:-

Article 246,246A, 265, 366 (12), 366(12A), 366(26A).

1.3 Merits and Demerits of GST

1.4 Types of GST

Unit - 2Important Definitions under CGST Act: - **15Hours**

Aggregate Turnover, Business, Capital Goods, Goods, Service, Input Tax Credit, Inter-State and Intra-State Supply Of Goods And Services, Invoice and Tax Invoice, Taxable Supply and Non Taxable Supply, Continuous Supply, Mixed Supply, Composite Supply, Exempt Supply and Zero Rated Supplies, Nil Rated Supplies, Consideration and Non-Monetary Consideration, Reverse Charge.

Unit - 3 Levy and Collection of GST **10Hours**

3.1 Meaning and Scope of supply (Section 7).

3.2 Composition levy (Section 10).

3.3 Exemption from Tax

Unit - 4 Time and Value of Supply **10 Hours**

4.1 Time of Supply of Goods and Services

4.2 Value of Supply of Goods and Services

Unit - 5 Input Tax Credit **15Hours**

5.1 Eligibility and Conditions for claiming I.T.C. (Section 16).

5.2 Apportionment of Credit

5.3 Non - Availability of Input Tax Credit

5.4 Reverse Charge Mechanism

References & Recommended Books:

1. Central Goods & Services Tax Act,2017
2. Integrated Goods & Services Tax Act,2017
3. Maharashtra Goods & Services Tax Act,2017 4. Central Goods & Services Tax Rules,2017
5. Maharashtra Goods & Services Tax Rules,2017
6. India GST for beginners (2"d Edition, June 2017) (Paper pack) by JayaramHiregange and Deepak Rao, White Falcon Publishing
7. GST made easy-answer to all your queries on GST (Paper pack) TAXMAN Publication.
8. GST Manual, 4th Edition 2017, publisher Taxman.
9. GST- How to make your business GST ready, by V.S. Date, publisher TAXMAN
10. Goods & Services Tax (Act with Rules), publisher: Bharat Law House Pvt. Ltd.
11. CA IPCC GST Study Material.
12. CS Executive Level GST Study Material
13. ICMAI Intermediate Level GST Study Material
14. https://www.gstn.org
15. www.cbec.gov.in

NORTH MAHARASHTRA UNIVERSITY, JALGAON

(NAAC Re-accredited 'A' Grade University)

FACULTY OF COMMERCE AND MANAGEMENT

CERTIFICATE COURSE IN GOODS & SERVICE TAX(GST)

PAPER II- PROCEDURAL ASPECTS OF GOODS 6. SERVICES TAX

(With effect from AY 2018-19)

[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]

TOTAL HOURS: 60

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:

To develop basics understanding of procedural aspects of Goods & Service Tax Law .

Unit - 1 Registration under GST **12Hours**

1.1 Persons liable for Registration, Persons not liable for registration
1.2 Compulsory Registration, Exemption
1.3 Procedure for Registration, Deemed Registration
1.4 Cancellation of Registration

Unit - 2 Maintenance of Records and Books **12Hours**

2.1 Tax Invoice, time of issue of tax invoice (Rule 46 to 55)
2.2 Issue of debit note, issue of credit note
2.3 Types of Electronic Ledgers
2.4 Accounts and Period of Retention of Accounts (Rule No. 56 to 59)
2.5 E-way Bill

Unit - 3 Returns under GST **12Hours**

3.1 Types of Returns and Furnishing of Returns
3.2 Matching, reversal and reclaim of ITC
3.3 Matching, reversal and reclaim of Output Tax Credit
3.4 Annual Return

Unit - 4 Payments under GST **12 Hours**

4.1 Payment of Tax, Interest and Penalty
4.2 Interest on delayed payment of tax
4.3 Collection of incorrect amount / rate of GST
4.4 Omission to collect GST in Invoice
4.5 Doctrine of Unjust Enrichment

Unit 5 Offences and Penalties **12 Hours**

5.1 General Principles for imposing / not imposing penalties
5.2 Penalties for Offences under Section 122 of CGST Act.
5.3 General Penalties

NORTH MAHARASHTRA UNIVERSITY, JALGAON
(NAAC Re-accredited 'A' Grade University)
FACULTY OF COMMERCE AND MANAGEMENT
CERTIFICATE COURSE IN GOODS & SERVICE TAX
PAPER III-PRACTICALS BASED ON GOODS & SERVICES TAX
(With effect from AY 2018-19)
[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]
TOTAL HOURS: 80

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:
To develop practical ability to apply theoretical knowledge in addressing application oriented issues.
(Note:
1. These Internal assignments will be taught in dedicated Computer LABs of the Colleges or Institutes offering this certificate course and having Tally ERP software with GST and Internet facility.
2. Resource Trainer can be Faculty Members of the College or any Professional having membership of ICAL ICS; or ICMAI or tax Professional or Tax Practicing Lawyer)

Part 1:Accounting For GST in Tally ERP(Internal Assignments) (24hours)

Assignment1: Nal-Introduction to basic concepts of Accounting w.r.t.GST (6Hours)
1.1 Important Accounting Terms:Debtors, Creditors, Bill Receivable, Bills Payable, Credit Note Debit Note ,Petty Cash , Contra Entry ,Trade Discount ,Cash Discount,Suspense A/c, Cash A/c, Bank A/c
1.2. Journal -Meaning & Pro forma, Journal Entries for the following GST Based Transactions
1.3 Inter and Intra- State Sales, Purchases, Expenditure
1.4 Purchases and Sales of Fixed Asset
1.5 Set-Off and Payment of GST
1.6 Ledgers required for Accounting of GST based Transactions: Concept, Pro-forma, and Posting & Balancing of Ledger
1.7 Purchase and Sales Register (Simple and Columnar)

Assignment No.2Accounting in Tally ERP software with GST (6Hours)
2.1 Introduction to Tally
2.2 Versions & Features of Tally
2.3 Introduction to Gateway of Tally
2.4 Creation of Ledger Masters and Inventory Masters with Special Emphasis on GST
2.5 Vouchers in Tally -Purchase, Sales,, Receipt, Payment vouchers, Debit and Credit Note.
2.6 Sales Invoice, Debit and Credit Note Printing through Tally
2.7 Sales and Purchase Register (Columnar)
2.8 Export feature under Tally
2.9 GST Related Reports from Tally
2.10 Trial Balance and Financial Statements in Tally- P & L A/c, Balance Sheet

Assignment3: Creation, Deletion and Alteration of company in Tally (2Hours)

A. **Creation of Company**

Create a company Sunrise Electronics, Jalgaon with Accounts with Inventory and all other imaginary information required to open it.

B. **Alteration of Company**

Alter the details of Sunrise Electronics if its Name is changed to New Sunrise Electronics

C. **Deletion of Company**

Create a company Temporary Sales Corporation, Jalgaon with imaginary information required to open it and then Delete Temporary Sales Corporation from Tally.

Assignment:4 Creation of Ledger & Group in Tally (2Hours)

Creation of Ledger Accounts by assigning the proper groups and opening Balances of those accounts as on 31st March,20XX in the books Sunrise Electronics, Jalgaon as per the following the information.

Sr.No.	Ledger Name(To Be Created)
1.	Rate - Wise Input CGST, SGST, IGST
2.	Rate - Wise Output CGST, SGST, IGST A/c
3.	SBI Bank A/c
4.	Machinery A/c
5.	Sales Account
6.	Purchases Account

Assignment:5 Creation of Stock items & stock groups in Tally: (1Hours)

From the following list of products with in each mobile brand that Sun Mobiles deals in and the corresponding unit of measures:

Stock Item Name	Brand	Units of Measures
Samsung 64GB Mobile Phone	Samsung Mobile Phone	Nos.
Samsung 32 GB Mobile Phone	Samsung Mobile Phone	Nos.
Sony 64GB Mobile Phone	Sony Mobile Phone	Nos.
Sony 32 GB Mobile Phone	Sony Mobile Phone	Nos.
Apple iPhone	iPhone	Nos.

Assignment6: Journal Entries in Tally **(3Hours)**

Journalize the following transactions in the books of **Alfa Electronics, Jalgaon** along with their appropriate narrations:-

a. Started Business with Cash Rs.3, 00,000 and Building Rs.25,00,000 on 1st April, 20XX

b. Purchase of 20 Samsung Mobiles (Inward supply) of Rs.18, 000 per unit @12%GST from Mr. Ajay at Mumbai on 21 d April, 20XX.

c. Purchased Furniture from Delhi of Rs.2,00,000 through SBI Bank Cheque No 123456 on 30th April, 20XX @12 % GST.

d. Sold 10 Samsung Mobiles (Outward supply) to Mr. Vijay at Pune for Rs.20,000 @12% GST on 30th April, 20XX.

e. Received a cheque ofRs. 2, 00,000 from Mr. Vijay (Cheque No.700001) which is deposited in SBI Bank A/c (No.SBIIND123456789) on 1st May, 20XX.

f. Sold 10 Samsung Mobiles (Outward supply) to Mr. Sanjay at Indore for Rs.22,000 @12% GST on 1St June, 20XX.

Part 2: External Training with Skill Knowledge Provider (SKP)-56 Hours

(External Project Viva based on assignment given below and compilation on Project Report)

Objective: To gain understanding of the working on GST Portal and select e-compliances by pursuing at least 56 hours of hands-on training under the guidance of SKP. See Guideline to know about SKP.

Assignmentl:
List of Documents Required for Registration under the GST Laws and Procedure for Registration on the GST Portal.

Assignment 2:
Understanding components of lnvoice,Debit Notes, Credit Notes and procedure for obtaining E-Way Bills.

Assignment 3:
Preparation of Returns, Using the GST Offline Tool provided by GSTN, Electronic Ledgers and Components of GST Common Portal.

Important Guidelines for completion of Project:

1. The student has to perform following Assignments under the guidance of SKP and He has to prepare a Project Report and submit it the college.
2. The above assignments should be completed in form of a project (using screenshots, fl owcharts, tree diagrams and photocopies, wherever required) to be evaluated by external examiner appointed by University.

3. The Project Report should cover following points :

a. Executive Summary
b. Profile of Skill Knowledge Provider
c. Assignment No.1
1.1 Case Study covering detail Procedure for Registration under GST
1.2 Print Outs of Forms for Registration under GST
d. Assignment No.2
3.1 Case Study covering Invoice, Debit Notes, Credit Notes and procedure for obtaining E-Way Bills
3.2 Print Outs Invoice, Debit Notes, Credit Notes and E-Way Bills
e. Assignment No.3
3.1 Case Study covering filing of Return on GSTN
3.2 Print Outs of Return Form
f. References
g. Annexure

KCES's Institute of Management and Research, Jalgaon
Certificate Course in GST
w.e.f. AY 2018-19
REPORT

Duration of Course

- The course is offered for One Year Part time.
- Total number of lectures amounting to 200 hours. (60hrs-60hrs-80hrs.) for paper I,II,III respectively.

Guidelines for Certificate Course in Goods & Services Tax

1. Guidelines for Certificate Course in Goods & Services Tax:

1.1 Eligibility Criteria for College running Certificate Course in GST
1.2 Eligibility Criteria for Student enrolled for Certificate Course in GST
1.3 Guidelines for Skill Knowledge Provider (SKP)

1.1 Eligibility Criteria for Institute running Certificate Course in GST :

- Any UGC or AICTE approved Institute or College affiliated to North Maharashtra University can apply to conduct Certificate Course in GST.

1.2 Eligibility Criteria for Student:

A) Who is eligible to enroll as a student?

- Any student who has passed HSC or 10+2 Examination is eligible to enroll for certificate Course in Goods & Services Tax.

B) How does the scheme operate?

- Student has to register with any Institute or college affiliated to North Maharashtra University running Certificate Course in Goods & Services Tax.
- The student has to complete the module by acquiring the necessary credits from the Skill Knowledge Provider (SKP) and the institute he/she is enrolled with.
- The student has to submit a Project Report based on skills and knowledge acquired by him about GST from SKP as per the format prescribed in Paper III of this Certificate Course.
- The SKP shall evaluate student and award Experience Certificates /Completion
- Certificate to the student after successful completion of 56 Hours (1 Month) of training with SKP.

1.3 Guidelines to join as Skill Knowledge Providers (SKP) to provide competency based skills to the students enrolled :

A) Who can be SKP for the purpose of Certification Course in GST?

- Any Tax Professional or a Firm of Tax Professionals offering services in the area of Taxation or
- Any Private or Public Company having turnover of supplies of x.25 Lakhs or more having GST registration Number.

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- Any other proprietary concern such as Firm, Nationalized Bank, Schedule Cooperative Bank, Private Bank having GST related compliance work and having turnover of supplies of 2 Crores or more.

B) Role of Skill Knowledge Provider (SKP) :

- A Skill Knowledge Provider (SKP) shall provide knowledge of practical working Goods & Services Tax to the students enrolled as trainee under them.

C) How many students to be trained by SKP?

- The SKP can register a maximum of fifteen students from Institute or College offering Certificate course in GST and affiliated to North Maharashtra University.

D) Training time and schedule:

- The students have to undergo at least 56 Hours (1 Month) training with SKP and acquire the necessary working knowledge of GST and get the completion certificate from the SKP.

E) SKPs Enrollment with North Maharashtra University:

- All prospective SKP's desirous of offering training to the students enrolled for Certificate Course in GST shall apply to North Maharashtra University with requisite documents. (Refer Annexure 1).
- After the verification of SKP by the designated Committee of University, the SKP would be empaneled as NMU Recognized SKP. List of which will be displayed on official website of the university i.e. www.nmu.ac.in

Eligibility Criteria for SKPs:

- For Tax Professionals: SKP must have minimum 3 years of Professional Experience in the fields of Direct & Indirect Taxation and must be registered with association of Tax Practitioners or Professional Institutes such as CA/CS/ICMAI. Or Bar Council in case of Lawyers.
- The SKP must have at least 5 Personal Computers, Licensed copy of Accounting Software, Internet Facility & access to GSTN.
- Each SKP shall be eligible to enroll a maximum of 15 Students at any point of time for providing Practical Training of GST.

Evaluation Procedure

There shall be three papers as stated below:

PAPER I - Introduction to Goods &Services Tax (Theory)

[60 External + 40 Internal =100Marks]

PAPER II - Procedural Aspects of Goods &Services Tax (Theory)

[60 External + 40 Internal =100Marks]

PAPER III- Practical Based on Goods &Services (Practical)

[60 External + 40 Internal =100 Marks]

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Paper III Internal Assessment is based on Practical Assignments in Tally & External Assessment is based on Project Viva

Pattern of Examination: Annual Examinations

Scheme of Examinations:

- A theory papers I & II shall carry 40 Marks for Internal Assessment and 60 Marks for external assessment by the North Maharashtra University. Objective Question Papers containing multiple choice questions (MCQ) shall be set in English both for Internal and External Exams for theory papers I & II.
- For Paper **III** Practical Examination shall carry 40 Marks for Internal Assessment and 60 Marks for external assessment by the North Maharashtra University.
- A student has to score minimum 50% of marks in each paper and aggregate score of 50% marks in all three papers to pass the certification course in GST.

Course Objectives:

The objectives of the course are:

1. To make the students aware of the provisions of the GST Act.
2. To familiarize the students with the procedural requirements of the GST.
3. To familiarize the students with the documents and records required under the GST Act.
4. To enable students to acquire the basic skills to handle the GST portal.
5. To enable students to acquire the working knowledge of the GST.
6. To enable entrepreneurs and budding entrepreneurs to understand GST compliances.

Course Outcomes:

Students enrolled for the Certificate Course in GST will get following opportunities.

1. Opportunity to work with a Tax Practitioners as their Tax Executives.
2. Opportunity to work in Corporate Sector in the area of Taxation as Finance Executive or Finance Manager.
3. Entrepreneurs & Budding Entrepreneurs would understand the compliances of GST for their businesses or prospective businesses.

Faculty Coordinator

CA Dr. Shweta Chordiya

Institute of Management & Research Jalgaon NAAC Accredited

Director

Dr. Shilpa K. Bendale

CERTIFICATE COURSE IN

PROGRMMING

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE, New Delhi and Government of Maharashtra,
Affiliated to North Maharashtra University, Jalgaon
NAAC Accredited | ISO 9001:2015 Certified

19th Aug. 2019 to 17th Sep. 2019

Program Duration : 30 Days

Mrs. Tanuja Fegade, HOD

Course Coordinator

Deepali Kirange

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on C++ Programming
SYLLABUS

UNIT - 1. Introduction: An overview, Object basics, Object state and properties, Behavior, Methods, Messages, Information hiding, Class hierarchy, Relationships, Associations, Aggregations, Identity, Dynamic binding, Persistence, Meta classes, Object oriented system development life cycle.

UNIT - 2. Object Oriented Analysis: Identifying Use case, Business object analysis, use case driven object oriented analysis, use case model, Documentation, Classification, Identifying object, relationships, attributes, methods, Super-sub class, A part of relationships Identifying attributes and methods, Object responsibility.

UNIT - 3. C++ Basics: Standard Input/ Output Statements, Data Types, Size contents, Variables, variable name, Declaration, Operators and expressions: arithmetic, relational, logical, Bit wise, increment, decrement, assignment, compound assignment, conditional, special, Operator precedence and order of evaluation. Decision Making and Looping Structures, Functions Arrays and String, Pointer

UNIT - 3. OOP Concepts: Object Oriented Paradigm in C++ context, Characteristics of Object-Oriented Programming. Difference of Structured Vs. OOPs Object and Classes**:** Making sense of core object concepts, Operator Overloading**,** Inheritance, Virtual Functions

UNIT - 4. Templates: Function Templates, Class Templates, Templates with types of parameters

UNIT - 5.Exceptions: Exceptions: Difference between exception and error, Basics of exception handling in C++, User define exceptions. Streams and Files Streams Classes, Stream Errors. Disk File I/O with Streams, File Pointers, Error Handling in File I/O File I/O with Member Function, Overloading the Extraction and Insertion Operators Memory as a Stream Object, Command line Arguments

Reference Books

1. Venugopal, Mastering C++ , Tata Mc Graw Hill Publication ISBN 13: 9780074634547
2. A.N.Kamthane,Object Oriented Programming with ANSI and Turbo C++, Pearson Education, 2009 **ISBN**: 9788131703830
3. Robert Lafore,Object Oriented Programming in-C++ , Techmedia Publication **ISBN**-13: 978-0672323089
4. Herbert Sehlidt, The Complete Reference C++ Tata Mcgraw-hill publication ISBN 13: **9780070411838**
5. SauravSahay,Object Oriented Programming in C++, Oxford University Press. ISBN 10: 0198065302 / ISBN 13: **9780198065302**

KCES's Institute of Management and Research, Jalgaon
Certificate Course in C++ Programming
w.e.f. 19 Aug 2019- 17 Sep 2019
REPORT

Duration and Class Schedule

- The course is offered for 30 days.
- Duration: 30 days of one hour each from 4pm - 5 pm, that is 6 hours per week.
- Total number of hours is 30 hours.

Eligibility

- The participants from MCA I course are eligible for admission in this course.
- Total 30 students are participated in this course.

Teaching Faculty:

- Internal faculty Ms.Deepali Kirange, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is co-ordinated by Ms.Deepali Kirange and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69

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5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting object oriented programming knowledge among the students. The student can understand the knowledge about the theory and practical's of C++. The purpose of the Certificate course in Cpp Programming to impart knowledge of programming to enable them to build a project.

Course Objectives:

The objectives of the course are:

1) To familiarize the Object-Oriented Programming (OOP) concepts, such as abstraction, encapsulation, instances, initializations, polymorphism, overloading, inheritance etc.

2) To write programs to solve problems using generic programming constructs such as templates and using standard template library.

3) To understand and know the importance of pointers and learn file handling and exception handling in real-world problems

Course Outcomes:

By the end of the course, students shall be able to:

1. Understand and use the basic programming constructs of C++ and manipulate various C++ data types, such as arrays, strings, and pointers.

2. Manage memory appropriately using proper allocation/ deallocation procedures.

3. Write small-scale C++ programs using the above skills.

Faculty Coordinator

Ms.Deepali Kirange

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Director

Prof. Shilpa K. Bendale

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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CERTIFICATE COURSE IN PHP

11th Sep. to 15th Oct. 2019

DURATION : 35 DAYS

Program Coordinator
Pramod Ghogare

HOD
Mrs. Tanuja Fegade

Behind D.I.C., N.H.06, Jalgaon (MS) Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on PHP Programming
SYLLABUS

UNIT-I
Introduction: Why PHP? Starting PHP Script, Printing Single Line, Variables and Constants, Comments, Installation.

UNIT- II
Language Basics
Structure and syntax, If statement, Switch statement, For Loop, While Loop, Do – While Loop, Operators, Using PHP $_GET, $_POST, Working with forms: Processing forms, Form Validations, Linking form together Introduction to cookies and sessions

UNIT- III
Arrays : Declaring PHP Array, One Dimensional array, Two dimensional array, and Associated Array. Describing arrays, Sorting arrays, for each constructs, Taking Advantages of arrays in Application, PHP string Manipulation.

UNIT- IV
PHP Function : Understand what is function, Need of Function in PHP, Advantage of Function over statements PHP Function declaration with Example, PHP Function Calling, and PHP Function with arguments Default Arguments in Function, Types of arguments in Function, Function argument with call by value, Function argument with call by reference.

UNIT- V
Using PHP With MYSQL DB: Introduction to MySql db, Using SQL Commands, interacting with databases, modifying database records using php, Take Advantage of PHP built in functions which are related with db in general and MySql specifically.

UNIT- VI
Advanced in PHP : Emailing in PHP, Building CMS, Mailing.

Reference Books

1. Ivan Bayross, Sharanam Shah (2007), PHP for Beginners, THE X Team , SPD,ISBN: 9788184040753
2. Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, Dan Squier, Wankyu Choi,(2004),Beginning PHP5, Wiley Publishing(Wrox) ISBN: 0764557831
3. Michael K. Glass, Yann Le Scouarnec, Elizabeth Naramore, Gary Mailer, Jeremy Stolz, Jason
4. Gerner,(2004),Beginning PHP Apache, MySQL Web Development, Wiley Publishing(WROX), ISBN: 9780764557446

KCES's Institute of Management and Research, Jalgaon
Certificate Course in PHP Programming
w.e.f. 11 Sep 2019- 15 Oct 2019
REPORT

Duration and Class Schedule

- The course is offered for 35 days.
- Duration: 35 days of one hour each from 4pm - 5 pm, that is 6 hours per week.
- Total number of hours is 35 hours.

Eligibility

- The participants from IMCA V /MCA III courses are eligible for admission in this course.
- Total 68 students are participated in this course.

Teaching Faculty:

- Internal faculty Mr.Pramod Ghogare, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is co-ordinated by Mr.Pramod Ghogare and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79

4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim to provide the necessary knowledge to design and develop dynamic, database-driven web applications using PHP. The student can understand the knowledge about the theory and practical's of PHP. The purpose of the Certificate course in PHP Programming to impart knowledge of programming to enable them to build a project.

Course Objectives:

The objectives of the course are:

1. Understand how server-side programming works on the web and PHP Basic syntax for variable types and calculations.
2. Creating conditional structures and Storing data in arrays
3. Using PHP built-in functions and creating custom functions and Understanding POST and GET in form submission.
4. Create a database in phpMyAdmin and Read and process data in a MySQL database.

Course Outcomes:

By the end of the course, students shall be able to:

1. List the major elements of the PHP & MySQL work and explain why PHP is good for web development
2. Learn how to take a static website and turn it into a dynamic website run from a database using PHP and MySQL.
3. Analyze the basic structure of a PHP web application and be able to install and maintain the web server, compile, and run a simple web application.
4. Learn different ways of connecting to MySQL through PHP, and how to create tables, enter data, select data, change data, and delete data. Connect to SQL Server and other data sources.

Faculty Coordinator

Mr.Pramod Ghogare

Institute of Management & Research NAAC Accredited Jalgaon

Director

Prof. Shilpa K. Bendale

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DIGITAL MARKETING

02rd Jan. - 05th Feb. 2020

Duration of course

35 Days

Program Coordinator

Mr. Anil Kumar Marthi, 9975984433

HOD

Dr. Vishal Sandanshive

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATION COURSE FOR DIGITAL MARKETING

SYLLABUS

w.e.f. 2 Jan 2020 – 5 Feb 2020

Unit 1 Introduction to Digital Marketing
1.1. The Online Opportunity
1.2. First Step in Online Success
1.3. Build Web Presence
1.4. Plan Online Business Strategy
1.5. Get Started With Search

Unit 2 Use Search Engine
2.1. Get Discovered With Search
2.2. Make Search for Your Work
2.3. Noticed with Search ads
2.4. Improve Your Search Campaigns

Unit 3 Make Your Business Visible
3.1 Help People nearby Find You Online
3.2. Get Noticed with Social Media
3.3. Deep Dive into Social Media
3.4. Discover the Possibilities of Mobile
3.5. Make Mobile Work for You

Unit 4 Content Marketing
4.1. Starting of Content Marketing
4.2. Connect Through Emails
4.3. Advertise on Other Website

Unit 5 Start Online Business
5.1. Make the Most of Video
5.2. Get Start with Analysis
5.3. Build Your Online Shop
5.4. Expand Internationally

Reference Books:

1. Digital marketing essentials you always wanted to know - Vibrant publication
2. Fundamentals of digital marketing - Pearson
3. Application of digital marketing in business - BPB publications

KCES's Institute of Management and Research

CERTIFICATION COURSE FOR DIGITAL MARKETING

2 Jan 2020- 5 Feb 2020

REPORT

Duration and Class Schedule

- The course is offered for 35 days.
- Duration: 35 days of one hour each from 4pm - 5 pm.
- The classes will be conducted in Room no:10, IMR Campus
- Total number of hours is 35 hours.

Eligibility

- This course is specially conducted for MBA I students.

Teaching Faculty:

- Internal faculty Mr. Anil Kumar Marthi, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S. No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
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4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

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COURSE OUTCOMES:

Upon completion of this course, the students will be able to:

- Understand what is digital marketing
- Use search engine properly
- Make his/her business visible
- Get more customers through content marketing

COURSE OBJECTIVE:

The program aims at developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, Pay per click, digital display marketing and content marketing.

The main objectives of this certificate course in digital marketing is:

- To create Brand Awareness
- To Lead Generation
- Promotion for new products & services
- To Target Customers
- Retaining Old customers
- Increase Sales/Profit
- Expand Market
- To Improve User Experience
- To Improve conversions

Faculty Coordinator

Mr. Anil Kumar Marthi

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Director

Prof. Shilpa. K. Bendale

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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Affiliated to North Maharashtra University, Jalgaon
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Certificate Course in

Tally and MS-Excel

22th July 2019 - 20th Aug. 2019

Duration of course : 30 Days

Program Coordinator

Mr. Amol Pande, 9637991113

HOD

Prof. S.M. Kulkarni (Management)

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATE COURSE FOR TALLY ERP 9

SYLLABUS

w.e.f. 22 July 2019-22 Aug 2019

Unit 1.

1.1 Basics of accounting

a) Type of Accounts
b) Golden Rules of Accounting
c) Accounting Principles
d) Concepts and Conventions
e) Double Entry System of Book Keeping mode of accounting
f) Financial Statements
g) Recording Transaction

1.2 Fundamental of Tally ERP 9

a) Getting fundamental with Tally.ERP9
b) Creation & Setting up of Company in Tally.ERP9
c) Accounting Masters in Tally.ERP9

1.3 Voucher Entry in Tally ERP 9

a) Accounting Vouchers
b) Inventory Vouchers
c) Invoicing

Unit 2.

2.1 Inventory in Tally.ERP9

a) Stock Group
b) Stock Categories
c) Godowns / Locations
d) Units of Measure
e) Stock Items

2.2 Advance Accounting in Tally.ERP9

a) Bill-wise details
b) Cost Centers and Cost Categories

c) Multicurrency
d) Bank Reconciliation Interest Calculations
e) Budgets & Controls
f) Scenario Management

2.3 Technological Advantages of Tally.ERP9

a) Tally Vault
b) Security Control
c) Backup and Restore
d) Split Company data
e) Export & Import
f) ODBC Connectivity
g) Printing Report

Advanced Excel

3. Introduction to Excel and Financial Functions.

a) Introduction to Excel
b) Data Entry
c) Text, Number
d) Formulae
e) Functions (AVERAGE, SUM, PRODUCT, COUNT, MIN, MAX)
f) Importance of Financial functions.
g) Syntax and benefits of following financial functions in excel;
h) FV, PV, PPMT, DB, SLN. IRR, NPV

3.1 Pivot Table, Charts and Bars, V Lookups Functions.

a) Importance of Pivot Table
b) Importance of Bars/pie charts
c) Importance of V Lookups and H Lookup Functions in Excel

REFERENCE BOOKS:

TALLY ERP 9 TRAINING GUIDE - 4TH REVISED & UPDATED EDITION Paperback – 1 January 2018, by Asok K. Nadhani

Tally.ERP 9 with GST in Simple Steps Paperback – 1 February 2020, By DT editorial Service.

- Tally.ERP9 Book Advanced Usage: A Practical Hands-on Self Study Book on TallyERP 9 Accounting Software having 18 Chapters & 46 Practical

Assignments and suitable for Students, Businessman & Teachers. , Kindle Edition . by Sanjay Satpathy (Author)

- https://www.managementstudyguide.com/introduction-to-tally-and-itsfeatures.htm#:~:text=Introduction.%20Tally%20is%20powerful%20accounting%20software%2C%20which%20is,day%20to%20day%20activities%20associated%2 0in%20an%20enterprise.

- https://www.bing.com/videos/search?q=videos+on+tally+erp+9&qpvt=videos+on +tally+erp+9&FORM=VDRE.

Advance Excel

- https://www.bing.com/videos/search?q=Advanced+Excel+Formulas&FORM=RES TAB
- https://gacbe.ac.in/pdf/ematerial/18BCS5EL-U5.pdf

https://www.tutorialspoint.com/advanced_excel/advanced_excel_pdf_version.htm https://yodalearning.com/tutorials/excel-formulas-pdf/

KCES's Institute of Management & Research

CERTIFICATE COURSE IN TALLY AND MS-EXCEL

22 July 2019 - 20 Aug 2019

REPORT

Duration and Class Schedule

- The course is offered for 30 days.
- Duration: 30 days of one hour each from 4pm - 5 pm.
- The classes will be conducted in Room no: 10.
- Total number of hours is 30 hours.

Eligibility

- The participants eligible in this course are students from BMS II and Integrated MBA III.

Teaching Faculty:

- Internal faculty Mr. Amol Pande, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

Students will be able to operate tally software and perform financial entries in TALLY ERP 9.

- Various Concepts pertaining to formation of company and creation of different accounts under TALLY ERP 9 are discussed.
- Students are able to understand the concept of VAT and how to calculate tax in TALLY ERP 9.
- Advanced Excel Formulae are being discussed and practically done by students.

COURSE OBJECTIVE:

From keeping a track of expenses and deciding about investments to calculating profits, accounting plays a fundamental role in every business. However, quite often, the records either get misplaced or have errors when recorded manually. This can lead to data discrepancy and will not give a clear picture of the financial health of the business. Using software like Tally is an ideal solution for tracking the business efficiently. Used by scores of small and medium enterprises, Tally has become a popular software for record-keeping and accounting purposes. In this certificate course, we will elaborate on the intricacies of the Tally course as well as the job opportunities you can explore. The course is based on current industry standards that help students secure placements in their dream jobs. The course content is going to teach students in detail on how to manage account, Inventory and payroll in Tally.

If you are going to learn Tally you must get well acquainted with MS Excel. Its use is to do advanced calculation, graphing tools, pivot tables, and a macro programming language referred to as Visual Basic for Applications. The course curriculum is one of the most comprehensive and most advanced.

To enable students to learn Accounting entries in Tally ERP 9 Software.

- To make students able to link theory of Accounts and Finance with practical business operations.
- To understand the importance of Advanced Excel in business operation in order to solve complex business calculations.
- To study how this software is enabling business units to carry their work smoothly and efficiently.

Faculty Coordinator

Mr. Amol Pande

Institute of Management & Research NAAC Accredited Jalgaon-2

Director

Prof. Shilpa. K. Bendale

NORTH MAHARASHTRA UNIVERSITY, JALGAON

(NAAC Re-accredited 'A' Grade University)

FACULTY OF COMMERCE AND MANAGEMENT

CERTIFICATE COURSE IN GOODS & SERVICE TAX (GST)

PAPER I - INTRODUCTION TO GOODS dt. SERVICES TAX

(With effect from AY 2018-19)

[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]

TOTAL HOURS: 60

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:

To develop an understanding of the basic provisions of Goods & Services Tax Law.

Unit – 1Basics of GST: - **10 Hours**

1.1History of Goods and Services Tax in World and in India

1.2 Overview of Constitutional Provisions: - Following articles of Indian Constitution:-

Article 246,246A, 265, 366 (12), 366(12A), 366(26A).

1.3 Merits and Demerits of GST

1.4 Types of GST

Unit - 2Important Definitions under CGST Act: - **15Hours**

Aggregate Turnover, Business, Capital Goods, Goods, Service, Input Tax Credit, Inter-State and Intra-State Supply Of Goods And Services, Invoice and Tax Invoice, Taxable Supply and Non Taxable Supply, Continuous Supply, Mixed Supply, Composite Supply, Exempt Supply and Zero Rated Supplies, Nil Rated Supplies, Consideration and Non-Monetary Consideration, Reverse Charge.

Unit - 3 Levy and Collection of GST **10Hours**

3.1 Meaning and Scope of supply (Section 7).

3.2 Composition levy (Section 10).

3.3 Exemption from Tax

Unit - 4 Time and Value of Supply **10 Hours**

4.1 Time of Supply of Goods and Services

4.2 Value of Supply of Goods and Services

Unit - 5 Input Tax Credit **15Hours**

5.1 Eligibility and Conditions for claiming I.T.C. (Section 16).

5.2 Apportionment of Credit

5.3 Non - Availability of Input Tax Credit

5.4 Reverse Charge Mechanism

References & Recommended Books:

1. Central Goods & Services Tax Act,2017
2. Integrated Goods & Services Tax Act,2017
3. Maharashtra Goods & Services Tax Act,2017 4. Central Goods & Services Tax Rules,2017
5. Maharashtra Goods & Services Tax Rules,2017
6. India GST for beginners (2"d Edition, June 2017) (Paper pack) by JayaramHiregange and Deepak Rao, White Falcon Publishing
7. GST made easy-answer to all your queries on GST (Paper pack) TAXMAN Publication.
8. GST Manual, 4th Edition 2017, publisher Taxman.
9. GST- How to make your business GST ready, by V.S. Date, publisher TAXMAN
10. Goods & Services Tax (Act with Rules), publisher: Bharat Law House Pvt. Ltd.
11. CA IPCC GST Study Material.
12. CS Executive Level GST Study Material
13. ICMAI Intermediate Level GST Study Material
14. https://www.gstn.org
15. www.cbec.gov.in

NORTH MAHARASHTRA UNIVERSITY, JALGAON

(NAAC Re-accredited 'A' Grade University)

FACULTY OF COMMERCE AND MANAGEMENT

CERTIFICATE COURSE IN GOODS & SERVICE TAX(GST)

PAPER II- PROCEDURAL ASPECTS OF GOODS 6. SERVICES TAX

(With effect from AY 2018-19)

[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]

TOTAL HOURS: 60

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:

To develop basics understanding of procedural aspects of Goods & Service Tax Law .

Unit - 1 Registration under GST **12Hours**

1.1 Persons liable for Registration, Persons not liable for registration
1.2 Compulsory Registration, Exemption
1.3 Procedure for Registration, Deemed Registration
1.4 Cancellation of Registration

Unit - 2 Maintenance of Records and Books **12Hours**

2.1 Tax Invoice, time of issue of tax invoice (Rule 46 to 55)
2.2 Issue of debit note, issue of credit note
2.3 Types of Electronic Ledgers
2.4 Accounts and Period of Retention of Accounts (Rule No. 56 to 59)
2.5 E-way Bill

Unit - 3 Returns under GST **12Hours**

3.1 Types of Returns and Furnishing of Returns
3.2 Matching, reversal and reclaim of ITC
3.3 Matching, reversal and reclaim of Output Tax Credit
3.4 Annual Return

Unit - 4 Payments under GST **12 Hours**

4.1 Payment of Tax, Interest and Penalty
4.2 Interest on delayed payment of tax
4.3 Collection of incorrect amount / rate of GST
4.4 Omission to collect GST in Invoice
4.5 Doctrine of Unjust Enrichment

Unit 5 Offences and Penalties **12 Hours**

5.1 General Principles for imposing / not imposing penalties
5.2 Penalties for Offences under Section 122 of CGST Act.
5.3 General Penalties

NORTH MAHARASHTRA UNIVERSITY, JALGAON
(NAAC Re-accredited 'A' Grade University)
FACULTY OF COMMERCE AND MANAGEMENT
CERTIFICATE COURSE IN GOODS & SERVICE TAX
PAPER III-PRACTICALS BASED ON GOODS & SERVICES TAX
(With effect from AY 2018-19)
[TOTAL MARKS: 60 EXTERNAL + 40 INTERNAL =100 MARKS]
TOTAL HOURS: 80

Note - For the purpose of examination provisions of Central Goods & Services Tax Act, 2017 amended up to six months prior to the date of examination, shall be applicable.

Objective:
To develop practical ability to apply theoretical knowledge in addressing application oriented issues.
(Note:
1. These Internal assignments will be taught in dedicated Computer LABs of the Colleges or Institutes offering this certificate course and having Tally ERP software with GST and Internet facility.
2. Resource Trainer can be Faculty Members of the College or any Professional having membership of ICAL ICS; or ICMAI or tax Professional or Tax Practicing Lawyer)

Part 1:Accounting For GST in Tally ERP(Internal Assignments) (24hours)

Assignment1: Nal-Introduction to basic concepts of Accounting w.r.t.GST (6Hours)
1.1 Important Accounting Terms:Debtors, Creditors, Bill Receivable, Bills Payable, Credit Note Debit Note ,Petty Cash , Contra Entry ,Trade Discount ,Cash Discount,Suspense A/c, Cash A/c, Bank A/c
1.2. Journal -Meaning & Pro forma, Journal Entries for the following GST Based Transactions
1.3 Inter and Intra- State Sales, Purchases, Expenditure
1.4 Purchases and Sales of Fixed Asset
1.5 Set-Off and Payment of GST
1.6 Ledgers required for Accounting of GST based Transactions: Concept, Pro-forma, and Posting & Balancing of Ledger
1.7 Purchase and Sales Register (Simple and Columnar)

Assignment No.2Accounting in Tally ERP software with GST (6Hours)
2.1 Introduction to Tally
2.2 Versions & Features of Tally
2.3 Introduction to Gateway of Tally
2.4 Creation of Ledger Masters and Inventory Masters with Special Emphasis on GST
2.5 Vouchers in Tally -Purchase, Sales,, Receipt, Payment vouchers, Debit and Credit Note.
2.6 Sales Invoice, Debit and Credit Note Printing through Tally
2.7 Sales and Purchase Register (Columnar)
2.8 Export feature under Tally
2.9 GST Related Reports from Tally
2.10 Trial Balance and Financial Statements in Tally- P & L A/c, Balance Sheet

Assignment3: Creation, Deletion and Alteration of company in Tally (2Hours)

A. **Creation of Company**

Create a company Sunrise Electronics, Jalgaon with Accounts with Inventory and all other imaginary information required to open it.

B. **Alteration of Company**

Alter the details of Sunrise Electronics if its Name is changed to New Sunrise Electronics

C. **Deletion of Company**

Create a company Temporary Sales Corporation, Jalgaon with imaginary information required to open it and then Delete Temporary Sales Corporation from Tally.

Assignment:4 Creation of Ledger & Group in Tally (2Hours)

Creation of Ledger Accounts by assigning the proper groups and opening Balances of those accounts as on 31st March,20XX in the books Sunrise Electronics, Jalgaon as per the following the information.

Sr.No.	Ledger Name(To Be Created)
1.	Rate - Wise Input CGST, SGST, IGST
2.	Rate - Wise Output CGST, SGST, IGST A/c
3.	SBI Bank A/c
4.	Machinery A/c
5.	Sales Account
6.	Purchases Account

Assignment:5 Creation of Stock items & stock groups in Tally: (1Hours)

From the following list of products with in each mobile brand that Sun Mobiles deals in and the corresponding unit of measures:

Stock Item Name	Brand	Units of Measures
Samsung 64GB Mobile Phone	Samsung Mobile Phone	Nos.
Samsung 32 GB Mobile Phone	Samsung Mobile Phone	Nos.
Sony 64GB Mobile Phone	Sony Mobile Phone	Nos.
Sony 32 GB Mobile Phone	Sony Mobile Phone	Nos.
Apple iPhone	iPhone	Nos.

Assignment6: Journal Entries in Tally **(3Hours)**

Journalize the following transactions in the books of **Alfa Electronics, Jalgaon** along with their appropriate narrations:-

a. Started Business with Cash Rs.3, 00,000 and Building Rs.25,00,000 on 1st April, 20XX

b. Purchase of 20 Samsung Mobiles (Inward supply) of Rs.18, 000 per unit @12%GST from Mr. Ajay at Mumbai on 21 d April, 20XX.

c. Purchased Furniture from Delhi of Rs.2,00,000 through SBI Bank Cheque No 123456 on 30th April, 20XX @12 % GST.

d. Sold 10 Samsung Mobiles (Outward supply) to Mr. Vijay at Pune for Rs.20,000 @12% GST on 30th April, 20XX.

e. Received a cheque ofRs. 2, 00,000 from Mr. Vijay (Cheque No.700001) which is deposited in SBI Bank A/c (No.SBIIND123456789) on 1st May, 20XX.

f. Sold 10 Samsung Mobiles (Outward supply) to Mr. Sanjay at Indore for Rs.22,000 @12% GST on 1St June, 20XX.

Part 2: External Training with Skill Knowledge Provider (SKP)-56 Hours

(External Project Viva based on assignment given below and compilation on Project Report)

Objective: To gain understanding of the working on GST Portal and select e-compliances by pursuing at least 56 hours of hands-on training under the guidance of SKP. See Guideline to know about SKP.

Assignmentl:
List of Documents Required for Registration under the GST Laws and Procedure for Registration on the GST Portal.

Assignment 2:
Understanding components of lnvoice,Debit Notes, Credit Notes and procedure for obtaining E-Way Bills.

Assignment 3:
Preparation of Returns, Using the GST Offline Tool provided by GSTN, Electronic Ledgers and Components of GST Common Portal.

Important Guidelines for completion of Project:

1. The student has to perform following Assignments under the guidance of SKP and He has to prepare a Project Report and submit it the college.
2. The above assignments should be completed in form of a project (using screenshots, fl owcharts, tree diagrams and photocopies, wherever required) to be evaluated by external examiner appointed by University.

3. The Project Report should cover following points :

a. Executive Summary
b. Profile of Skill Knowledge Provider
c. Assignment No.1
1.1 Case Study covering detail Procedure for Registration under GST
1.2 Print Outs of Forms for Registration under GST
d. Assignment No.2
3.1 Case Study covering Invoice, Debit Notes, Credit Notes and procedure for obtaining E-Way Bills
3.2 Print Outs Invoice, Debit Notes, Credit Notes and E-Way Bills
e. Assignment No.3
3.1 Case Study covering filing of Return on GSTN
3.2 Print Outs of Return Form
f. References
g. Annexure

KCES's Institute of Management and Research, Jalgaon
Certificate Course in GST
w.e.f. AY 2019-20
REPORT

Duration of Course

- The course is offered for One Year Part time..
- Total number of lectures amounting to 200 hours. (60hrs-60hrs-80hrs.) for paper I,II,III respectively.

Guidelines for Certificate Course in Goods & Services Tax

1. Guidelines for Certificate Course in Goods & Services Tax:

1.1 Eligibility Criteria for College running Certificate Course in GST
1.2 Eligibility Criteria for Student enrolled for Certificate Course in GST
1.3 Guidelines for Skill Knowledge Provider (SKP)

1.1 Eligibility Criteria for Institute running Certificate Course in GST :

- Any UGC or AICTE approved Institute or College affiliated to North Maharashtra University can apply to conduct Certificate Course in GST.

1.2 Eligibility Criteria for Student:

A) Who is eligible to enroll as a student?

- Any student who has passed HSC or 10+2 Examination is eligible to enroll for certificate Course in Goods & Services Tax.

B) How does the scheme operate?

- Student has to register with any Institute or college affiliated to North Maharashtra University running Certificate Course in Goods & Services Tax.
- The student has to complete the module by acquiring the necessary credits from the Skill Knowledge Provider (SKP) and the institute he/she is enrolled with.
- The student has to submit a Project Report based on skills and knowledge acquired by him about GST from SKP as per the format prescribed in Paper III of this Certificate Course.
- The SKP shall evaluate student and award Experience Certificates /Completion
- Certificate to the student after successful completion of 56 Hours (1 Month) of training with SKP.

1.3 Guidelines to join as Skill Knowledge Providers (SKP) to provide competency based skills to the students enrolled :

A) Who can be SKP for the purpose of Certification Course in GST?

- Any Tax Professional or a Firm of Tax Professionals offering services in the area of Taxation or
- Any Private or Public Company having turnover of supplies of x.25 Lakhs or more having GST registration Number.

- Any other proprietary concern such as Firm, Nationalized Bank, Schedule Cooperative Bank, Private Bank having GST related compliance work and having turnover of supplies of 2 Crores or more.

B) Role of Skill Knowledge Provider (SKP) :

- A Skill Knowledge Provider (SKP) shall provide knowledge of practical working Goods & Services Tax to the students enrolled as trainee under them.

C) How many students to be trained by SKP?

- The SKP can register a maximum of fifteen students from Institute or College offering Certificate course in GST and affiliated to North Maharashtra University.

D) Training time and schedule:

- The students have to undergo at least 56 Hours (1 Month) training with SKP and acquire the necessary working knowledge of GST and get the completion certificate from the SKP.

E) SKPs Enrollment with North Maharashtra University:

- All prospective SKP's desirous of offering training to the students enrolled for Certificate Course in GST shall apply to North Maharashtra University with requisite documents. (Refer Annexure 1).
- After the verification of SKP by the designated Committee of University, the SKP would be empaneled as NMU Recognized SKP. List of which will be displayed on official website of the university i.e. www.nmu.ac.in

Eligibility Criteria for SKPs:

- For Tax Professionals: SKP must have minimum 3 years of Professional Experience in the fields of Direct & Indirect Taxation and must be registered with association of Tax Practitioners or Professional Institutes such as CA/CS/ICMAI. Or Bar Council in case of Lawyers.
- The SKP must have at least 5 Personal Computers, Licensed copy of Accounting Software, Internet Facility & access to GSTN.
- Each SKP shall be eligible to enroll a maximum of 15 Students at any point of time for providing Practical Training of GST.

Evaluation Procedure

There shall be three papers as stated below:

PAPER I - Introduction to Goods &Services Tax (Theory)

[60 External + 40 Internal =100Marks]

PAPER II - Procedural Aspects of Goods &Services Tax (Theory)

[60 External + 40 Internal =100Marks]

PAPER III- Practical Based on Goods &Services (Practical)

[60 External + 40 Internal =100 Marks]

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Paper III Internal Assessment is based on Practical Assignments in Tally & External Assessment is based on Project Viva

Pattern of Examination: Annual Examinations

Scheme of Examinations:

- A theory papers I & II shall carry 40 Marks for Internal Assessment and 60 Marks for external assessment by the North Maharashtra University. Objective Question Papers containing multiple choice questions (MCQ) shall be set in English both for Internal and External Exams for theory papers I & II.
- For Paper **III** Practical Examination shall carry 40 Marks for Internal Assessment and 60 Marks for external assessment by the North Maharashtra University.
- A student has to score minimum 50% of marks in each paper and aggregate score of 50% marks in all three papers to pass the certification course in GST.

Course Objectives:

The objectives of the course are:

1. To make the students aware of the provisions of the GST Act.
2. To familiarize the students with the procedural requirements of the GST.
3. To familiarize the students with the documents and records required under the GST Act.
4. To enable students to acquire the basic skills to handle the GST portal.
5. To enable students to acquire the working knowledge of the GST.
6. To enable entrepreneurs and budding entrepreneurs to understand GST compliances.

Course Outcomes:

Students enrolled for the Certificate Course in GST will get following opportunities.

1. Opportunity to work with a Tax Practitioners as their Tax Executives.
2. Opportunity to work in Corporate Sector in the area of Taxation as Finance Executive or Finance Manager.
3. Entrepreneurs & Budding Entrepreneurs would understand the compliances of GST for their businesses or prospective businesses.

Faculty Coordinator

CA Dr. Shweta Chordiya

Institute of Management & Research NAAC Accredited Jalgaon-2

Director

Dr. Shilpa K. Bendale

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE, New Delhi and Government of Maharashtra,
Affiliated to North Maharashtra University, Jalgaon
NAAC Accredited | ISO 9001:2015 Certified

CERTIFICATE COURSE IN ETHICAL HACKING 2019

Registration & Confirmation
facility available at KCES's IMR College, Jalgaon

Last Date of Registration	5 DAYS WORKSHOP
4th August 2019	5th to 9th AUGUST 2019

FOR MORE DETAILS CONTACT US

MCA Coordinator
Prof. Tanuja Fegade

Course Coordinator
Mr. Prakash Bari

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on Ethical Hacking
SYLLABUS

UNIT-I

Concept of Ethical Hacking: What Is Hacking, Types of hacker, Why hackers hack, Preventions from hacker, Steps Performed by hackers, Working of an Ethical hacker

UNIT- II

Email Hacking: How Email Works? ,Email service protocols ,Email spoofing ,PHP Mail sending script, Email Spamming ,Phishing ,Prevention from phishing ,Email Tracing ,Keystroke loggers ,Securing Your Email account

UNIT- III

Attacks on web servers and Security: Introduction to Web Servers, The Basic Process: How Web servers work ,Attacks on Web servers ,Web Ripping ,Google Hacking ,Protecting Your Files from Google ,Cross Site Scripting (XSS) ,Directory Traversal Attack ,Database Servers ,Login Process on the websites , SQL injection ,Input validation on the SQL Injection ,PHP Injection: Placing PHP backdoors ,Directory Access controls ,How Attackers Hide Them While Attacking ,Types of Proxy Servers

UNIT- IV

Wireless hacking: Wireless Standards ,Services provided by Wireless Networks, MAC address filtering, WEP key encryption ,Wireless attacks MAC spoofing, WEP cracking ,Countermeasures for Wireless attacks

UNIT- V

Mobile Hacking – SMS & Call forging: What Does It Involve, Call Spoofing / Forging SMS Forging, Bluesnarfing

Reference Books

1. Hacking: The Art of Exploitation, 2nd Edition, Kindle Edition by Jon Erickson
2. The Web Application Hacker's Handbook: Finding and Exploiting Security Flaws 2nd Edition, Kindle Edition by Dafydd Stuttard
3. Data and Computer Communications -- W. Stallings.
4. Data Communication and Networking -- B. A. Forouzan
5. TCP/IP Protocol Suite -- B. A. Forouzan
6. UNIX Network Programming -- W. R. Stallings
7. Introduction to Computer Networks and Cybersecurity -- C-H. Wu and J. D. Irwin
8. Cryptography and Network Security: Principles and Practice -- W. Stallings

KCES's Institute of Management and Research, Jalgaon
Certificate Course in Ethical Hacking
w.e.f. 5 Aug 2019 - 9 Aug 2019
REPORT

Duration and Class Schedule

- The course is offered for 5 days.
- Duration: 5 days of six hours each from 9am -5 pm.
- Total number of hours is 30 hours.

Eligibility

- The participants from IMCA II/IMCA III/IMCA IV courses are eligible for admission in this course.
- Total 90 students are participated in this course.

Teaching Faculty:

- External Trainer, Mr.Govind Roy, KRTIN Info Solutions, Mumbai.

Co-ordinated by:

- This course is co-ordinated by Mr.Prakash Bari, Assistant Professor, KCES's Institute of Management and Research, Jalgaon and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89

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3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

Ethical hacking is a subject that has become very important in present-day context, and can help individuals and organizations to adopt safe practices and usage of their IT infrastructure. Starting from the basic topics like what is an ethical hacking, type of hacker, spamming, phishing, the course will cover various attacks and vulnerabilities and ways to secure them. The participants are encouraged to try and replicate the demonstration experiments that will be discussed as part of the course.

Course Objectives:

The objectives of the course are:

1. Understand concept of hacking, types of hackers and steps for how hacking is performed.
2. Using Email service protocols understand how to secure Email account.
3. Prevent web servers from various different attacks.
4. Understand how to prevent wireless networks and mobile from forging and spoofing.

Course Outcomes:

By the end of the course, students shall be able to:

1. Recognize the characteristics of the enumeration phase of an attack and effective countermeasures
2. Determine the techniques and tools used in system hacking
3. Determine how to counter wireless network hacking techniques
4. Students will identify what type of attack and take precautions to resolve them.
5. Learn the various different protocols used to protect email spamming and spoofing attacks.

Faculty Coordinator

Mr. Prakash Bari

Institute of Management & Research • Jalgaon-2 • NAAC Accredited

Director

Prof. Shilpa K. Bendale

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE, New Delhi and Government of Maharashtra,
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NAAC Accredited | ISO 9001:2015 Certified

WEB PROGRAMMING

24th Feb to 10th Mar. 2021

Duration of course
15 Days

Program Coordinator

Mr. Harshal Patil, 7719887148

HOD

Mrs. Tanuja Fegade (Computer)

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on Web Programming
SYLLABUS

Unit-I

HTML: Introduction to HTML, Doctype, Namespace, Meta Tag, Script Tag, Images, Tables, Div, Paragraph, Span, Pre Tags, Anchor Links and Named Anchors, Line Breaks and Horizontal Lines. Lists, Object Tag, Iframe Tag, Form Tag, Form Tag, POST and GET Method, Fieldset and Legend, Text input, Text area, Checkbox and Radio Button, Dropdown, List, File Upload and Hidden Fields, Submit, Image, Normal, Reset Button, Creating a Live Website with Form

Unit-II

CSS: Introduction to CSS 2.1, CSS Selectors: Universal Selector, ID Selector, Tag Selector, Class Selector, Sub Selector, CSS Properties: Type Properties, Background Properties, Block Properties, Box Properties, List Properties, Border Properties, Positioning Properties, Conversion of Table to CSS Layout, CSS Menu Design (Horizontal, Vertical), External and Inline CSS, Introduction to CSS 3, New CSS 3 Selectors, New CSS3 Properties, CSS Gradients, Opacity Property, ,Transition effect, Transform effect, Animation effects, Css Media Queries, Creating a Live Website with CSS

Unit III

HTML 5: Introduction to HTML5, XHTML vs HTML5, Features of HTML5, HTML5 DocType, New Structure Tags, Section, Nav , Article, Aside, Header, Footer, New Media Tags, Canvas and Svg Tag, Introduction to HTML5 Forms, voice search

Unit IV

JavaScript: Introduction to JavaScript, Variable, statements, Operators, Comments, constructs, Functions, expressions, JavaScript console, Scope, Events, Strings, String Methods, Numbers, Number Methods, Dates, Date Formats, Date Methods, Arrays, Loops Object Prototypes, Object Oriented Programming, JavaScript Validations, Security in Java Script

Unit V

Bootstrap : Introduction to Responsive Web Design, Overview of Bootstrap, Need to use Bootstrap, Bootstrap Grid System, Grid Classes, Basic Structure of a Bootstrap Grid, Typography, Tables, Images, Jumbotron, Wells, Alerts, Buttons, Button Groups, Badges/Labels, Progress Bars, Pagination, List Groups, Panels, Dropdowns, Collapse, Tabs/Pills, Navbar, Forms, Inputs, Bootstrap Grids, Grid System, Stacked/Horizontal, Bootstrap Themes, Templates

Reference Books

1. HTML, CSS, & JavaScript for Dummies. Tittel, E., Holland, E., Minnick, C. (2018). John Wiley & Sons.
2. HTML5 Programmer's Reference. Reid, J. (2015). Apress.
3. Bootstrap: Responsive Web Development. Spurlock, J. (2013). OReilly Media.

KCES's Institute of Management and Research, Jalgaon
Certificate Course in Web Programming
w.e.f. 24 Feb 2021 to 10 Mar 2021
REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of two hours each from 1pm - 3pm.
- The online classes will be conducted in Zoom platform
- Total number of hours is 30 hours.

Eligibility

- The participants from MCA I course are eligible for admission in this course.
- Total 55 students are participated in this course.

Teaching Faculty:

- Internal faculty Mr.Harshal Patil, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is coordinated by Mr.Harshal Patil and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79

4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting web programming knowledge among the students. The student can understand the knowledge about the theory and practical's of web programming. The purpose of the Certificate course in Web Programming to impart knowledge of programming to enable them to build a website based project.

Course Objectives:

1) To understand web designing using HTML/CSS.

2) To use JavaScript for scripting.

3) To understand static/dynamic API.

Course Outcomes:

After completion of this course students shall be able to-

1) Design the web applications/sites

2) Apply dynamic paging.

3) Use JavaScript/Node.JS to make design and scripting.

Faculty Coordinator

Mr.Harshal Patil

Institute of Management & Research NAAC Accredited Jalgaon-2

Director

Prof. Shilpa K. Bendale

Khandesh College Education Society's

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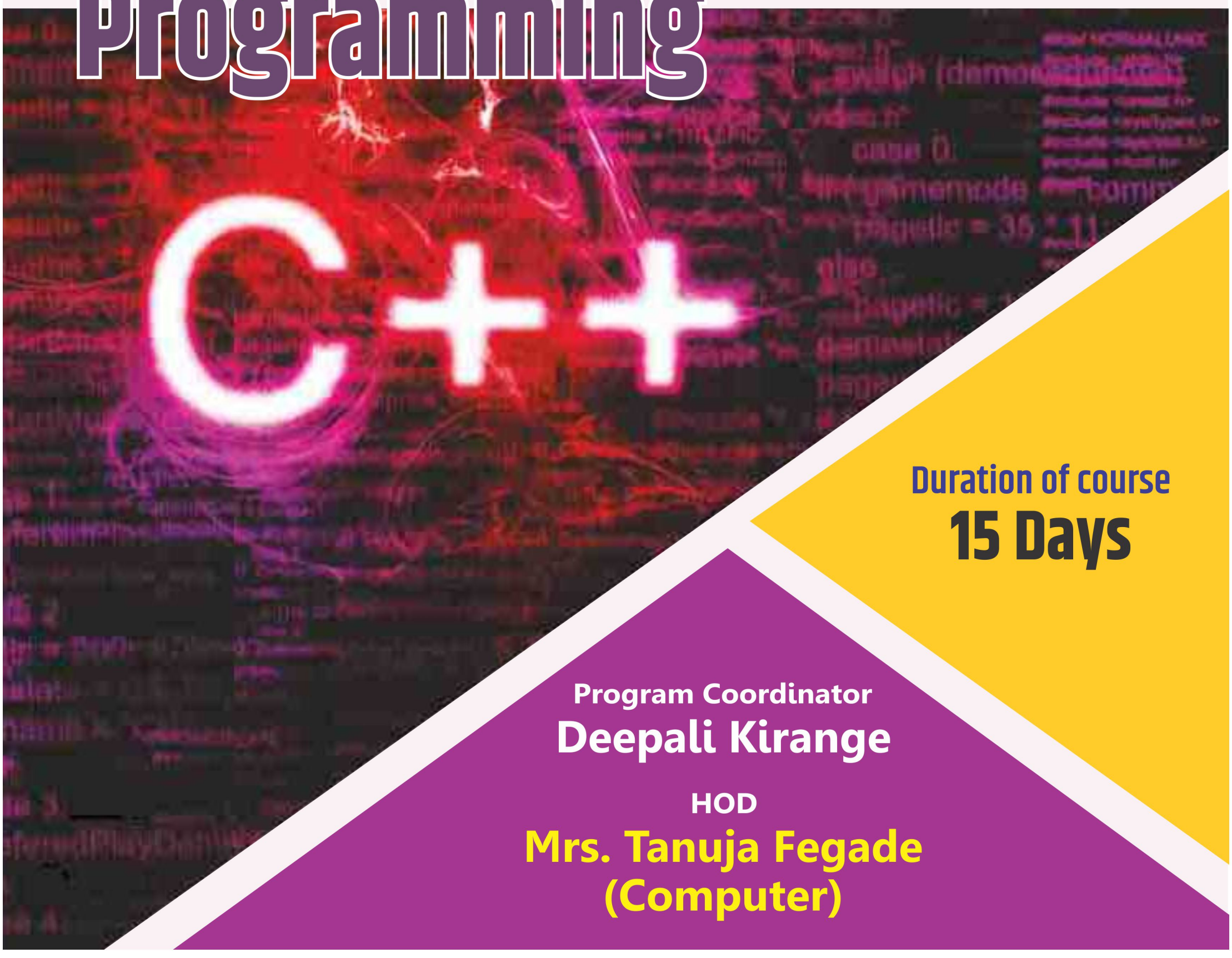
Certificate Course in

C++ & CPP Programming

24th Feb. 2021 to 10th Mar. 2021



Duration of course
15 Days

Program Coordinator
Deepali Kirange

HOD
Mrs. Tanuja Fegade
(Computer)

KCES's Institute of Management and Research, Jalgaon
Certificate Course on C and C++ Programming
SYLLABUS

UNIT-I

Overview of C: History of C, Special features and application areas, structured programming approach & feature.

Input-Output, Variables, Operators and Data types : Standard Input output, Pre-processor directives in C, Operators and expressions, variable name, data type and size contents, declaration, arithmetic operators, relational operators, logical operators, Bit wise operators, increment, decrement operators, assignment operators, compound assignment operator, conditional expression, special operators, precedence and order of evaluation.

UNIT-II

Decision making and Looping structures: Decision Making: if- else- if, switch, break, continue, **Looping Structures:** while, for, do-while, nesting of loops, go to.

Functions: Basics of functions function prototype, definition of function, function argument (formal arguments, local arguments), function with default argument, arguments and function with return value, Recursive functions.

UNIT-III

Array, Pointer and String: Array: Declaration and defining of an array, Types of array (Single and multidimensional). **Pointer:** Address of variable, Declaration of Pointer, storing address into pointer variable, pointers arithmetic, array of pointers, initialization of pointer array, pointer to pointers, pointer to function.

Structure and Union: Structure Basics, Nested structure, Pointer to structure, Self-referential structure, Union, Difference between structure and union.

UNIT - IV

Introduction: An overview, Object basics, Object state and properties, Behavior, Methods, Messages, Information hiding, Class hierarchy, Relationships, Associations, Aggregations, Identity, Dynamic binding, Persistence, Meta classes, Object oriented system development life cycle.

Object Oriented Analysis: Identifying Use case, Business object analysis, use case driven object oriented analysis, use case model, Documentation, Classification, Identifying object, relationships, attributes, methods, Super-sub class

UNIT – V

C++ Basics: Standard Input/ Output Statements, Data Types, Size contents, Variables, variable name, Declaration, Operators and expressions: arithmetic, relational, logical, Bit wise, increment, decrement, assignment, compound assignment, conditional, special, Operator precedence and order of evaluation.

OOP Concepts: Object Oriented Paradigm in C++ context, Characteristics of Object-Oriented Programming. Difference of Structured Vs. OOPs Object and Classes**:** Making sense of core object concepts, Operator Overloading**,** Inheritance, Virtual Functions

UNIT - VI

Templates: Function Templates, Class Templates, Templates with types of parameters

Exceptions: Exceptions: Difference between exception and error, Basics of exception handling in C++, User define exceptions. Streams and Files Streams Classes, Stream Errors. Disk File I/O with Streams,

File Pointers, Error Handling in File I/O File I/O with Member Function, Overloading the Extraction and Insertion Operators Memory as a Stream Object, Command line Arguments

Reference Books

1. Brian W. Kernighan, Dennis Ritchie,(1988), C Programming Language, 2nd Ed.,Prentice Hall Publication, ISBN 0131103709

2. E. Balagurusamy, (2008), Programming in ANSI C, Tata McGraw-Hill Education, ISBN-0070648220

3. Yashavant P. Kanetkar, (2016),Let us C, BPB Publication, ISBN - 8183331637

4. Venugopal, Mastering C++ , Tata Mc Graw Hill Publication ISBN 13: 9780074634547

5. A.N.Kamthane,Object Oriented Programming with ANSI and Turbo C++,Pearson Education, 2009 **ISBN**: 9788131703830

6. Robert Lafore,Object Oriented Programming in-C++ , Techmedia Publication **ISBN**-13: 978-0672323089

7. Herbert Sehlidt, The Complete Reference C++ Tata Mcgraw-hill publication ISBN 13: **9780070411838**

8. SauravSahay,Object Oriented Programming in C++, Oxford University Press. ISBN 10: 0198065302 / ISBN 13: **9780198065302**

KCES's Institute of Management and Research, Jalgaon
Certificate Course in C and CPP Programming
w.e.f. 24 Feb 2021 to 10 Mar 2021
REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration:15 days of two hours each from 10am - 12pm.
- The online classes will be conducted in Zoom platform
- Total number of hours is 30 hours.

Eligibility

- The participants from MCA I course are eligible for admission in this course.
- Total 56 students participated in this course.

Teaching Faculty:

- Internal faculty Ms.Deepali Kirange, Assistant Professor, KCES's IMR, Jalgaon.

Co-ordinated by:

- This course is co-ordinated by Ms.Deepali Kirange and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79

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4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting object oriented programming knowledge among the students. The student can understand the knowledge about the theory and practical's of C and C++. The purpose of the Certificate course in C and Cpp Programming to impart knowledge of programming to enable them to build a project.

Course Objectives:

The objectives of the course are:

1. Students will be able to develop logics which will help them to create programs, applications in C

2. To provide exposure to problem-solving through C programming.

3. To familiarize the Object-Oriented Programming (OOP) concepts, such as abstraction, encapsulation, instances, initializations, polymorphism, overloading, inheritance etc.

4. To write programs to solve problems using generic programming constructs such as templates and using standard template library.

5. To understand and know the importance of pointers and learn file handling and exception handling in real-world problems

Course Outcomes:

By the end of the course, students shall be able to:

1. Understand and use the basic programming constructs of C++ and manipulate various C++ datatypes, such as arrays, strings, and pointers.

2. Understand the fundamentals of C programming.

3. Recollect various programming constructs and to develop C programs.

4. Manage memory appropriately using proper allocation/ deallocation procedures.

5. Write small-scale C++ programs using the above skills.

Faculty Coordinator

Ms.Deepali Kirange

Institute of Management & Research Jalgaon-2 NAAC Accredited

Director

Prof. Shilpa K. Bendale

Khandesh College Education Society's

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Certificate Course in

PHP and Web Development

- HTML/CSS
- Java Script
- Bootstrap
- PHP
- Mysql
- Live Website Project PHP Certification Course 2021

Offline Fees
₹ 300/-

Last Date of Registration
20th November 2021

15 DAYS WORKSHOP
22th Nov. to 6th Dec. 2021
Time: 03 PM to 05 PM

Resource Person
Mr. Prasad Neve
Director, SSPL

Mrs. Tanuja Fegade, HOD, Computer Dept.

Workshop Coordinator
Mr. Prakash Bari - 73873 70399

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--Syllabus --

PHP And Web development
Certification Course 2021

HTML

Internet & Web Designing Concepts
Internet: Introduction to Internet, Internet Services, WWW, Hypertext Transfer Protocol (HTTP), URL, Web server, Proxy servers
Web Site Concepts: Web page, static and Dynamic web page, Web site development Phases,

HTML Fundamentals Hypertext Basics, Basic Components of HTML, HTML Tags,Head, and Title Tags, Body Tags,
Creating HTML Code using different editor (notepad, EditPlus, TextPad etc.)
Viewing in aBrowser.

Formatting Text Importance of Formatting, Paragraphs and Alignment, Bold Text, Italic Text, Underline,
HTML Headings, Ordered List Tags and Attributes, Unordered List Tags and Attributes
Nested Lists, Font Tags, Font Attributes, Marquee Tag and Attributes.Heading Tag.

Images
Different Image Formats, Image Tags and Attributes,
Background Images and Color
Inserting Audio and Video Files, images Link

Links & Tables
How Hyperlinks Work, Anchor Tag and HREF. Attributes, Absolute vs. Relative Links, Border
E-Mail Links, and Table Tags & Table Attributes, RowAttributes, Cell Attributes, Merging Rows & Columns.

Frames and Forms
Frames, Pros and Cons of Using Frames, Creating Framesets, Frameset Attributes & Frameset Examples,
Frame Tag and Attributes,No frames Tag,
Anatomy of A Form, Form Tag And Attributes, Text Boxes, Check Boxes, Radio Buttons, Text Areas, List
Box Submit and Reset Buttons

Web Scripting with PHP & MySQL

INTRODUCTION:

Why PHP? Starting PHP Script, Printing Single Line, Variables and Constants, Comments, Installation.

LANGUAGE BASICS

Structure and syntax, If statement, Switch statement, For Loop, While Loop, Do - While Loop, Operators, and Using PHP $_GET, $_POST, working with forms: Processing forms, Form Validations, linking form together Introduction to cookies and sessions

ARRAYS:

Declaring PHP Array, One Dimensional array, Two dimensional array, and Associated Array. Describing arrays, sorting arrays, for each constructs, taking Advantages of arrays in Application, PHP string Manipulation.

PHP FUNCTION:

Understand what function, Need of Function in PHP, Advantage is of Function over statements PHP Function declaration with Example, PHP Function Calling, And PHP Function with arguments Default Arguments in Function, Types of arguments in Function, Function argument with call by value, Function argument with call by Reference.

USING PHP WITH MYSQL DB:

Introduction to MySql db, Using SQL Commands,
Interacting with databases, modifying database records using php, Take Advantage of PHP built in functions which are related with db in general and MySql specifically.

ADVANCED IN PHP:

Emailing in PHP, Building CMS, Mailing.

Web Design & JavaScript

Module 1

The Nature of JavaScript The Evolution of Scripting Languages, JavaScript - Definition, Programming for Non-Programmers?Comparison between Java, JavaScript & VB Script

Module 2

Jump Starting JavaScript Introduction to Objects, Methods, and Events, Events and Program Flow, Jumping Right In,Running Scripts.

Module 3

Script Writing Basics Enhancing HTML Documents with JavaScript, The Quintessential Building Blocks, Script Mechanics

Module 4

Using Names,Objects and Methods

Names and References in JavaScript,Built-in Objects,Home-Built Objects,The Hierarchy of Names,Using Methods,Operators and Variables,Keywords, Functions, Object interaction.

Module 5

Adding Interactivity to a Web Page

Controlling Script Flow,Storing Tasks within Functions,Using Conditional Statements for Decision Making,if Statements,if-else Conditional Statements,Using the Date Object,for Conditional Statements,while Conditional Statements,break and continue Statements,with Statements,Creating Functions in JavaScript,Declaring a Function,Designing a Simple Function.

Module 6

Creating Dynamic Web Page

Changing Pages Based on Time and Date, Displaying the Quote of the Day, Using Arrays, Constructing the Quotes Script, Considerations When Accessing External Files, Changing the Background Color through a Random Number, Turning the Color Generator into a Function, Using the Image and Area Objects, Creating an Image Object, Creating an Area Object, Selecting a Guide.

KCES's Institute of Management and Research, Jalgaon
Certificate Course in PHP and Web Development
w.e.f. 22 Nov 2021 to 06 Dec 2021
REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of one hour each from 3pm - 5pm.
- The course will be conducted in Lab No.20
- Total number of hours is 30 hours.

Eligibility

- The participants from all computer department courses are eligible for admission in this course.
- Total 80 students are participated in this course.

Teaching Faculty:

- External Trainer Mr. Prasad Neve, Softanic Solutions Pvt.Ltd., Jalgaon.

Co-ordinated By:

- This course is co-ordinated by Mr. Prakash Bari, Assistant Professor, KCES's IMR, Jalgaon and HOD Mrs. Tanuja Fegade.

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting web programming knowledge among the students. The student can understand the knowledge about the theory and practical's of web programming. The purpose of the Certificate course in Web Programming to impart knowledge of programming to enable them to build a website based project.

Course Objectives:

1). To understand web designing using HTML.

2). To use JavaScript for scripting.

3). To understand static/dynamic webpages.

4). Understand basics of PHP and use of PHP with MYSQL DB.

Course Outcomes:

After completion of this course students shall be able to-

1). Design the dynamic web applications/sites.

2). Apply dynamic paging using JavaScript to make design and scripting

3). Learn how databases work and how to design one, as well as how to use php MyAdmin to work with MySQL.

Faculty Coordinator
Mr. Prakash Bari

Director
Prof. Shilpa K. Bendale

Khandesh College Education Society's

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CERTIFICATION COURSE IN

PYTHON PROGRAMMING

Duration of course
15 Days

Date
23th June to
07th July 2021

Program Coordinator	HOD
Dr. Ghanshyam Ramteke, 8550906905	Mrs. Tanuja Fegade (Computer)

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

KCES's Institute of Management and Research, Jalgaon
Certificate Course on Python Programming
SYLLABUS

Unit 1: Programming Basics and Strings: The First Steps, Installing Python 3.1 on Non-Windows Systems, Using the Python Shell, Beginning to Use Python — Strings, What is a String?, Why the Quotes?, Why Three Types of Quotes?, Using the print () Function, Understanding Different Quotes, Putting Two Strings Together, Joining Strings with the Print() Function, Putting Strings Together in Different Ways

Unit 2: Numbers and Operators and Variables: Different Kinds of Numbers, Numbers in Python, Program Files, Using the Different Types, Basic Math, Some Surprises, Using Numbers, Order of Evaluation, Number Formats, Referring to Data — Using Names for Data, Changing Data Through Names, Copying Data, Using More Built-in Types, Tuples — Unchanging ,Sequences of Data, Lists — Changeable Sequences of Data, Dictionaries — Groupings of Data Indexed by Name, Treating a String Like a List, Special Types, Other Common Sequence Properties, Referencing the Last Elements, Ranges of Sequences, Growing Lists by Appending Sequences, Using Lists to Temporarily Store Data

Unit 3: Making Decisions and Function: Comparing Values, Doing the Opposite — Not Equal More Than or Equal, Less Than or Equal, Reversing True and False, Looking for the Results of More Than One Comparison, How to Get Decisions Made, Repetition, Stopping the Repetition, Handling Errors, Trying Things Out ,Putting Your Program into Its Own File, Functions: Grouping Code under a Name, Choosing a Name, Describing a Function in the Function, The Same Name in Two Different, Places, Making Notes to Yourself, Asking a Function to Use a Value You Provide, Checking Your Parameters, Setting a Default Value for a Parameter—Just in Case, Calling Functions from within Other Functions, Functions Inside of Functions,

Unit 4: Classes and Objects: Thinking About Programming, What is an Object?, Objects You Already Know, Looking Ahead: How You Want to Use Objects, Defining a Class, How Code Can Be Made into an Object, Objects and Their Scope

Unit 5: Files and Directories : File Objects, Writing Text Files, Appending Text to a File, Reading Text Files, File Exceptions, Paths and Directories, Exceptions in os, Paths, Directory Contents, Obtaining Information about Files, Renaming, Moving, Copying, and Removing Files, Example: Rotating Files, Creating and Removing Directories, Globing

Reference Books

1. Allen Downey, "Think Python", Version 2.0.17 ISBN-13: 978-144933072
2. T Hall and J-P Stacey, ―Python 3 for Absolute Beginners‖, Apress 2010 Ed. ISBN-10: 1430216328. ISBN-13: 978-1430216322
3. Peter C. Norton, Alex Samuel and others, ―Beginning Python‖, Wrox Publication,2005 ISBN 10: 0764596543 ISBN 13: 9780764596544
4. Luke Sneeringer, "Professional Python", Wrox Programmer to Programmer, 2015 ISBN-10: 1119070856
5. James Payne, "Beginning Python: Using Python 2.6 and Python 3.1", Wrox Programmer to Programmer, 2010 ISBN: 978-0-470-41463-7.

KCES's Institute of Management and Research, Jalgaon
Certificate Course in Python Programming
w.e.f. 23 Jun 2021 to 07 Jul 2021
REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of two hours each from 3pm - 5 pm.
- The online classes will be conducted in Zoom platform
- Total number of hours is 30 hours.

Eligibility

- The participants from MCA III / IMCA V courses are eligible for admission in this course.
- Total 47 students are participated in this course.

Teaching Faculty:

- External Trainer Mr. Manoj Kumawant, Passion Computers, Jalgaon.

Co-ordinated By:

- Internal faculty Dr.G.D. Ramteke, Assistant Professor, KCES's IMR, Jalgaon and HOD Mrs. Tanuja Fegade.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of Theory and Practical etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 50 marks.
ii. Practical / Oral Examination: 30 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89

3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE JUSTIFICATION

This certificate course has been designed with the aim of promoting web programming knowledge among the students. The student can understand the knowledge about the theory and practical's of web programming. The purpose of the Certificate course in Web Programming to impart knowledge of programming to enable them to build a website based project.

Course Objectives:

1) To understand web designing using HTML/CSS.

2) To use JavaScript for scripting.

3) To understand static/dynamic API.

Course Outcomes:

After completion of this course students shall be able to-

1) Design the web applications/sites

2) Apply dynamic paging.

3) Use JavaScript/Node.JS to make design and scripting.

Faculty Coordinator

Dr.G.D. Ramteke

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Director

Prof. Shilpa K. Bendale

Khandesh College Education Society's

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CERTIFICATE COURSE IN DIGITAL MARKETING

Course Duration : 15 Days

22nd Nov. 2021 to 06th Dec. 2021

Program Coordinator
Mr. Anil Kumar Marthi

HOD
Dr. Parag Narkhede

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATION COURSE FOR DIGITAL MARKETING

SYLLABUS

w.e.f. 22 Nov 2021 – 6 Dec 2021

Unit 1 Introduction to Digital Marketing
1.1. The Online Opportunity
1.2. First Step in Online Success
1.3. Build Web Presence
1.4. Plan Online Business Strategy
1.5. Get Started With Search

Unit 2 Use Search Engine
2.1. Get Discovered With Search
2.2. Make Search for Your Work
2.3. Noticed with Search ads
2.4. Improve Your Search Campaigns

Unit 3 Make Your Business Visible
3.1 Help People nearby Find You Online
3.2. Get Noticed with Social Media
3.3. Deep Dive into Social Media
3.4. Discover the Possibilities of Mobile
3.5. Make Mobile Work for You

Unit 4 Content Marketing
4.1. Starting of Content Marketing
4.2. Connect Through Emails
4.3. Advertise on Other Website

Unit 5 Start Online Business
5.1. Make the Most of Video
5.2. Get Start with Analysis
5.3. Build Your Online Shop
5.4. Expand Internationally

Reference Books:

1. Digital marketing essentials you always wanted to know - Vibrant publication
2. Fundamentals of digital marketing - Pearson
3. Application of digital marketing in business - BPB publications

KCES's Institute of Management & Research

CERTIFICATION COURSE FOR DIGITAL MARKETING

22 Nov 2021 – 6 Dec 2021

REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of two hour each from 3pm - 5 pm.
- The classes will be conducted in Room no:10, IMR Campus
- Total number of hours is 30 hours.

Eligibility

- The participants eligible for this program is MBA II (Marketing)

Teaching Faculty:

- Internal faculty Mr. Anil Kumar Marthi, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S. No.	Grade	Grade Points	Absolute Marks
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6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

Upon completion of this course, the students will be able to:

- Understand what is digital marketing
- Use search engine properly
- Make his/her business visible
- Get more customers through content marketing

COURSE OBJECTIVE:

The program aims at developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, Pay per click, digital display marketing and content marketing.

The main objectives of this certificate course in digital marketing is:

- To create Brand Awareness
- To Lead Generation
- Promotion for new products & services
- To Target Customers
- Retaining Old customers
- Increase Sales/Profit
- Expand Market
- To Improve User Experience
- To Improve conversions

Faculty Coordinator

Mr. Anil Kumar Marthi

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Director

Prof. Shilpa. K. Bendale

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Certificate Course in

FINANCIAL MARKETS

COURSE DURATION
15 DAYS

22th Nov. 2021 - 06th Dec. 2021

Dr. Parag Narkhede, HOD

Course Coordinator

CA Dr. Shweta Chordiya

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATE COURSE IN FINANCIAL MARKETS

SYLLABUS

w.e.f. - 22 Nov 2020 - 6 Dec 2020

Unit 1: Introduction to Financial System and Economic Development, Indicators of Financial Development

Unit 2: Concepts Related to Financial Markets and Institutions: Concept of Risk, Concept and types of return and yield, Asset Pricing Models, Valuation of Assets

Unit 3: Theories of Level and Structure of Interest Rates

Unit 4: Financial Regulations and Regulatory Institutions in India: (RBI,SEBI,IRDA,PFRDA), Operating Procedures of Monetary Policy, Corporate Governance and SEBI

Unit 5: Commercial Banking: Role of Banks, Banks' Financial Statement, Banks' Computation, International Banking, NPA, Risk Management in Banking

Unit 6: Other Important Financial Institutions – I (Provident Fund, Pension Fund, Insurance Companies)

Unit 7: Other Important Financial Institutions – II (Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds)

Unit 8: Money Markets in India: (Call Money Market, Treasury Bill, Commercial Paper, Certificate of Deposit)

Unit 9: Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds

Unit 10: Classification of Stock Market and Securities: IPO, Stock Exchanges, Stock Market Indices, Market Micro-Structure in Stock Market

Unit 11: Derivatives Market: Types of Derivatives, important Concepts used in Derivatives Market, Pricing of Futures, Options and Swaps

Unit 12: Foreign Exchange Market: Foreign Exchange Market Structure, Risk Management in Foreign Exchange Market, Exchange Rate Determination, Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market

Books and references:

- Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India

  Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education

  Financial Institutions & Markets by Jeff Madura, 10 edition Cengage
- Bond Evaluation, Selection and Management by R. Stafford Johnson, 2nd Edition, John Wiley & Sons, Inc. Hoboken, New Jersey
- Analysis of Investments and Management of Portfolios by Frank Reilly and Keith Brown, 10th Edition, Cengage Publication.

KCES's Institute of Management & Research
CERTIFICATE COURSE IN FINANCIAL MARKETS
22 Nov 2021 – 6 Dec 2021

REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of two hour each from 3pm - 5 pm.
- The classes will be conducted in Room no: 7.
- Total number of hours is 30 hours.

Eligibility

- The participants from MBA II (Finance) are eligible for admission in this course.

Teaching Faculty:

- Internal faculty CA. Dr. Shweta Chordiya, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.

ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S. No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

After completing this course, you will be able to:

- Review financial instruments, financial markets, and financial systems.
- Find out why we need to evaluate assets and how to evaluate assets.
- Address the concept of a perfect market and the law of one price, as well as the imperfection of the financial market.
- Comprehensively overview and systematic evaluate the mainstream markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.

COURSE JUSTIFICATION AND OBJECTIVE

Today with the Covid- 19 and lockdown situations more and more people are looking hopefully to social media platforms and online courses for enhancing their skills or learning a new skill set. This quest could either be related to your hobby or a need for a job or sheer curiosity about the subject. With the vulnerable state of Financial Markets, a Certificate online course in Stock Market could be a good beginning for entering the stock market. The need for such a course arises from the fact that a simple University degree in economics and financial market theories is not sufficient. The ultimate goal of this course is using such industries effectively and towards a better society.

This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately. It also describes the importance of small savings, provident funds, pension funds and credit rating agencies.

- An overview of the ideas, methods, and institutions that permit human society to manage risks and foster enterprise.
- Emphasis on financially-savvy leadership skills.
- Description of practices today and analysis of prospects for the future.
- Introduction to risk management and behavioral finance principles to understand the real-world functioning of securities, insurance, and banking industries.

Faculty Coordinator
(CA. Dr. Shweta Chordiya)

Director
(Prof. Shilpa Bendale)

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE, New Delhi and
Government of Maharashtra,
Affiliated to North Maharashtra University, Jalgaon
NAAC Accredited | ISO 9001:2015 Certified

Certificate Course in

HR ANALYTICS

22nd Nov. 2021 to 6th Dec.2021

DURATION
15 DAYS

Course Coordinator
Dr. Parag Narkhede
HOD

Behind D.I.C., N.H.06, Jalgaon (MS)
Tel : 0257 - 2251281

CERTIFICATE COURSE IN HR ANALYTICS

SYLLABUS

w.e.f. - 22 Nov 2021 - 6 Dec 2021

1. **Introduction to the Program: A Strategic Perspective of HR Analytics**

- Aligning HR Analytics & Organizational Strategy
- Teaching through case studies, simulations & in class exercises

2. **HR Audit and Benchmarking**

- The audit process, HR audit measures
- Human Resource Auditing as a tool of Human Resource Valuation

3. **Recruitment Metrics**

- Fill-up ratio, Time to Hire, Cost per hire
- Direct hires, Employee referral hires, Agency hires & Lateral hires
- Recruitment to HR cost

4. **Diversity Metrics**

- Workforce diversity index, Gender mix
- Differently abled index, Implementation challenges

5. **Training & Development Metrics**

- Percentage of employee trained, Internally and externally trained
- Training hours and cost per employee, ROI calculation

6. **HR Metrics Dashboard Using Excel**

- Process of development of dashboard
- Essential criteria , Leading and lagging indicators

7. **HR KPI Scorecard using Excel**

- Calculating HR KPI
- Scorecard based on recruitment, training and development

8. **Technology and Human Dimension**

- AI, Big Data, Augmented Reality, Automation
- Managerial competencies required, Deep Thinking

9. **Using social media in HR**

- Uses of Social media for recruitment
- Social media as a tool for employer branding

10. **Designing HR Balanced Scorecard**

- Learning and Growth perspective
- Customer perspective, Business Process perspective, Financial perspective
- Implementing Human Resources Balanced Scorecard

REFERENCE BOOKS:

- HR Analytics: Understanding Theories and Applications
- Dipak Kumar Bhattacharyya
- Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset
- Gene Pease, Boyce Byerly, Jac Fitz-enz
- Data-Driven HR: How to Use Analytics and Metrics to Drive Performance
- Bernard Marr
- Predictive HR Analytics: Mastering the HR Metric
- Dr. Martin Edwards, Kirsten Edwards

KCES's Institute of Management & Research

CERTIFICATE COURSE IN HR ANALYTICS

22 Nov 2021 - 6 Dec 2021

REPORT

Duration and Class Schedule

- The course is offered for 15 days.
- Duration: 15 days of two hour each from 3pm - 5 pm.
- The classes will be conducted in Room no: 6.
- Total number of hours is 30 hours.

Eligibility

- The participants from MBA-II (HR) are eligible for admission in this course.

Teaching Faculty:

- Internal faculty Dr. Parag Narkhede, Associate Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

- The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination Total: 60 marks.
ii. Oral Examination of 20 marks.

• Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

• Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

Table: Grades and Grade Points

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
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5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

Upon completion of this course, the students will be able to:

- Master the relation between HRMS, HRIS, Reporting and Data Visualization to attain business excellence.
- Spearhead the art of leveraging analytics in the decision-making process of the HR department.
- Maximizing the performance using the forecasting and predictive modelling in HR to excel in the business.

COURSE OBJECTIVE:

The human resources function in today's organizations has moved ahead from a transaction oriented cost center to a value-added business partnership approach. Analytics has played a critical role in this journey of HR transformation. This program will specifically focus on the applied methods and techniques with an output orientation for improving the human resource functions in large scale organizations. The frameworks, models, and hands-on analytical approaches will equip the participants with developing the SMART (specific, measurable, attainable, reliable, and time bound) targets and identifying business contributions of the HR function in their respective organizations. Analytics is always an important topic and trend in every part of business and HR is also not far behind.

- To be able to take strategic decision using predictive analytics in HR
- To improve organizational performance through high quality talent related decisions
- To expose HR fraternity to critical HR issues associated with business
- Discuss various real world scenarios where analytics has been utilized to solve complex HR problems
- To discuss the important key issues in building effective HR analytics solutions

Faculty Coordinator

(Dr. Parag Narkhede)

Director

(Prof. Shilpa Bendale)

CERTIFICATE COURSE IN ADVERTISING

Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE, New Delhi and Government of Maharashtra,
Affiliated to North Maharashtra University, Jalgaon
NAAC Accredited | ISO 9001:2015 Certified

22nd Nov. 2021 to 6th Dec.2021

Course Duration : 15 Days

Dr. Parag Narkhede, HOD

Course Coordinator

Mr. Yogesh Patil

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

CERTIFICATE COURSE IN ADVERTISING
SYLLABUS

w.e.f. - 22 Nov 2021 - 6 Dec 2021

1. Introduction to Communication: Oral & Visual Communication
2. Communication Theory & Research Marketing Communication Research
3. Introduction to Advertising
4. Advertising: Principles, Concepts & Management
5. Creating Advertisements
6. Advertising & Public Relations
7. Principles of Public Relations
8. Media Planning
9. Creativity & Campaign Planning
10. Introduction to Advertising Research
11. Ad Copy Writing
12. Production Techniques & Methods
13. Ad Campaign & Media Planning
14. Digital Public Relations & Corporate Communication
15. Introduction to Consumer Behavior
16. Media, Law & Ethics
17. Advertising Concepts & Visualization

Reference books and Websites:

1. Advertising and Marketing in India - Bhatia. K. Tej - Mc Millan India
2. Making of Advertising - Ghosal Subhash - Mc Millan India
3. Advertising Management – Jeth Waney Jaishri& Jain Shruti - Oxford university Press
4. Publications of Indian Institute of Mass Communications
5. Websites on Advertising

KCES's Institute of Management & Research

CERTIFICATE COURSE IN ADVERTISING
22 Nov 2021 – 6 Dec 2021

REPORT

Duration and Class Schedule:

- The course is offered for 15 days.
- Duration: 15 days of two hour each from 3pm - 5 pm.
- The classes will be conducted in Room no: 9.
- Total number of hours is 30 hours.

Eligibility

The final year students of BMS and Integrated MBA are eligible for admission in this course.

Teaching Faculty:

Internal faculty Dr. Yogesh Patil, Assistant Professor, KCES's IMR, Jalgaon.

Evaluation Procedure

The course shall have two components of evaluation:

a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc.

b) Final Examination of 80 marks, comprising of –

i. Written Examination: 60 marks.

ii. Oral Examination: 20 marks.

Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

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5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	

COURSE OUTCOMES:

- After Successful completion of this course, the students are able to:
- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

COURSE OBJECTIVE

There is never a dull moment in the advertising space. You meet new and interesting people, get to work on some of the most existing and happening projects, and even learn new skills without working too hard for it. Consumer culture is rapidly changing with evolving technology. So, the industry is always in need of marketing professionals who know how to adapt to the changes and manage advertising campaigns that connect to the customers. It is here where advertising management courses can prepare you for the competitive marketing industry.

Advertising is a field which is a mix of art and science, both of which require special tools and techniques. So, even if you have a naturally creative mind, you still need to know how you can maximize its potential and impact through different advertising tricks. And, only an advertising management course can teach you that. This course will provide a foundation for advanced advertising courses.

- Understand the concept of Marketing Communication and Advertising
- Recognize social and ethical implications of advertising
- Identify the methods used for market segmentation and audience targeting
- Discuss influences that affect consumer needs and wants
- Explain the methods used in marketing and advertising research
- Explain the role of marketing, advertising planning and Media Planning

Faculty Coordinator
Dr. Yogesh Patil

Director
Prof. Shilpa. K. Bendale