

## Notice

### Experiential Courses Online Registration for T.Y. B.Com., TYBBA, TYBBA (IB) & TYBBA (CA)

All students of TY B.Com., TYBBA, TYBBA (IB) & TYBBA (CA) can register for experiential courses (Extra Credit Courses) on given website from 25<sup>th</sup> Sept. 2021 to 30<sup>th</sup> Sept. 2021.

Students should note that 5 credits from Experiential Learning Courses are compulsory to complete the regular degree credits.

Courses will be conducted in October to January in batches. After registration batches will be displayed on website. Students should attend the classes in respective batches only and give examination.

Details of experiential learning courses are as follows:

Subject Code	Courses	Fees	Teaching Credits	Course Coordinator
SKC-001	Smart Tally (Tally Basic)	2124	2	K. S. Bhosale
SKC-003	Excel Basic	1500	2	Vinaya Hasamnis
SKC-011	Business English Certification (Cambridge)	5000	4	Pratima Agnihotri
SKC-014A	GST I	1500	2	Dr. Ashish Puranik
SKC-015	Soft Skills	500	1	Bharati Upadhye
SKC-015A	Soft Skills I	1000	2	Bharati Upadhye
SKC-016A	Certificate Course in Stock Market Basic	3500	2	Bharati Upadhye
SKC-017B	International Relations & Institutions	1000	1	Deepak Powdel
SKC-023	Digital Marketing	3000	3	Vinaya Hasamnis
SKC-024	Tableu (Bus. Reporting)	2500	2	Vinaya Hasamnis

Path to fill online :- Student Login-> examination-> apply for extra credit course-> Select course as per your requirement -> Click on add-> Before click on submit make sure you want to select these courses or you can delete course-> click on submit button -> Click on Pay now-> selected courses total amount to pay online.

**(Smt. Bharati Upadhye)**  
**In-charge BBA, BBA (IB)**

**(Smt. Vinaya Hasamnis)**  
**In-charge BBA (CA)**

<b>Subject Code</b>	<b>Courses</b>	<b>Fees</b>	<b>Batches</b>	<b>Teaching Credits</b>	<b>Course Coordinator</b>
SKC-001	Smart Tally (Tally Basic)	2124		2	K. S. Bhosale
SKC-003	Excel Basic	1500		2	Vinaya Hasamnis
SKC-011	Business English Certification (Cambridge)	5000		4	Pratima Agnihotri
SKC-014A	GST I	1500		2	Dr. Ashish Puranik
SKC-015	Soft Skills	500		1	Bharati Upadhye
SKC-015A	Soft Skills I	1000		2	Bharati Upadhye
SKC-016A	Certificate Course in Stock Market Basic	3500		2	Bharati Upadhye
SKC-017B	International Relations & Institutions	1000		1	Deepak Powdel
SKC-023	Digital Marketing	3000		3	Vinaya Hasamnis
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## Skill Courses notice for Second Year students

Experiential Learning Board conducts various paid & non-paid courses. The list and details are available on [bmcc.ac.in](http://bmcc.ac.in) in which are inclusive of credits. Minimum 5 credits are mandatory to be undertaken by each student in a span of 3 years (till sem 5). These credits are added to the final marksheet.

Different courses are opened for students to register every year. The link for these courses for the year 2021-22 is opened online from 01/01/2022 to 15/01/2022.

Student can select any course as per their choice.

<b>Skill Courses</b>				
<b>Subject Code</b>	<b>Courses</b>	<b>Fees</b>	<b>Teaching Credits</b>	<b>Course Coordinator</b>
SKC-001	Smart Tally (Tally Basic)	2124	2	Dr. K. S. Bhosale
SKC-003	Excel Basic	1500	2	Vinaya Hasamnis
SKC-008A	Basic Spanish I	4000	3	Bharati Upadhye
SKC-008B	Advance Spanish	4000	3	Bharati Upadhye
SKC-017A	Economics of Development & Growth Model	1000	1	Dr. Deepak Powdel
SKC-025	Holistic Awareness	1000	1	Dr. Varsha Deshpande
SKC-026	Content & Creativity Writing	2000	2	Bharati Upadhye
SKC-027	Film Appreciation	1500	2	Vinaya Hasamnis
SKC-028	Doodle ART	1000	1	Rajeshree Gokhale
<b>Extra Credit Course Department</b>				
<b>Subject Code</b>	<b>Courses</b>	<b>Teaching Credits</b>	<b>Course Coordinator</b>	
ELD-001B	NSS II (For B.Com. students)	2	Vijay Salunke	<b>For non-paid courses if students have filled the google form earlier and got selected only those should register in these courses. New students will not be taken in just now.</b>
ELD-002B	NCC II	3	Dr. Yashodhan Mahajan	
ELD-003B	Earn & Learn II (For B.Com. students)	2	Dr. R. P. Kuchekar	
ELD-004B	Cultural II	2	Dr. Ashish Puranik	
ELD-005A	Sports I	1	Swapnil Deshmukh	
ELD-005B	Sports II	2	Swapnil Deshmukh	
ELD-005C	Sports III	3	Swapnil Deshmukh	
ELD-005D	Sports IV	4	Swapnil Deshmukh	
ELD-005E	Sports Association	2	Swapnil Deshmukh	
ELD-006B	Nature's Club II (For B.Com. students)	1	Dr. Kishor S. Bhosale	
ELD-008B	Heritage Collective II (For B.Com. students)	2	Dr. Rajeshree Gokhale	
ELD-009B	Moot Court II (For B.Com. students)	1	Dr. Varsha Deshpande	

**PROCEDURE FOR EXTRA CREDIT COURSE REGISTRATION:** After student login (livestudent.deccansociety.org) -> examination-> apply for extra credit course-> select course-> click on add -> selected course list will appear -> click on pay now-> student will go to feepayr.deccansociety.org link-> student will pay fees for course.

For extra credit courses department select course -> click on add-> click on submit.

After confirmation of skill courses student can see their selected extra credit courses in apply for extra credit course registration.

**(Mrs. Vinaya Hasamnis)**

**In-charge BBACA**

**(Mrs. Bharati Upadhye)**

**In-charge BBA, BBAIB**

## **Smart Tally : (2 Credits)**

Module 1: Non Trading Organization: Introduction Of Tally, Accounting basics, Transactions in Tally.ERP 9, Ledger & Groups, Features Of Tally .ERP 9, Accounting Vouchers, Processing Transaction in Tally.ERP9, Use Of Vouchers, Purchase &Sales, Backup & Restore, Taxation in Tally in Tally .ERP 9, GST Introduction, GST Mechanism & Journey, How GST Work, Chart Of Accounts,Function Key.

## **Tally Professional(Advanced) : 2 Credits**

Module 2: Trading Organization: Purchase & Sales, Cash & Credit Purchase & Sales, Invoicing in Tally.ERP 9, Inventory Creation, Inventory Transactions, Features of Tally.ERP9, Advanced Inventory Features, Actual & Billed Quantity, Separate Discount Columns, Multiple Price Levels, Taxation in Tally. ERP 9, Goods and Service Tax G.S.T, Scenario 1, G.S.T.R 2 Return Summary, Exporting GSTR1 , Scenario 2, Statutory Adjustment , Scenario 3, Statutory Adjustment Of Reverse Charge, Scenario 4, Point of Sales (POS),Reports, Accounting Reports, Statement of Accounts Inventory Reports, Statements of Inventory, Statutory Reports

## **2. Excel Basic (SKC – 003) Excel Workshop Schedule:**

1. Introduction,File Tab,Data entry
2. Home Tab
3. Page Layout
4. Formulas
5. Formulas
6. Data Tab, What-if-analysis
7. Insert Tab
8. Review Tab
9. View Tab
10. "Absolute and Relative references,Creating Range"
11. Linking Worksheet and Workbook
12. Chart
13. Chart
14. Revision
15. Test

## **Basic German (SKC–006)**

- I. Vocabulary: Active: 3,000 words plus passive:2,000 words
- II. Grammar:
  1. Sentence structure
  2. Parts of Speech: Articles, Prepositions, Conjunctions, Nouns and their typology, Adjectives and their typology, Adverbs and their typology, Verbs, Pronouns
  3. Question/negation formation
  4. Tenses: Simple Present, Present Continuous, Present Perfect, Past, Future
  5. Language specific constructions unique to that language
  6. Comparison of adjectives/adverbs
  7. Imperatives
  8. Core exclamation patterns unique to that language
  9. Introduction to compound/complex sentence structures
  10. Possessives, demonstratives
  11. Cases: Nominative, accusative/dative, genitives
- III. Situations: A few are indicated here:
  1. Describing people/places/processes
  2. Talking about family/relationships/qualities of people
  3. Shopping
  4. Eating in restaurants
- IV. Communicative strategies: A few are indicated here:
  1. Introducing self/others
  2. Requesting
  3. Apologising/accepting apologies
  4. Indicating preferences, likes/dislike
- V. Writing: A few are indicated here:
  1. Informal letters
  2. Basic Dialogues
  3. Preparing personal documents: C.V., Passport, Visiting card
- VI. Language specific orthography and punctuation rules
- VII. Introduction to Phonetics Many language specific activities are conducted to hone students' LSRW skills.
- VIII. Introduction to the Culture and History of the concerned country

## Basic French

- I. Vocabulary: Active: 3,000 words plus passive:2,000 words
- II. Grammar:
  1. Sentence structure
  2. Parts of Speech: Articles, Prepositions, Conjunctions, Nouns and their typology, Adjectives and their typology, Adverbs and their typology, Verbs, Pronouns
  3. Question/negation formation
  4. Tenses: Simple Present, Present Continuous, Present Perfect, Past, Future
  5. Language specific constructions unique to that language
  6. Comparison of adjectives/adverbs
  7. Imperatives
  8. Core exclamation patterns unique to that language
  9. Introduction to compound/complex sentence structures
  10. Possessives, demonstratives
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- VI. Language specific orthography and punctuation rules
- VII. Introduction to Phonetics Many language specific activities are conducted to hone students' LSRW skills.
- VIII. Introduction to the Culture and History of the concerned country

## Basic Spanish

- I. Vocabulary: Active: 3,000 words plus passive:2,000 words
- II. Grammar:
  1. Sentence structure
  2. Parts of Speech: Articles, Prepositions, Conjunctions, Nouns and their typology, Adjectives and their typology, Adverbs and their typology, Verbs, Pronouns
  3. Question/negation formation
  4. Tenses: Simple Present, Present Continuous, Present Perfect, Past, Future
  5. Language specific constructions unique to that language
  6. Comparison of adjectives/adverbs
  7. Imperatives
  8. Core exclamation patterns unique to that language
  9. Introduction to compound/complex sentence structures
  10. Possessives, demonstratives
  11. Cases: Nominative, accusative/dative, genitives
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- VI. Language specific orthography and punctuation rules
- VII. Introduction to Phonetics Many language specific activities are conducted to hone students' LSRW skills.
- VIII. Introduction to the Culture and History of the concerned country

## Basic English

- I. Vocabulary: Active: 3,000 words plus passive:2,000 words
- II. Grammar:
  1. Sentence structure
  2. Parts of Speech: Articles, Prepositions, Conjunctions, Nouns and their typology, Adjectives and their typology, Adverbs and their typology, Verbs, Pronouns
  3. Question/negation formation
  4. Tenses: Simple Present, Present Continuous, Present Perfect, Past, Future
  5. Language specific constructions unique to that language
  6. Comparison of adjectives/adverbs
  7. Imperatives
  8. Core exclamation patterns unique to that language
  9. Introduction to compound/complex sentence structures
  10. Possessives, demonstratives
  11. Cases: Nominative, accusative/dative, genitives
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- VI. Language specific orthography and punctuation rules
- VII. Introduction to Phonetics Many language specific activities are conducted to hone students' LSRW skills.
- VIII. Introduction to the Culture and History of the concerned country
- IX.

### **Preparatory Course in BEC/Elementary (SKC – 011)**

This course trains students for the Cambridge BEC examination(s). Hence the course content consists of introducing students to the LSRW skills, the concept of business communication, the notions of register and style, and the question types the university has designed. Hence this particular course is more of a practical and practice oriented course. Students are given lot of practice of the test items in all the skills. In a way, this forms part of the internal assessment as well.

## **Course in Goods and Service Tax (SKC – 014)**

1. Basic Concepts And Structure Of GST
  2. Levy And Collection Of Tax
    1. Exemptions under GST
    2. Chapter heading
  2. Time And Value Of Supply , Rules
  3. Input Tax Credit , Rules
  4. Registration , Rules
  5. Tax Invoice, Credit And Debit Notes , Rules
  6. Accounts And Records , Rules
  7. Payment Of Tax , Rules
  8. Returns , Rules
  9. Refunds , Rules
  10. Audit and assessments
  11. Procedures under GST
    1. Inspection, Search, Seizure And Arrest , Rules
    2. Demands And Recovery , Rules
    3. Liability To Pay In Certain Cases
    4. Advance Ruling , Rules
    5. Appeals And Revision , Rules
  12. Offences And Penalties , Rules
  13. Transitional Provisions , Rules
  14. Job Work
  15. E Commerce
  16. How to use GST portal
  17. Accounting under GST
  18. Case studies in GST
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## **Soft Skills Programme (SKC -015)**

- I. Personality Development
  1. Self-awareness and personality development
    - a. Positive attitude and confidence building
    - b. Dressing and grooming
  2. Change management and career planning
  3. Goal setting and Motivation
  4. Time and stress management
- II. Communication skills
  1. Basics of communication, effective communication, interpersonal communication
  2. Verbal and Non-verbal communication
  3. Public speaking skills
  4. Presentation skills
  5. Team building and leadership skills
- III. Campus to Corporate
  1. Corporate attitude (problem solving, decision making), corporate etiquette and manners
  2. Verbal and Non-verbal communication
  3. Conflict management, negotiation skills
  4. Group discussion skills
  5. Personal interview skills

## **CAMPUS TO CORPORATE PROGRAM**

### **About the Program: 'Me to We,'**

a 30-hrs (2 credits) campus to corporate program is specially customised and designed for the BMCC final year students for career development and to groom themselves into professionals. This is a power packed workshop enriched with self-learning activities. The students will be trained and guided experientially by the use of power point presentations, activities, audiovisual clips, tests, role plays, etc. to carry out the modules in a specified way.

**Target Group:** Final year students

**Program Duration:** 5 hrs X 6 days

#### **Objective Of the program:**

- To help the student for a smooth and confident transition in his/her career development.
- To be able to understand and follow business etiquette, behaviour and grooming for developing executive presence
- To prepare for interviews and get the right kind of job
- To develop from students into professionals
- To gain confidence to be successful in the corporate world
- To be able to work in teams
- To develop a successful career

#### **Take away:**

- Gain knowledge of corporate needs in terms of work culture, organizational needs, interpersonal relationships with superiors, colleagues and followers
- Understanding how to develop right attitude, to make good impressions, to build cordial relations, to exhibit professionalism, to know job requirements, to meet work deadlines, to ensure accuracy in work and to master skills and knowledge necessary for the job.

#### **Prerequisite:**

- To have completed the soft skills module of 15 hrs (1 credit) in FY/SY.
- To possess the right learning attitude, punctuality and regularity for the program, focus and openness to participate in the self-development activities

**About the Program:**

FY is the first step into professional course which will later decide the future of a student. Hence, it is extremely important to align oneself with the requirements of the chosen profession. 'Confident Me', a 30-hrs (2 credit) soft skills program is specially customised and designed for the BMCC First year BCom students for developing their personality, communication/behavioural skills and confidence building so as to have a wider perspective and self-introspection to start making proper choices for their career. This is a power packed workshop enriched with self-learning activities. The students will be trained and guided experientially by the use of power point presentations, activities, audio-visual clips, tests, role plays, and group games to carry out the modules in a specified way.

**Target Group:** FY Bcom students

**Program Duration:** 5 hrs X 6 days

**Objective Of the program:** To help the students settle in their professional pursuit, develop the right personality for the appropriate choice of career, better interpersonal relationships for a positive and successful growth and to develop and enhance communication skills.

**Take away:**

- To instil confidence in oneself
- Present oneself better
- Analyse one's shortcomings/ weaknesses through focus on positive traits
- Increased awareness of inner self and becoming more confident to face, meet and overcome challenges of the outside world
- Effectively articulate thoughts and ideas before an audience
- Understand importance of body language, postures gestures, facial expressions and eye contact in interpersonal relations

**Prerequisite:**

- Personality is not inherited but is developed. Thus, it is necessary to have the interest and desire to keep on improving one's personality. For this, one needs to have a positive attitude towards improvement in all the facets of life relevant to one's career and future growth
- To possess the right learning attitude, punctuality and regularity for the program, focus and openness to participate in the self-development activities.

## **Certificate Course in Capital Market Basic(SKC-016A)**

1. Introduction to Primary & Secondary Market
2. Demat & Depositories
3. BSE Online Trading System, Trading Clearing & Settlement
4. Long- term Investments:
5. Primary market -IPO, FPO, Listing
6. Secondary market-- Introduction to BSE NSE and OTCEI
7. Indices
8. Trading the stock market
9. Mutual funds.
10. Introduction to Fundamental Analysis

## **Certificate Course in Capital Market Advance(SKC-016B)**

1. Fundamental analysis
2. Short term Investment Benefits
3. Long-term  
Investment benefits
4. Technical Analysis
5. Prediction of stocks using technical analysis tools
6. Arbitrage
7. Introduction to the Commodity Market – MCX exchange
8. Financial Planning
9. Introduction to Derivatives and its types.
10. Risk, return, purpose and cost of the following:  
Fixed Deposits, Postal deposits, Government Securities  
CP's, Debentures and Preference shares.

## **Economics of Development and Growth Models (SKC – 017A)**

1. Introduction to Development and Growth
2. Inequality and Growth
3. Critical Minimum Effort Model
4. Social, Technological and Financial Dualism models
5. Rostov's Growth model
6. Rosenstein Rodin's: Big Push Theory
7. Gunnar Myrdal's model
8. Hicks Kaldor –Stylized facts
9. Skitovsky model
10. Harris Todardo model

## **International Relations and Institutions (SKC – 017B)**

1. Introduction
2. Factors influencing international relations
3. Trade Policies
4. Bilateral and Multilateral Trade (WTO)
5. Regional Trade Blocks
6. BRICS, G5, G7, G10, G22, G77
7. UNSC, UNICEF, WHO 8. World Bank (Group)
8. International Court of Justice (ICJ)
9. International Labor Organization (ILO)

Special attraction: **Visit to one 5-star property**

Unit No.	Topics	No. of lectures
1	Understanding tourism Meaning & concepts Types of tourism Motives of tourism	7
2	Management of Tourism Services environmental analysis and current Market Trends Understanding tourist needs and Catering to the same	5
3	Marketing of Tourism Packages Development of service package 7 P's of tourism services Special issues and challenges for the managers	8
4	Environmentally Responsible Tourism & Tourism Regulations	5
5	Unique Features of Indian Tourism	5

Suggested Reference Material –

**1. Marketing for Tourism by Holloway e-book**

2. Handbook of Tourism Management Majeed Shafiee
3. Services Management Harsh Verma
4. Advanced book on marketing of tourism Ravee Chauhan

Teaching Methodology –

1. Discussions and Case studies
2. Videos
3. Field visits

Expected Outcome – After studying this subject the students should be able to grasp the unique characteristics of tourism services.

## **Business Ethics Course**

Ethics has become a buzz word in the corporate world. The reason for this is the globalization and the explosion in the communication in the organization. As a result, the businesses are focusing more on the ethics part. Business Ethics refer to a code of conduct that the businesses are expected to follow while doing a business.

### **Objectives of Course:**

- Explain the concept of business ethics
- Explain how ethics relates to the business and the individual
- Define “corporate code of ethics”
- Explain the role of managers in setting standards for ethical behaviour

<b>Sr. No.</b>	<b>Topic</b>
<b>1</b>	<b>Business Ethics : An Overview</b>
<b>2</b>	<b>Concepts and Theories of Business Ethics</b>
<b>3</b>	<b>Ethics of Consumer Protection</b>
<b>4</b>	<b>Environmental Ethics</b>
<b>5</b>	<b>Marketing Ethics</b>
<b>6</b>	<b>Ethical issues in Human Resource Management</b>
<b>7</b>	<b>Corporate Ethics: Investors Rights, Privileges, Problems and Protection</b>
<b>8</b>	<b>Corporate Social Responsibility</b>
<b>9</b>	<b>Ethical Decision Making in Business</b>
<b>10</b>	<b>Globalization and Business Ethics</b>
<b>11</b>	<b>Workshop on Business Ethics</b>

Teaching Methodology:

- Case Study
- Role play
- Presentations

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## Digital Marketing

No.	Topics	Objectives	Subjects covered	No. of hrs.
1	Introduction	To understand how digital marketing work.	1.1 Introduction about Digital Marketing 1.2 Importance of Social Media 1.3 User Data Collection 1.4 Payment Gateways	
2	Self Discovery	Self Discovery	2.1 Finding Interest 2.2 Finding Skill 2.3 Goal Setting	
3	Affiliate Marketing	To understand own niche product and basic digital production .	3.1 Niche Product List 3.2 Amezone Affiliate Program 3.3 Flipkart Affiliate Program 3.4 Posting on social Media 3.5 Google Trends	
4	Freelancing	To understand own skills and apply with redefined one.	4.1 Introduction about Freelancing 4.2 Branch in Freelancing <ul style="list-style-type: none"> <li>• Designing</li> <li>• Video Making</li> <li>• Writing</li> <li>• Programming</li> <li>• Fun and Life Stylish</li> <li>• Social media Marketing</li> <li>• Business</li> </ul> 4.3 Promoting Freelancing Glg	
5	OP	Understand search engine optimization and search engine marketing with keywords.	5.1 How do search engine work ? <ol style="list-style-type: none"> <li>1. Indexing and Crawling Basics</li> <li>2. Optimizing Crawl Budget</li> <li>3. Introduction to SEO</li> </ol> 5.2 Organic Search vs. Paid Search Results. <ol style="list-style-type: none"> <li>1. Anatomy of a Search Result (Search Snippet)</li> <li>2. What in On-Page SEO (content, Architecture, html)</li> <li>3. What is Off-page SEO/Link Building (Social, Content-based)</li> </ol> 5.3 Keyword Research <ol style="list-style-type: none"> <li>1. Google Keyboard Planner Tool</li> <li>2. Google Trend</li> </ol> 5.4 ON-PAGE SEO <ol style="list-style-type: none"> <li>1. Html Basics               <ul style="list-style-type: none"> <li>• Web Page Basics: What is Html, JavaScript,CSS</li> </ul> </li> </ol>	

- Basic HTML Tags to create a web page
- HTML Tags for SEO: Title, H1, META tags, IMG,A

## 2. ON -PAGE SEO ELEMENTS

- Crawling: XML, HTML, sitemaps, Robots.txt
- Content Clusters (Creating SEO-based Content)
- Negative on page to avoid >/li>

## 3. SCHEMA MARKUP

- What is Schema and Why is it relevant to SEO
- Schema Types- Micro, JSON-LD
- Common JSON Schema Tags- Organisation, WEbsite, Blog , Local Business
- How Schema Shows up in SERPs

## 5.5 OFF-PAGE SEO

### 5.5.1 LINK BUILDING

- What is Link Building?
- Link Building Tactics
- Manual Link Building Process
- Link building Metrics

### 5.5.2 SOCIAL SEO

- Quora
- YouTube Video SEO
- Slideshare, Scribed and Other Social Channels For SEO

### 5.5.3 LOCAL SEO

- Google My Business, Bling Places
- Local Pages on your Website
- Local Listing/ Citations

## 5.6 What is Google AdWords?Why Google AdWord?

## 5.7 Shopping and Mobile-specific campaign types and when/why

## 5.8 Creation of Search Network Campaign

- Ad
- Ad Formats
- Ad Text Policies
- Ad Text Best Practices
- DIKI
- Ad Extensions

			<ul style="list-style-type: none"> <li>• Keyword Research</li> <li>• Tools-Keyword Planner and Estimator</li> <li>• Keyword Match Types</li> <li>• Keyword Strategies</li> <li>• Landing Page</li> <li>• Bidding and Budget</li> <li>• Optimizing the search Network Campaign using Match Types, Ad Text Best Practices, etc.</li> </ul>	
6	Media Social Marketing arke	Apply Social Media Marketing and Brand Awareness Strategy	<p>6.1 Facebook Marketing</p> <p>i. Creating Content For Facebook and Social Media</p> <ul style="list-style-type: none"> <li>• Why Content is the Foundation of SMW?</li> <li>• Psychology of Social Sharing</li> <li>• Building Content that is Inherently Shareable</li> </ul> <p>6.2 Facebook Marketing</p> <ol style="list-style-type: none"> <li>1. What is Facebook Marketing? <ul style="list-style-type: none"> <li>• Facebook Page Best Practices</li> <li>• KPIs to measure success</li> <li>• Facebook Insights</li> <li>• Facebook Business Manager</li> </ul> </li> <li>2. How does Facebook Advertising Work ? <ul style="list-style-type: none"> <li>• Facebook Ad Campaign Objectives</li> <li>• Facebook Ad Targeting</li> </ul> </li> </ol> <p>6.3 Instagram and LinkedIN Marketing</p> <ol style="list-style-type: none"> <li>1. Marketing on Instagram <ul style="list-style-type: none"> <li>• Optimizing Ypur Instagram Business Profile</li> <li>• Crafting an Instagram content Strategy</li> <li>• Best Practice</li> <li>• Influence Marketing on Instagram</li> <li>• Analytics and Measurement</li> <li>• Instagram Ads</li> </ul> </li> <li>2. LinkedIn as a Marketing Platform <ul style="list-style-type: none"> <li>• LinkedIN for Personal Branding</li> <li>• Brand Marketing</li> <li>• LinkedIn Company Pages</li> <li>• LinkedIN Ads</li> </ul> </li> </ol> <p>6.4 Twitter and Snapchat Marketing</p>	

			<ol style="list-style-type: none"> <li>1. Twitter Marketing <ul style="list-style-type: none"> <li>• Twitter Marketing for Brand Awareness</li> <li>• Twitter Ads</li> <li>• Twitter Analytics</li> <li>• Pinterest Marketing And Creating a successful Digital Market</li> </ul> </li> <li>2. Pinterest Marketing <ul style="list-style-type: none"> <li>• Pinterest for business</li> <li>• Marketing on Pinterest</li> <li>• Best Practices</li> <li>• Analytics and Measurement</li> </ul> </li> </ol>	
7	Youtube	To understand passion and earning from youtube	<ol style="list-style-type: none"> <li>7.1 Finding YouTube Topic</li> <li>7.2 Youtube Marketing</li> <li>7.3 Evening from youtube</li> </ol>	
8	Blog Writing	To understand blogging and content writing.	<ol style="list-style-type: none"> <li>8.1 How to write a blog</li> <li>8.2 Blog Promotion</li> <li>8.3 Blog Earning</li> </ol>	
9	Digital Publishing Production	Able to Publish own Digital Product	<ol style="list-style-type: none"> <li>9.1 What is Digital Publishing?</li> <li>9.2 Formula for Online Entrepreneur</li> <li>9.3 Kindle Direct Publication</li> <li>9.4 Niche Selection</li> <li>9.5 Launching your Passion Product</li> </ol>	
				48