CERTIFICATE COURSES



ISWAR SARAN PG COLLEGE, University of Allahabad Prayagraj

Computer Awareness Programme

Information Concept & Computer Fundamentals

Definition of a computer, Computer system as information processing system, Types of Computer System, Generation of Computer, elements of digital Computer system(components), various peripheral devices and their comparison.

Software Concepts: Yesterday and Today

Software concepts, Types of Software- system/ application, Software needs, Role of a System Software, Different System Software, Utilities and elements of OS, Assemblers, Compilers, interpreters, Computer languages

The World of Internet

The Internet and its basic concepts, concept of world wide web, features of web, browsing, surfing, downloading and Installing applications.

MS OFFICE-

World Processing (MS- Word)

Meaning and role of world processing in creation or documents, editing, formatting and printing documents, using tools such as spelling check, thesaurus etc, sorting and tables, working with graphics, Introduction to mail merge.

Electronic Spreadsheet (MS-Excel)

Structure of spreadsheet and its applications to accounting, finance and marking functions of business, concept of absolute and relative cell reference; Built- in functions- mathematical, statistical, logical and finance, using graphics and formatting of worksheet, chart features

Presentation with Power Point

Power point basics, creating presentation the easy way, working with graphics in power point, show time, sound effect and animation effects.

Syllabus of English Proficiency

One year programme: The Course on "English Proficiency and Personality Development" has been introduced since 2009 for all part II students of all streams to make an out - reach to almost all the students of the college with a basic objective of enhancing their communication skill as most of the students are from rural background. Since then it has been functioning successfully under the able guidance and patronage of the Principle Dr. Anand Shanker Singh on self-finance basis. This program covers the areas like grammar skills, vocabulary, listening skills, speaking skills, reading skills, writing skills, communication skills and personality development, soft skills, mock interview sessions.

Objectives: To give a boost in different areas -

- To enable students to get efficiency in the speech and understanding of English Language
- Enhancing receptive and productive skill in the language
- Improving better and effective communication skills and Language speaking abilities
- Identifying barrier in communication skills
- Grooming a powerful personality
- Self motivation
- Interpersonal relationship management
- Improving soft skills
- Dealing with Stress and conflict
- Assertiveness to hit goal

Course Module:

It is divided into three parts -

Months	Units	Contents
(August - October)	U-I U-II	Basic English Grammar - Articles, Auxiliaries/Helping or linking verbs/Modals, Tenses, Passive Voice, Preposition, Conjunctions. Vocabulary - Synonyms, Antonyms, Homophones
(November- Dec.)	U-III	Reading skills - better understanding of Parts of Speech and commonly confused words, Passage Reading (prose /poetry)
	U-IV	 Communication Skills Personality development - Telephonic Etiquette, proper body posture/gesture, positive body language, eye-contact, public speaking, Presentation Skill, Interview Skill

	U-V	Speaking skills – Question Flour, storytelling, group chat
(January - February)		(2,4,8), group discussion,
•	U-VI	Writing skills – how to write letter / application, resume /
		bio-data, essay, e-mail, correction and purity of language
		bio-data, essay, e many

सामान्य अध्ययन

राष्ट्रीय एवंअन्तर्राष्ट्रीय महत्व की सामयिक घटनायें

राष्ट्रीय व अन्तर्राष्ट्रीय महत्व की समसामयिक घटनाओंपपरअभ्यर्थियोंकोजानकारी भारतकाइतिहास एवंभारतीय राष्ट्रीय आन्दोलन

भारतीय इतिहास के सामाजिक, आर्थिक एवंराजनीतिकपक्षों की व्यापकजानकारीपरविशेष ध्यान।

भारतीय राष्ट्रीय आन्दोलनपरअभ्यर्थियों से स्वतंत्रताआन्दोलन की प्रकृतितथाविशेषता, राष्ट्रवादकाअभ्युदय तथा स्वतंत्रताप्राप्ति के बारेमेंसामान्य जानकारी

भारत एवंविश्वकाभूगोल

भारत एवंविश्वकाभौतिक, सामाजिक एवंआर्थिकभूगोल

भारतीय राजनीति एवं शासन—संविधान, राजनीतिकव्यवस्था, पंचायती राज, लोकनीति, आधिकारिकप्रकरणआदि

भारतीय राज्य व्यवस्था, अर्थव्यवस्था एवंसंस्कृति के अन्तर्गतदेश के पंचायती राज तथासामुदायिकविकाससहितराजनीतिकप्रणाली के ज्ञानतथाभारत की आर्थिकनीति के व्यापक लक्षणों एवंभारतीय संस्कृति की जानकारी।

आर्थिक एवंसामाजिकविकास—सततविकास, गरीबीअन्तर्विष्टजनसांख्यिकीय, सामाजिक क्षेत्र के इनिशियेटिवआदि

पर्यावरण एवंपारिस्थितिकीसम्बन्धीसामान्य विषय जैवविविधता एवंजलवायुपरिवर्तन

सामान्य विज्ञान

सामान्य विज्ञान के पप्रश्नदैनिकअनुभवतथाप्रेक्षण से सम्बन्धितविषयोंसिहतविज्ञान के सामान्य परिबोध एवंजानकारीपरआधारितहोंगे, जिसकीकिसीभीसुशिक्षितव्यक्ति से अपेक्षा की जासकतीहै, जिसनेवैज्ञानिकविषयोंकाविशेष अध्ययन नहींकियाहै।

नोट : अभ्यर्थियों से यह अपेक्षितहोगाकिउत्तरप्रदेश के विशेषपरिप्रेक्ष्य मेंउपर्युक्तविषयोंकाउन्हेंसामान्य परिचय हो।

Syllabus of Certificate Course for B. C.om I students

Entrepreneurship and Business

Objective:

The candidates would be able to acquire knowledge in the following:

- Various aspects associated with entrepreneurial development.
- Practice and procedures adopted by various agencies for promotion of entrepreneurship.
- Role of government.

Unit I. The Entrepreneurial Development Perspective

- 1. Concepts of Entrepreneurship Development
- 2. Evolution of the concept of Entrepreneur
- 3. Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager
- 4. Attributes and Characteristics of a successful Entrepreneur
- 5. Role of Entrepreneur in Indian economy
- 6. Entrepreneurship in Global perspective

Unit II. Creating Entrepreneurial Venture

- 1. Business Planning Process
- 2. Environmental Analysis Search and Scanning
- 3. Identifying problems and opportunities
- 4. Defining Business Idea
- 5. Basic Government Procedures to be complied with

Unit III. Project Management

- 1. Technical, Financial, Marketing, Personnel and Management Feasibility
- 2. Estimating and Financing funds requirement Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs
- 3. Venture Capital Funding

Unit IV. Entrepreneurship Development and Government

- 1. Role of Central Government and State Government in promoting Entrepreneurship Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available
- 2. Role of following agencies in the Entrepreneurship Development District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)

Unit V. Why do Entrepreneurs fail - The FOUR Entrepreneurial Pitfalls (Peter Drucker)

Unit VI. Women Entrepreneurs

- 1. Reasons for Low / No Women Entrepreneurs
- 2. Role, Problems and Prospects

Syllabus of Certificate Course for B. C.om II students



E-BANKING AND FINANCE

Objective:

The candidates would be able to acquire knowledge in the following:

- Various functions associated with banking and finance.
- Practices and procedures relating to deposit and credit, documentation, monitoring and control.
- An insight into marketing of banking services and banking technology.

Unit I: Indian Financial System

Recent developments in the Indian Financial System; market structure and Financial Innovation. RBI, SEBI, IRDA etc. their major functions – Role and Functions of Banks – Regulatory provisions / enactments governing Banks – Retail Banking: Approach, Products, Marketing etc., – Wholesale Banking, International Banking – Role and Functions of Capital Markets – Role and Functions of Mutual Funds – Role and Functions of Insurance Companies – Bank assurance – Importance of Risk Management in Banks – types of Risk and its Impact

Unit II: Functions of Banks

Deposits:

Banker - Customer Relations - Know your Customer [KYC] guidelines - Different Deposit Products - services rendered by Banks - Mandate and Power of attorney; Banker's lien - right of set off - garnishee order - Income tax attachment order etc.

Payment and Collection of Cheque – duties and responsibilities of paying and collecting banker – protection available to paying and collecting banker under NI Act – endorsements – forged instruments – bouncing of cheques and their implications Opening of accounts for various types of customers – minors – joint account holders – HUF – firms – companies – trusts – societies – Government and public bodies Importance of AML Credit:

Principles of lending – various credit Products/ Facilities – working capital and term loans NPA Management. Different types of documents; Documentation Procedures;

Agriculture / SMEs / SHGs / SSI / Tiny Sector Financing

New Products & Services - Factoring, Securitization, Bank assurance, Mutual Funds etc. Debit cards/Credit cards / Home Loans/ Personal Loans/ Consumer Loans - Brief outline of procedures and practices. Remittances, Safe Deposit lockers etc.

Unit III: Banking Technology

Electronic Banking – Core Banking – Electronic Products Banking Technology – Distribution Channels – Teller Machines at the Bank Counters – Cash Dispensers – ATMs – Anywhere Anytime Banking – Home Banking (Corporate and Personal) Electronic Payment Systems. On line Banking – Online enquiry and update facilities – Personal identification numbers and their use in conjunction with magnetic cards of both credit and debit cards, smart cards, Note and coin counting devices. Electronic funds transfer systems – plain messages (Telex or data communication) – structured messages (SWIFT, etc...) – RTGS, Mobile Phone Banking.

ISWAR SARAN DEGREE COLLEGE, ALLAHABAD

E-COMMERCE CERTIFICATE COURSE

Unit-I (4 Credit Points)

INTRODUCTION

What is E-Commerce. Forces behind E-Commerce, E-Commerce Industry Framework, Brief History of E-Commerce.

Inter Organizational E-Commerce, Intra Organizational E-Commerce and Consumer to Business E-Commerce, Architectural Framework.

NETWORK INFRASTRUCTURE FOR E-COMMERCE

Network Infrastructure for E-Commerce, Market forces behind I-way, Component of I Way. Information Distribution Network. Access Equipment, Global Telecommunication.

Unit-II (4 Credit Points)

MOBILE COMMERCE

Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application, Wireless Application Protocols, Wap Technology, Mobile Information Devices.

WEB SECURITY

Introduction to Web Security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, Firewalls & Network security, Digital Signature.

Unit-III (4 Credit Points)

ENCRYPTION

World Wide Web & Security, Encryption, Intersection Security, Secret Key Encryption, Public Key Encryption. Virtual Private Network (VPM), Implementation Management Issues.

Unit-IV (4 Credit Points)

ELECTRONIC PAYMENTS

Overview of Electronics payments, Digital Token based Electronics Payment System, Smart Cards, Credit Card/Debit Card based EPS, Emerging financial instruments, Home Banking, Online Banking.

Unit-V (4 Credit Points)

NET COMMERCE

EDI, EDI Application in Business, Legal requirement in E-Commerce, Introduction to Supply Chain Management, CRM, issues in Customer Relationship Management.

REFERENCES:

- 1. Greenstein and Feinman E-Commerce TMH
- 2. Denial Amor "The E-Business Revolution" Addision Wesley
- 3. Diwan, Sharma "E-Commerce" Excel
- 4. Asset Interactional "Net Commerce" TMH
- 5. Bajaj and NAG "E-Commerce: the Cutting Edge of Business" TMH

Syllabus of Certificate Course for B. C.om III students

Security Analysis and Investment Management

Objective:

The candidates would be able to acquire knowledge in the following:

- Various aspects associated with securities and stock exchanges.
- Practice and procedures relating to stock exchange and its monitoring and control.
- An analysis of portfolios for investment purpose.

Stock Exchanges in India - Evolution, Regulation and Supervision, Role of SEBI, Membership, Listing, Types of exchanges - National, Regional and Local. Social responsibility of exchanges, Corporate governance and stock exchange. Management of mutual funds. Study of functions of BSE and NSE Role of RBI as controller of money market, Share index,

Unit - II. Nature and Scope of Investment Management

What is investment?, Financial and economic meaning of investment, Investment and speculation, investment and gambling, Why investments are important? Factors favorable for Investment, Investment media, Features of an investment programme, The investment process.

New issue Market and Stock exchange in INDIA

The Relationship of the new issue market and stock exchange, Role of the new issue market, Mechanics of floating new Issues, Mechanics of security trading in Stock Exchanges, Kinds of trading activity, Membership rules in Stock Exchange, Listing of securities, Legal control of stock exchanges in India, Capital issues control.

Unit - III. Security Valuation

Elements of Investment, Approaches to Investment Basic valuation models, Bonds, Preference shares, Common stock, Rating of companies.

Measurement, Traditional technique, Holding period, Yield, Probability Distributions,

Risk classification, Systematic, Unsystematic risk measurement, Investor's attitude towards return and risk.

Unit - IV. The Investment Alternatives

Investor classification, Corporate bonds Features of bonds, Types of bonds. Evaluation and analysis of preference shares and equity Shares,

Alternative Forms of Investment

Government Securities, Life Insurance Policies, Investment in Units, New schemes of UTI, Tax Benefits, provident Funds, Post Office Scheme, National Saving Schemes, Post office Savings, Investments in Land, Gold, Silver, Diamonds, Stamps, Antiques.

Dividend Policies and the Investor

Kinds of dividends, Dividend policies, Factors affecting dividend decisions of firms, Limitations on dividend payment,

Unit - V. Portfolio Analysis

Performance measurements of Managed Portfolio

Classification of Investment Companies, Management Performance Evaluation, Mutual Fund







Certified Tally Associate Course (CTAC)

CURRICULUM/SYLLABUS

This program is aimed at training candidates for the job of a "Associate — Transactional F & A", in the "IT-ITeS" Sector/Industry and aims at building the following key competencies amongst the learner

TI-TIES SECTOT/THOUSEN	· · · · · · · · · · · · · · · · · · ·
1 Awareness about accounting terms & process	Proficiency in performing simple & advanced transactions recording Proficiency in performing financial analysis
2. Ability to perform accounting process relevant	8. Ability to manage inventory/stock and perform
accounting transactions having money value 4. Awareness about computerized accounting terms	Well-versed with health and safety measures to be followed while working
5. Awareness about different financial statements & documents	10. Ability to plan and organize work

This course encompasses 12 out of 12 National Occupational Standards (NOS) of "Associate — Transactional F & A SSC/Q2301" Qualification Pack issued by "IT-ITeS SSC NASSCOM".

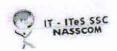
S. No	SSC/Q2301" Qualific	Duration (in Hours)	Key Learning Outcomes	Corresponding NOS Code
1	Business Accounting	48	Basic concepts & convention Source documents & accounting equations Process of accounting Accounting for cash, subsidiary books Ledger accounts, Trial Balance Errors & Rectification Preparation of final accounts (Trading, Profit & Loss, Balance sheet) Billing terms	
2	Basics of Computerized Accounting	24	Concept of computerized accounting Introduction to Tally.ERP9 Company creation & management Groups & Ledgers Vouchers Recording transactions	SSC/N 2305
3	Advanced transaction recording using Tally.ERP9	12	Recording advanced transactions Sale, purchase discounts, payment, receiving, bad debts, advance payment, advance receiving, payment/receiving through bank, cheque, DD Difference between trading & non trading	SSC/N 2302 SSC/N 2307





	nventory Management	06	Payment/receiving in instalments Cost centres Inventory creation Stock group, categories, items Unit of measure & Goods Book of Inventory-group, category item Reorder level	
6	Invoicing & Order Processing Financial Statement analysis	20	Inventory vouchers Sales & Purchase invoices Formats, rules, validity Generating sales & purchase invoices Payment against purchase invoices Receiving against sales invoices Claims Sales & purchase order creating Generating credit notes against sales orders Generating debit notes against purchase orders Payment against debit notes Receiving against credit notes Adjustment entries Returning against credit notes and debit notes Returning against sale/purchase invoices Scope of finance, financial goals Firms objectives & mission Financial analysis techniques (statement of change in financial position, working capital, cash flow) Financial statement analysis (balance sheet,	SSC/N 2302 SSC/N 2303 SSC/N 2304 SSC/N 2306 SSC/N 2307 SSC/N 2309
7	Work and Clie Management	nt 04	Profit analysis, break even analysis) Organization policies, priorities and procedures Dealing with organization's confidential information Understanding the role of Associate - Accountant, Responsibilities of Associate - Accountant Interaction with other team members/departments Organization's resource management Decision Management Maintaining decorum Familiarization with organization Basics of effective communication	SSC/N 9001



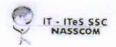




S	skills	1	Barriers to communication Effective Reading, Writing & Oral Skills Interpersonal Skills Team Working Problem solving & Decision Making Thinking, Planning & Organizing	
- 1	Health, Safety & Environment	04	 Accidents and emergency exit procedures Safety precautions, Electrical Safety Security alarm & fire safety procedures Basic first-Aid procedures Occupational Hazards Stress development because of cramped room, ill light etc. Proper sitting posture Proper lifting posture of heavy components, machineries Environment Hazards Pollution through e-waste 	SSC/N 9003
10	Presentation of Data and information	02	 Disposal System Understanding Organization's policies & procedures Understanding techniques used to obtain data/information and its applications Understanding customer's requirement Sample structure of CRM Database & its usage 	SSC/ N 9004
11	Knowledge, skills and competence	02	Why Self Development? Skill Matrix of Organization & Self Importance of Goal Sitting Managing & monitoring self learning	SSC/N 9005

Total Programme Duration: 150 Hours	(name of relevant Sector Skill Council
(This syllabus/ curriculum has been approved by or NSDC designated authority).	(name of relevant Sector Skin Govern







COURSE ON COMPUTER CONCEPTS & OPERATIONS (CCCO) CURRICULUM/SYLLABUS

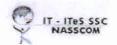
This program is aimed at training candidates for the job of a "Domestic Data Entry Operator", in the "IT-ITeS" Sector/Industry and aims at building the following key competencies amongst the learner

 Knowledge and ability to enter electronic data efficiently 	5. Efficiently create daily work reports
2. Proficiency in the office suite	6. Ability to plan and organize work
memet	7. Well-versed with health and safety measures to be followed while working
4. Well versed in elementary hardware & networking trouble shooting	Ability to smoothly manage work and client interaction

This course encompasses 03 out of 03 National Occupational Standards (NOS) of "Domestic Data Entry Operator SSC/Q2212" Qualification Pack issued by "IT-ITeS SSC NASSCOM".

S. No	Topic/Module	Duration (in Hours)	Key Learning Outcomes	Corresponding NOS Code
1	Introduction to Computer	07	What is Computer? Components of Computer System Concept of Hardware and Software Representation of Data/Information Concept of Data processing Applications of IECT	SSC/N 3022
2	Introduction to GUI Based Operating System	11	 Basics of Operating System The User Interface Operating System Simple Setting File and Directory Management Types of Files 	SSC/N 3022
3	Elements of Word Processing	16	 Word Processing Basics Opening and closing Documents Text Creation and manipulation Formatting the Text Table Manipulation 	SSC/N 3022
1	Spreadsheets	16	 Elements of Electronics Spread Sheet Manipulation of Cells Functions of Chart 	SSC/N 3022
	Database Management		 Introduction to DBMS Understanding databases Creating databases Creating tables 	SSC/N 3022

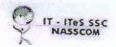






			 Adding, Editing and Viewing, Sorting Data Query Creating reports 	
6	Computer communication and Internet	09	 Basics of Computer Networks Internet Services of Internet Preparing Computer for Internet Access 	SSC/N 3022
7	WWW and Web browsers	05	Web Browsing Software Configuring Web Browser Search Engines	SSC/N 3022
8	Communication and Collaboration	04	 Basics of E-mail Using E-mails Advance email features Instant Messaging and Collaboration 	SSC/N 3022
9	Making small presentations	12	Basics Creation of Presentation Preparation of Slides Providing Aesthetics Presentation of Slides Slide Show	SSC/N 3022
10	Data Entry Practice on Computer	16	English typing software Data Entry Practices (Numeric & Alpha numeric) on typing software	SSC/N 3022
11	Communication Skills	06	Basics of English Grammar Reading, writing and oral skill Customer interaction skills Helpdesk procedures	SSC/N 3022
12	Work and Client Management	04	Organization policies, priorities and procedures Dealing with organization's confidential information Understanding the role of Data Entry Operator Responsibilities of Data Entry Operator Interaction with other team members/departments Organization's resource management Decision Management Maintaining decorum Familiarization with organization	SSC/N 9001
3	Health, Safety & Environment	04	Accidents and emergency exit procedures Safety precautions, Electrical Safety Security alarm & fire safety procedures Basic first-Aid procedures	SSC/N 9003







Occupational Hazards
 Stress development because of cramped room, ill light etc.
Proper sitting posture
 Proper lifting posture of heavy components, machineries
Environment Hazards
Pollution through e-waste
Disposal System