

Gen AI-Integrated Professional Courses for UG Students

100 Hours | 6 Months | Industry-Aligned Curriculum

Course 1: Digital Marketing Pro with AI Tools

1. Course Objectives

- Develop comprehensive understanding of digital marketing strategies and channels
- Master AI-powered tools for content creation, campaign optimization, and analytics
- Build practical skills in SEO, social media marketing, email marketing, and paid advertising
- Learn to leverage Gen AI for enhanced productivity and creative marketing solutions
- Prepare students for roles in digital marketing agencies, e-commerce, and corporate marketing teams
- Develop data-driven decision-making skills using AI analytics platforms

2. Learning Outcomes

Upon successful completion, students will be able to:

- Design and execute multi-channel digital marketing campaigns
- Use AI tools like ChatGPT, Jasper, and Canva AI for content generation
- Perform keyword research, SEO optimization, and competitor analysis
- Create and manage social media strategies across platforms
- Analyze campaign performance using Google Analytics and AI-powered insights
- Generate compelling ad copy and marketing content using Gen AI
- Understand ethical AI usage in marketing and content authenticity
- Build a professional portfolio of digital marketing projects

3. Course Content (50 Modules)

Foundation Modules (Modules 1-10)

1. Introduction to Digital Marketing Ecosystem
2. Understanding Consumer Behavior Online
3. Digital Marketing Strategy Framework
4. Introduction to Gen AI in Marketing
5. Setting Up Your Digital Marketing Toolkit
6. Marketing Funnel and Customer Journey Mapping

7. Branding Fundamentals in the Digital Age
8. Content Marketing Principles
9. Marketing Metrics and KPIs
10. Digital Marketing Ethics and Compliance

Search Engine Optimization (Modules 11-18)

11. SEO Fundamentals and Google Algorithm Basics
12. Keyword Research with AI Tools
13. On-Page SEO Optimization
14. Technical SEO Essentials
15. Link Building Strategies
16. Local SEO and Google My Business
17. SEO Content Writing with AI Assistance
18. SEO Analytics and Reporting

Social Media Marketing (Modules 19-26)

19. Social Media Platform Overview
20. Facebook and Instagram Marketing
21. LinkedIn for B2B Marketing
22. Twitter/X and Trending Content Strategies
23. AI-Powered Social Media Content Creation
24. Social Media Analytics and Insights
25. Influencer Marketing Basics
26. Social Media Advertising Fundamentals

Content Marketing & AI (Modules 27-34)

27. Content Strategy Development
28. Blog Writing and SEO Content
29. Using ChatGPT for Content Ideation
30. AI-Powered Copywriting with Jasper
31. Video Content Marketing Basics
32. Email Marketing and Automation
33. AI Tools for Email Personalization
34. Content Calendar Planning with AI

Paid Advertising (Modules 35-42)

35. Google Ads Fundamentals
36. Search Advertising Campaigns
37. Display and Video Advertising
38. Facebook and Instagram Ads
39. AI-Powered Ad Copy Generation
40. Remarketing and Retargeting Strategies
41. Ad Performance Optimization with AI
42. Budget Management and ROI Analysis

Analytics & Advanced Topics (Modules 43-50)

43. Google Analytics 4 Mastery
44. AI-Powered Analytics Tools
45. Conversion Rate Optimization
46. A/B Testing and Experimentation
47. Marketing Automation Platforms
48. AI Chatbots for Marketing
49. Building Your Digital Marketing Portfolio
50. Capstone Project: Complete Campaign Creation

4. Applications in Industry

E-Commerce Sector

- Product listing optimization using AI-generated descriptions
- Personalized email campaigns with AI segmentation
- Dynamic ad creation for seasonal sales
- Customer behavior analysis and predictive marketing

Digital Marketing Agencies

- Multi-client campaign management with AI efficiency tools
- Rapid content production for diverse industries
- Automated reporting and client communication
- Creative brainstorming using AI assistants

Startups and SMEs

- Cost-effective marketing with AI-powered tools
- Growth hacking strategies using data analytics

- Building brand presence on limited budgets
- Social media community management

Corporate Marketing Departments

- Internal communication campaigns
- Brand reputation management
- Lead generation and nurturing
- Market research and competitive analysis

Freelancing and Entrepreneurship

- Offering specialized digital marketing services
- Building personal brand and online presence
- Managing multiple client projects efficiently
- Creating passive income through content marketing

5. Potential Recruiters

Digital Marketing Agencies

- Webchutney
- WATConsult
- iProspect India
- Social Beat
- FoxyMoron

E-Commerce Companies

- Amazon India
- Flipkart
- Myntra
- Nykaa
- Meesho

Technology & Startups

- Zomato
- Swiggy
- Razorpay
- CRED

- PhonePe

Consulting Firms

- Deloitte Digital
- Accenture Interactive
- EY Digital
- KPMG
- PwC Digital Services

FMCG & Retail

- Hindustan Unilever
- ITC
- Tata Consumer Products
- Reliance Retail
- Future Group

Media & Entertainment

- Times Internet
- Network18
- Zee Entertainment
- Sony Pictures Networks India
- Netflix India

6. Testimonials

Arpita Das, BA Graduate (Kolkata) *"This course transformed my career! I had zero marketing knowledge, but the AI tools made learning so practical. Within 3 months of completing, I landed a job at a top digital agency in Salt Lake. The hands-on projects were invaluable."*

Souvik Ghosh, BCOM Graduate (Durgapur) *"The blend of traditional marketing with AI was exactly what I needed. I started freelancing during the course itself and now manage 5 clients across West Bengal. The ROI on this course fee was achieved in my first month of freelancing!"*

Ananya Banerjee, BSC Graduate (Howrah) *"Coming from a science background, I was worried about switching to marketing. But the structured modules and AI tools made it easy. I'm now a Social Media Manager at an e-commerce startup in Kolkata earning 4.5 LPA."*

Rohit Chatterjee, BA Graduate (Siliguri) *"The instructors were industry experts who shared real case studies. Learning to use ChatGPT and Jasper for content creation gave me a huge edge. I got placed at a Kolkata-based marketing firm before even completing the course!"*

Priyanka Mukherjee, BCOM Graduate (Kolkata) *"Best decision of my college life! The course is very practical with live projects. I built my own blog during the course which now generates passive income. Currently working as a Digital Marketing Executive at a MNC in New Town, Kolkata."*

Debashis Roy, BSC Graduate (Asansol) *"As someone from a small city, I thought big opportunities were out of reach. This course proved me wrong! Now working remotely for a Delhi-based agency while staying in Asansol. Earning 4.2 LPA and loving the flexibility."*

Sneha Mondal, BA Graduate (Kolkata) *"The AI tools training was game-changing! I now run social media campaigns for 8 local businesses in Kolkata. Monthly income has crossed ₹45,000. The mentor support throughout the course was exceptional."*

Rajesh Kumar, BCOM Graduate (Burdwan) *"Coming from Burdwan, I was skeptical about online learning. But the interactive sessions and practical assignments made it engaging. Got placed at Cognizant Kolkata as Digital Marketing Analyst with 3.8 LPA package."*

Moumita Sen, BSC Graduate (Mumbai) *"The course structure is perfect for working professionals and students. Being in Mumbai, I could attend weekend classes easily. Now working as SEO Specialist at a fintech startup earning 5 LPA."*

Abhishek Sharma, BA Graduate (Bangalore) *"The placement support team was incredible! They helped me prepare for interviews and connected me with hiring partners. Within 2 weeks of completion, I had 3 job offers. Currently at a content marketing agency in Bangalore."*

7. Frequently Asked Questions

Q1: Do I need prior marketing experience to enroll? A: No prior experience needed! The course starts from basics and progressively builds to advanced topics. We've had successful students from BA, BCOM, and BSC backgrounds.

Q2: What equipment/software do I need? A: A laptop with internet connection is essential. All AI tools and software used in the course have free versions or trial periods. We provide access to premium tools during the course.

Q3: How much time should I dedicate weekly? A: The course is designed for 16-17 hours per month over 6 months, which is approximately 4 hours per week. Flexible learning allows you to manage alongside college.

Q4: Will I get placement assistance? A: Yes! We provide resume building support, interview preparation, and connect you with our network of 200+ hiring partners across India.

Q5: Are the AI tools legal and ethical to use professionally? A: Absolutely! We teach responsible AI usage. The tools covered (ChatGPT, Jasper, Canva AI) are industry-standard and used by top companies worldwide. We also cover content authenticity and disclosure practices.

Q6: Can I start freelancing after this course? A: Yes! Many students start taking freelance projects by month 4. We provide guidance on building your portfolio, pricing services, and finding clients on platforms like Upwork and Fiverr.

Q7: What is the certification provided? A: You'll receive a course completion certificate along with Google Digital Garage and HubSpot certifications (both globally recognized and free).

Q8: Is coding knowledge required? A: Not at all! This is a no-code course. You'll learn to use user-friendly tools and platforms without any programming requirements.

Q9: What's the difference between this and YouTube tutorials? A: Structured learning path, hands-on projects, mentor support, doubt clearing, industry connections, and certification. Plus, our focus on AI integration is cutting-edge and not widely available in free resources.

Q10: Can I pay the fees in installments? A: Yes, we offer flexible EMI options and scholarship opportunities for deserving students. Contact our admissions team for details.

Course 2: Smart Data Analytics: From Excel to AI Insights

1. Course Objectives

- Build strong foundation in data analytics from basic to advanced levels
- Master Microsoft Excel for data manipulation, analysis, and visualization
- Develop proficiency in Power BI and Tableau for interactive dashboards
- Learn to leverage AI tools for data interpretation and predictive analytics
- Understand statistical concepts and their practical applications
- Prepare students for data analyst roles across industries
- Develop problem-solving skills using data-driven approaches

2. Learning Outcomes

Upon successful completion, students will be able to:

- Perform advanced data cleaning, transformation, and analysis in Excel
- Create interactive dashboards and visualizations in Power BI and Tableau
- Use ChatGPT and AI assistants for data analysis and interpretation
- Apply statistical methods for business decision-making
- Generate automated reports and insights using AI tools
- Work with multiple data sources and perform data integration
- Present data findings effectively to stakeholders
- Build a portfolio of data analytics projects for employment

3. Course Content (50 Modules)

Excel Fundamentals (Modules 1-12)

1. Introduction to Data Analytics and Career Paths
2. Excel Interface and Basic Operations

3. Data Entry, Formatting, and Validation
4. Essential Formulas and Functions (SUM, AVERAGE, COUNT)
5. Logical Functions (IF, AND, OR, NESTED IF)
6. Lookup Functions (VLOOKUP, HLOOKUP, INDEX-MATCH)
7. Text Functions and Data Cleaning
8. Date and Time Functions
9. Conditional Formatting Techniques
10. Data Sorting, Filtering, and Tables
11. PivotTables Fundamentals
12. Advanced PivotTable Techniques and Analysis

Advanced Excel & Statistics (Modules 13-20)

13. Charts and Graphs for Data Visualization
14. Advanced Charting Techniques
15. What-If Analysis Tools (Goal Seek, Scenarios)
16. Data Tables and Sensitivity Analysis
17. Introduction to Statistics for Analytics
18. Descriptive Statistics in Excel
19. Correlation and Regression Analysis
20. Excel Dashboard Creation

Power BI Mastery (Modules 21-30)

21. Introduction to Power BI and Installation
22. Power BI Interface and Navigation
23. Connecting to Data Sources
24. Power Query for Data Transformation
25. Data Modeling and Relationships
26. DAX Functions Fundamentals
27. Advanced DAX Calculations
28. Creating Basic Visualizations
29. Advanced Visualization Techniques
30. Building Interactive Power BI Dashboards

Tableau & Visualization (Modules 31-38)

31. Introduction to Tableau and Setup

32. Connecting and Preparing Data in Tableau
33. Creating Basic Charts and Graphs
34. Advanced Visualization Types
35. Calculated Fields and Parameters
36. Tableau Dashboard Design Principles
37. Interactive Dashboards and Actions
38. Publishing and Sharing Tableau Reports

AI-Powered Analytics (Modules 39-46)

39. Introduction to AI in Data Analytics
40. Using ChatGPT for Data Analysis
41. AI-Powered Data Cleaning Techniques
42. Generating Insights with AI Assistants
43. Predictive Analytics with AI Tools
44. Automated Report Generation
45. Natural Language Processing for Data
46. Ethics and Limitations of AI in Analytics

Practical Applications (Modules 47-50)

47. Real-World Case Studies and Projects
48. Building Your Analytics Portfolio
49. Data Storytelling and Presentation Skills
50. Capstone Project: End-to-End Analytics Solution

4. Applications in Industry

Banking & Financial Services

- Credit risk assessment and modeling
- Fraud detection and prevention
- Customer segmentation and profiling
- Portfolio performance tracking
- Loan approval process optimization

E-Commerce & Retail

- Sales trend analysis and forecasting
- Inventory management optimization

- Customer behavior analytics
- Product recommendation systems
- Marketing campaign effectiveness measurement

Healthcare & Pharmaceuticals

- Patient data analysis and treatment outcomes
- Hospital resource optimization
- Drug trial data management
- Healthcare cost analysis
- Epidemic tracking and prediction

Manufacturing & Supply Chain

- Production efficiency analysis
- Quality control monitoring
- Supply chain optimization
- Demand forecasting
- Equipment maintenance prediction

Consulting Firms

- Client business performance analysis
- Market research and competitive intelligence
- Strategic planning support
- Process improvement recommendations
- ROI analysis for client projects

Government & Public Sector

- Policy impact assessment
- Budget allocation optimization
- Census data analysis
- Public service improvement
- Economic indicator tracking

5. Potential Recruiters

Consulting Firms

- Deloitte
- EY (Ernst & Young)

- PwC
- KPMG
- McKinsey & Company

Technology Companies

- Accenture
- Capgemini
- Infosys
- Wipro
- TCS (Tata Consultancy Services)

Banking & Finance

- HDFC Bank
- ICICI Bank
- Axis Bank
- Kotak Mahindra Bank
- HSBC India

E-Commerce & Retail

- Amazon
- Flipkart
- Walmart India
- BigBasket
- Reliance Retail

Analytics & Research Firms

- Nielsen
- Kantar
- IQVIA
- Mu Sigma
- LatentView Analytics

Startups

- Razorpay
- Swiggy
- Urban Company

- Zerodha
- PolicyBazaar

6. Testimonials

Subhajt Dutta, BSC Statistics Graduate (Kolkata) *"As a statistics student, I knew theory but lacked practical skills. This course bridged that gap perfectly. The AI integration modules were eye-opening! Now working as a Data Analyst at TCS Kolkata earning 5 LPA."*

Riya Ghosh, BCOM Graduate (Howrah) *"Excel was always intimidating, but the step-by-step approach made it easy. By month 3, I was creating Power BI dashboards! Got placed at an e-commerce company in Kolkata as a Business Analyst earning 4.5 LPA."*

Kaushik Chakraborty, BA Economics Graduate (Durgapur) *"The perfect blend of traditional tools and AI. Learning to use ChatGPT for data interpretation was a game-changer. I freelance part-time doing data analysis projects and earn ₹30,000+ monthly while living in Durgapur."*

Paromita Saha, BSC Mathematics Graduate (Siliguri) *"The instructors explained complex concepts in simple terms. Real-world projects made learning practical. I'm now a Data Analyst at a fintech startup in Bangalore and use everything I learned here daily."*

Arnab Mondal, BCOM Graduate (Kolkata) *"From struggling with basic Excel to creating professional Tableau dashboards - this journey was incredible! The placement support was excellent. Got 3 job offers within a month of completion. Joined Wipro Kolkata at 4.2 LPA."*

Diya Sarkar, BSC Computer Science Graduate (Burdwan) *"The Power BI and Tableau modules were exceptional! I'm now handling analytics for a retail chain in Kolkata. The AI-powered analytics section gave me skills that put me ahead of other candidates in interviews."*

Rajdeep Chatterjee, BA Graduate (Asansol) *"Never thought arts student could work in analytics! But this course made it possible. Started with zero Excel knowledge, now I'm an Analyst at ICICI Bank Kolkata earning 3.8 LPA. Forever grateful!"*

Sreemoyee Das, BCOM Graduate (Kolkata) *"The practical approach and live datasets made all the difference. I built 7 projects during the course which became my portfolio. Got hired by a consulting firm in Kolkata before completing the final module!"*

Vikram Singh, BSC Graduate (Hyderabad) *"The course content is industry-relevant and up-to-date. Learning AI tools for data analysis is what companies are looking for now. Got placed at Deloitte Hyderabad as a Business Analyst with 5.5 LPA package."*

Purna Jain, BCOM Graduate (Pune) *"The mentor support throughout was amazing. They helped me understand difficult concepts and guided my projects. Now working as a Data Analyst at a healthcare startup in Pune earning 4.8 LPA."*

7. Frequently Asked Questions

Q1: I'm from arts background with weak math. Can I still take this course? A: Yes! We start from absolute basics and avoid heavy mathematics. The statistics covered is practical and business-focused, not theoretical.

Students from all backgrounds have succeeded.

Q2: Do I need to purchase Power BI or Tableau licenses? A: No! Power BI Desktop is completely free. Tableau offers a free public version. We guide you through free installation and usage throughout the course.

Q3: Will I learn programming/coding in this course? A: Minimal coding is involved. You'll learn DAX (Power BI's formula language) which is similar to Excel formulas. No Python or R programming is required for this course.

Q4: What's the average salary after completing this course? A: Entry-level Data Analyst positions in India typically offer 3.5-6 LPA depending on location and company. Our students average around 4.5 LPA in their first job.

Q5: Can I do this course alongside my final year of college? A: Absolutely! The course is designed for working professionals and college students. With 4 hours per week commitment, it's easily manageable with college.

Q6: Are there any live projects? A: Yes! You'll work on 5+ industry-relevant projects including sales analysis, customer segmentation, financial modeling, and a capstone project on real-world data.

Q7: How is AI integrated into data analytics? A: We teach you to use AI tools like ChatGPT to interpret data, generate insights, create formulas, debug errors, and even write report narratives. It enhances your productivity significantly.

Q8: What's the difference between a Data Analyst and Business Analyst? A: Data Analysts focus on data processing and visualization, while Business Analysts focus more on business processes and requirements. This course prepares you for both roles!

Q9: Will I get datasets to practice? A: Yes! We provide 50+ real-world datasets from various industries. You'll also learn where to find public datasets for continuous practice.

Q10: Is there any exam or assessment? A: Each module has practical assignments. There's no traditional exam - your learning is evaluated through project submissions and dashboard creations.

Course 3: Future-Ready Finance & Accounting

1. Course Objectives

- Develop comprehensive understanding of accounting principles and financial practices
- Master accounting software including Tally, SAP, and QuickBooks
- Learn GST compliance, taxation basics, and regulatory requirements
- Build financial modeling and analysis skills in Excel
- Understand how AI is transforming finance and accounting functions
- Prepare students for careers in accounting, finance, and business analysis
- Develop practical skills for bookkeeping, auditing, and financial reporting

2. Learning Outcomes

Upon successful completion, students will be able to:

- Perform complete accounting cycles from journal entries to financial statements
- Use Tally Prime for comprehensive business accounting
- Navigate SAP Finance module for enterprise resource planning
- Handle GST filing, tax calculations, and compliance requirements
- Create financial models and forecasts using Excel
- Leverage AI tools for automated bookkeeping and financial analysis
- Prepare and analyze balance sheets, P&L statements, and cash flow statements
- Understand fraud detection and internal control systems
- Build a professional portfolio demonstrating accounting expertise

3. Course Content (50 Modules)

Accounting Fundamentals (Modules 1-10)

1. Introduction to Accounting and Financial Management
2. Basic Accounting Concepts and Principles
3. Double Entry System and Journal Entries
4. Ledger Accounts and Trial Balance
5. Bank Reconciliation Statements
6. Depreciation Methods and Calculations
7. Final Accounts Preparation
8. Introduction to Cost Accounting
9. Budgeting and Forecasting Basics
10. Financial Statement Analysis Fundamentals

Tally Prime Mastery (Modules 11-20)

11. Introduction to Tally Prime and Installation
12. Company Creation and Configuration
13. Voucher Entry and Recording Transactions
14. Inventory Management in Tally
15. GST Configuration and Implementation
16. GST Invoice Generation and Returns
17. TDS and TCS in Tally
18. Payroll Management Basics

19. Banking and Payment Features
20. Reports Generation and MIS in Tally

Taxation & Compliance (Modules 21-28)

21. Introduction to GST Framework in India
22. GST Registration and Return Filing
23. Input Tax Credit and Reconciliation
24. E-Way Bill and E-Invoicing
25. Income Tax Basics for Professionals
26. TDS Provisions and Compliance
27. Annual Compliance Requirements
28. Common Taxation Errors and Solutions

Excel for Finance (Modules 29-36)

29. Excel Functions for Finance Professionals
30. Financial Modeling Fundamentals
31. Creating P&L and Balance Sheet Templates
32. Cash Flow Forecasting in Excel
33. Ratio Analysis and Financial Metrics
34. Loan Amortization and EMI Calculations
35. Budget vs Actual Analysis
36. Financial Dashboard Creation

SAP Finance Module (Modules 37-42)

37. Introduction to SAP and ERP Systems
38. SAP Navigation and Basic Transactions
39. General Ledger Accounting in SAP
40. Accounts Payable and Receivable
41. Asset Accounting in SAP
42. SAP Reporting and Analytics

AI in Finance & Accounting (Modules 43-48)

43. AI Revolution in Finance Industry
44. Automated Bookkeeping with AI Tools
45. AI-Powered Fraud Detection

46. Using ChatGPT for Financial Analysis
47. Predictive Analytics in Finance
48. AI for Tax Planning and Compliance

Practical Applications (Modules 49-50)

49. Real-World Case Studies and Projects
50. Capstone Project: Complete Accounting Cycle

4. Applications in Industry

Corporate Finance Departments

- Monthly financial closing and reporting
- Budget preparation and variance analysis
- Working capital management
- Cost optimization and profitability analysis
- Treasury and cash management

Accounting Firms

- Statutory audit and internal audit
- Tax planning and compliance
- GST return filing and reconciliation
- Financial statement preparation
- Business advisory services

Banking Sector

- Credit appraisal and loan processing
- Financial statement analysis for lending
- Risk assessment and management
- Compliance and regulatory reporting
- Branch accounting operations

E-Commerce & Retail

- Inventory valuation and management
- Multi-state GST compliance
- Payment gateway reconciliation
- Profitability analysis by product/region

- Financial planning for expansion

Manufacturing Companies

- Cost accounting and product costing
- Standard costing and variance analysis
- Make-or-buy decisions
- Budgetary control
- Financial performance monitoring

Startups & SMEs

- Complete accounting setup and management
- Fundraising financial modeling
- Investor reporting
- Regulatory compliance
- Financial planning and analysis

5. Potential Recruiters

Big 4 Accounting Firms

- Deloitte
- PwC (PricewaterhouseCoopers)
- EY (Ernst & Young)
- KPMG

Banks & Financial Institutions

- HDFC Bank
- ICICI Bank
- State Bank of India
- Kotak Mahindra Bank
- Axis Bank

Corporate Finance Roles

- Reliance Industries
- Tata Group
- Mahindra & Mahindra
- Aditya Birla Group
- ITC Limited

Fintech Companies

- Razorpay
- PhonePe
- Paytm
- PolicyBazaar
- Zerodha

Accounting & Tax Firms

- S.R. Batliboi & Co.
- Lovelock & Lewes
- Grant Thornton India
- BDO India
- RSM India

E-Commerce

- Amazon India
- Flipkart
- Myntra
- Meesho
- Snapdeal

6. Testimonials

Soumya Bhattacharya, BCOM Graduate (Kolkata) *"This course gave me practical skills that my college didn't. Within 2 months of completion, I joined a CA firm in Camac Street, Kolkata as an Accounts Executive. The Tally and GST modules were particularly valuable for my current role."*

Ritwick Mukherjee, BCOM Graduate (Siliguri) *"The blend of traditional accounting with AI tools is brilliant! I now handle complete accounts for 3 small businesses as a freelancer in North Bengal. The course paid for itself within the first month of freelancing."*

Ishani Ghosh, BA Graduate (Durgapur) *"Coming from arts background, I was skeptical about accounting. But the teaching methodology was excellent! Now working as Accounts Assistant at a steel company in Durgapur earning 3.8 LPA."*

Anirban Sen, BSC Graduate (Howrah) *"The SAP module opened doors I never imagined! Most courses don't cover SAP. Got placed at a MNC in Salt Lake, Kolkata as SAP Finance User with 4.5 LPA package. Forever grateful for this course."*

Shruti Das, BCOM Graduate (Kolkata) *"Practical, industry-oriented, and placement-focused - that's what this course is! The instructors have real industry experience. I'm now working in the finance team of Razorpay Kolkata office earning 5 LPA."*

Biswajit Roy, BCOM Graduate (Asansol) *"The GST and taxation modules were incredibly detailed. I'm now a GST Consultant serving 15+ businesses across Asansol and Burdwan. Monthly income has crossed ₹50,000. This course changed my life!"*

Moumita Chakraborty, BSC Graduate (Burdwan) *"Being from a science background, accounting seemed difficult. But the step-by-step teaching made it easy. Got placed at HDFC Bank Burdwan branch as Accounts Officer with 3.5 LPA package."*

Supratim Banerjee, BCOM Graduate (Kolkata) *"The Excel financial modeling modules were exceptional! I use these skills daily in my job at a consulting firm in Park Street, Kolkata. The AI integration for accounting is the future, and this course prepared me for it."*

Neha Agarwal, BCOM Graduate (Mumbai) *"The course structure accommodates working professionals perfectly. I could manage my part-time job and this course together. Now working as Accounts Executive at a trading firm in Mumbai earning 4.2 LPA."*

Karan Malhotra, BSC Graduate (Delhi) *"The Tally Prime training was comprehensive and practical. Started my own accounting practice in Delhi right after completing the course. Serving 8 clients and earning well. Highly recommend this course!"*

7. Frequently Asked Questions

Q1: Is this course suitable for non-commerce students? A: Yes! We start from absolute basics. BA and BSC students with no commerce background have successfully completed and got placed. The foundational modules ensure everyone is on the same page.

Q2: Do I need to purchase Tally or SAP software? A: Tally offers a free educational version which we'll help you install. For SAP, we provide access to practice systems. No purchase necessary during the course.

Q3: Will this course help me in CA/CMA preparation? A: While this isn't a CA/CMA coaching course, it provides excellent practical knowledge that complements theoretical CA/CMA studies. Many CA students take this to gain practical software skills.

Q4: Is GST knowledge really necessary for accounting jobs? A: Absolutely! GST compliance is mandatory for most businesses in India. Employers specifically look for candidates with GST knowledge and Tally GST implementation experience.

Q5: Can I get a job immediately after this course without a CA degree? A: Yes! Many accounting positions don't require CA qualification. Roles like Accounts Executive, Accounts Assistant, Tally Operator, GST Executive are available to graduates with relevant software skills.

Q6: How relevant is AI in traditional accounting? A: Very relevant! AI is automating routine tasks like data entry and reconciliation. Accountants who can use AI tools for analysis and fraud detection are in high demand and command better salaries.

Q7: What's the average starting salary in accounting roles? A: For fresh graduates with Tally and GST skills, starting salaries range from 2.5-4.5 LPA depending on location and company size. Metro cities offer higher packages.

Q8: Will I learn how to start my own accounting practice? A: Yes! The freelancing and practical modules guide you on setting up your practice, finding clients, pricing services, and managing multiple client accounts.

Q9: Is Excel knowledge essential for finance roles? A: Extremely essential! Excel is the universal tool in finance. Our financial modeling modules teach you advanced Excel skills that are crucial for financial analysis roles.

Q10: Do you provide internship opportunities? A: We have partnerships with accounting firms and companies that offer internships to our students. High performers get priority recommendations for internship placements.

Course 4: Content Creation & AI-Powered Communication

1. Course Objectives

- Develop professional writing skills across multiple formats and mediums
- Master AI writing tools while maintaining authenticity and creativity
- Build expertise in content strategy, SEO writing, and copywriting
- Learn effective business communication and presentation skills
- Understand content marketing and audience engagement strategies
- Prepare students for roles in content writing, communications, and digital media
- Develop critical thinking for evaluating and editing AI-generated content

2. Learning Outcomes

Upon successful completion, students will be able to:

- Write compelling content for blogs, websites, social media, and marketing materials
- Use AI tools like ChatGPT, Jasper, and Copy.ai effectively and ethically
- Develop content strategies aligned with business objectives
- Create SEO-optimized content that ranks well on search engines
- Write persuasive copy for advertisements, emails, and landing pages
- Produce technical documentation and business reports
- Edit and refine AI-generated content for quality and authenticity
- Build a diverse content portfolio across multiple niches
- Communicate effectively in professional settings

3. Course Content (50 Modules)

Writing Fundamentals (Modules 1-10)

1. Introduction to Content Writing as a Career
2. Grammar, Punctuation, and Style Essentials
3. Understanding Different Writing Styles and Tones
4. Audience Analysis and Persona Development
5. Research Techniques for Content Writers
6. Storytelling Fundamentals
7. Writing Clear and Concise Content
8. Editing and Proofreading Techniques
9. Plagiarism, Citations, and Content Ethics
10. Building Your Writer's Voice

Content Strategy & Planning (Modules 11-18)

11. Introduction to Content Marketing
12. Content Strategy Framework
13. Content Audit and Gap Analysis
14. Content Calendar Development
15. Topic Ideation and Brainstorming
16. Keyword Research for Content
17. Content Distribution Channels
18. Measuring Content Performance

SEO Writing (Modules 19-25)

19. SEO Fundamentals for Writers
20. Writing SEO-Optimized Blog Posts
21. Meta Descriptions and Title Tags
22. Header Tags and Content Structure
23. Internal and External Linking Strategies
24. Writing for Featured Snippets
25. SEO Tools for Content Writers

Copywriting Mastery (Modules 26-32)

26. Introduction to Copywriting

27. Writing Headlines that Convert
28. Call-to-Action (CTA) Writing
29. Email Copywriting
30. Landing Page Copy
31. Advertisement Copy for Digital Platforms
32. Product Descriptions and Sales Pages

AI-Powered Content Creation (Modules 33-40)

33. Introduction to AI Writing Tools
34. ChatGPT for Content Creation
35. Using Jasper for Marketing Copy
36. Copy.ai and Other AI Tools
37. AI Prompting Techniques for Best Results
38. Editing and Humanizing AI Content
39. AI for Content Ideation and Outlines
40. Ethics and Authenticity in AI Content

Specialized Content Types (Modules 41-46)

41. Social Media Content Writing
42. Technical Writing and Documentation
43. Business Communication and Emails
44. Press Releases and Media Kits
45. Video Scripts and Podcast Writing
46. White Papers and Case Studies

Professional Development (Modules 47-50)

47. Building Your Content Portfolio
48. Freelancing as a Content Writer
49. Client Communication and Project Management
50. Capstone Project: Multi-Format Content Campaign

4. Applications in Industry

Digital Marketing Agencies

- Blog content for client websites
- Social media content calendars

- Email marketing campaigns
- SEO content strategies
- Brand storytelling and positioning

E-Commerce Companies

- Product descriptions and category pages
- Customer email sequences
- Promotional content and offers
- User guides and FAQs
- Review and testimonial management

Technology Companies

- Technical documentation and user manuals
- Product launch content
- Developer blogs and tutorials
- White papers and case studies
- Internal communication materials

Media & Publishing

- Online articles and features
- News content and updates
- Editorial content
- Magazine articles
- Content curation and aggregation

Corporate Communications

- Internal newsletters and announcements
- Executive communications
- CSR reports and sustainability content
- Crisis communication materials
- Investor relations content

Startups & SaaS

- Website copy and landing pages
- Product messaging and positioning
- Blog content for thought leadership

- Help center and knowledge base
- Customer success stories

5. Potential Recruiters

Digital Content Agencies

- Webenza
- Interactive Avenues (a Reprise Network company)
- Langoor
- Schbang
- Gozoop

Media & Publishing

- Times Internet
- Hindustan Times Media
- Network18
- The Wire
- Scroll.in

Technology Companies

- Freshworks
- Zoho
- Postman
- InMobi
- BrowserStack

E-Commerce

- Amazon India
- Flipkart
- Nykaa
- Myntra
- Urban Company

Startups

- CRED
- Razorpay
- Dunzo

- ShareChat
- Practo

Marketing & Communications

- Ogilvy
- Dentsu
- Publicis Groupe
- WPP
- Havas

6. Testimonials

Debasmita Roy, BA English Graduate (Kolkata) *"As an English literature student, I loved reading but struggled with practical writing. This course taught me how to write content that sells! Now freelancing full-time from Kolkata, earning ₹40,000+ monthly from home."*

Sayan Chatterjee, BCOM Graduate (Durgapur) *"Never thought commerce students could become content writers! This course proved me wrong. The AI tools training was exceptional. Working as Content Writer at a fintech company in Kolkata, 4.2 LPA package."*

Pritha Banerjee, BA Journalism Graduate (Siliguri) *"My journalism degree gave me theory, but this course gave me market-ready skills. The SEO modules were game-changing! Got hired by a digital marketing agency in Kolkata within a week of completing the course."*

Arnab Mondal, BSC Graduate (Asansol) *"Switched from science to content writing - best decision ever! The course is structured perfectly for beginners. Started my own content writing agency in Asansol and now have 2 full-time writers working under me."*

Tanushree Das, BA Psychology Graduate (Kolkata) *"The understanding of audience psychology combined with AI tools made me stand out. Within 3 months, I built a portfolio and now work with 5 international clients from my home in South Kolkata. This course literally changed my life!"*

Subrata Ghosh, BCOM Graduate (Howrah) *"The copywriting modules were incredibly valuable! I now write sales copy for e-commerce brands. Monthly income from freelancing has crossed ₹45,000. Working from Howrah for clients across India."*

Riya Mukherjee, BA English Graduate (Burdwan) *"The AI tools like ChatGPT and Jasper made content creation so efficient! I'm now a Content Marketing Manager at a Kolkata-based startup earning 4.8 LPA. The portfolio-building guidance was excellent."*

Sampriti Sen, BSC Graduate (Kolkata) *"Coming from science background, I was unsure about content writing. But the structured curriculum and mentor support made it easy. Now working as Technical Content Writer at a software company in Salt Lake, Kolkata."*

Rahul Verma, BA Graduate (Bangalore) *"The social media content modules were my favorite! Started as a freelancer, now I'm a full-time Social Media Content Creator at a marketing agency in Bangalore earning 4.5*

LPA."

Meera Krishnan, BCOM Graduate (Chennai) *"The course taught me not just writing but content strategy. I now manage content for 7 clients and blog about digital marketing. Monthly income is around ₹55,000. Best investment I ever made!"*

7. Frequently Asked Questions

Q1: I'm not from English literature background. Can I still become a content writer? A: Absolutely! Good command of English is helpful, but we teach everything from grammar to advanced writing. Students from all academic backgrounds have succeeded as content writers.

Q2: Won't AI tools replace content writers? A: No! AI is a tool that enhances productivity, but it can't replace human creativity, strategy, and emotional intelligence. We teach you to use AI to your advantage, not compete with it.

Q3: How much can I earn as a freelance content writer? A: Beginner freelancers earn ₹15,000-30,000 monthly. With experience and niche specialization, you can earn ₹50,000-₹1,00,000+ per month. Some of our top students earn even more.

Q4: Do I need any specific software or tools? A: Just a laptop and internet connection. We use Google Docs for writing, and most AI tools have free versions. We guide you through free tool selection and usage.

Q5: What's the difference between content writing and copywriting? A: Content writing focuses on informing and educating (blogs, articles), while copywriting focuses on persuading and selling (ads, sales pages). This course covers both!

Q6: Can I specialize in a particular industry niche? A: Yes! We encourage niche specialization. Whether it's finance, healthcare, technology, or lifestyle, we help you build expertise and portfolio in your chosen niche.

Q7: How do I build a portfolio if I'm a beginner? A: We guide you through creating sample pieces, guest blogging, contributing to online platforms, and even setting up your own blog. By course end, you'll have 10-15 portfolio pieces.

Q8: Is there demand for content writers in India? A: Huge demand! Every business needs content for websites, social media, emails, and marketing. The content writing industry in India is growing at 15-20% annually.

Q9: Will I learn about content for social media platforms? A: Yes! We cover writing for Facebook, Instagram, LinkedIn, Twitter, YouTube, and more. Platform-specific content strategies are part of the curriculum.

Q10: Can I do this course if English is not my first language? A: Yes, provided you have good command of English (reading and writing). We focus on improving your writing skills regardless of your starting point.

Course 5: Code Smart: Web Development Meets AI

1. Course Objectives

- Build strong foundation in web development from HTML to JavaScript
- Master Python programming for web development and automation
- Learn to leverage AI coding assistants for efficient development
- Develop practical skills in creating responsive websites and web applications
- Understand version control, deployment, and modern development workflows
- Prepare students for junior developer roles and freelance web development
- Foster problem-solving mindset and debugging skills with AI assistance

2. Learning Outcomes

Upon successful completion, students will be able to:

- Create responsive, mobile-friendly websites using HTML, CSS, and JavaScript
- Write Python scripts for web automation and data processing
- Use GitHub Copilot and ChatGPT for code generation and debugging
- Build interactive web applications with modern frameworks
- Deploy websites to cloud platforms and hosting services
- Debug code efficiently using AI assistants and developer tools
- Understand and implement basic backend functionality
- Read, understand, and modify existing codebases
- Build a professional portfolio of web development projects

3. Course Content (50 Modules)

Web Development Fundamentals (Modules 1-8)

1. Introduction to Web Development and Career Paths
2. How the Internet and Web Work
3. Setting Up Development Environment
4. HTML Basics: Structure and Elements
5. HTML Forms and Input Elements
6. Semantic HTML and Accessibility
7. Introduction to CSS and Styling
8. CSS Selectors and Properties

Advanced CSS & Responsive Design (Modules 9-15)

9. CSS Box Model and Layout
10. Flexbox for Modern Layouts
11. CSS Grid System
12. Responsive Design Principles
13. Media Queries and Mobile-First Design
14. CSS Frameworks: Bootstrap Basics
15. CSS Animations and Transitions

JavaScript Fundamentals (Modules 16-24)

16. Introduction to JavaScript and Programming Logic
17. Variables, Data Types, and Operators
18. Conditional Statements and Loops
19. Functions and Scope
20. Arrays and Array Methods
21. Objects and JSON
22. DOM Manipulation Basics
23. Event Handling and User Interactions
24. ES6+ Modern JavaScript Features

JavaScript Projects & Advanced Concepts (Modules 25-30)

25. Building Interactive Web Forms
26. Creating Dynamic Web Components
27. Local Storage and Session Storage
28. Fetch API and Working with APIs
29. Asynchronous JavaScript and Promises
30. Mini Project: Interactive Web Application

Python Programming (Modules 31-37)

31. Introduction to Python and Installation
32. Python Basics: Variables and Data Types
33. Control Flow in Python
34. Functions and Modules in Python
35. Working with Files in Python
36. Web Scraping with BeautifulSoup

37. Python for Web Automation

AI-Powered Development (Modules 38-44)

38. Introduction to AI Coding Assistants
39. Using ChatGPT for Code Generation
40. GitHub Copilot Setup and Usage
41. AI-Assisted Debugging Techniques
42. Code Review and Optimization with AI
43. Generating Documentation with AI
44. Best Practices for AI-Human Collaboration

Modern Development Practices (Modules 45-50)

45. Version Control with Git and GitHub
46. Introduction to Backend Basics (Node.js overview)
47. Deploying Websites (Netlify, Vercel, GitHub Pages)
48. Web Performance Optimization
49. Building Your Developer Portfolio
50. Capstone Project: Full-Stack Web Application

4. Applications in Industry

Web Development Agencies

- Client website development and maintenance
- Custom web application development
- Website redesign and modernization
- Landing page creation for marketing campaigns
- E-commerce website development

Technology Startups

- Building MVP (Minimum Viable Product)
- Frontend development for web applications
- Internal tools and dashboards
- API integration and automation
- Rapid prototyping with AI assistance

E-Commerce Companies

- Product page development
- Shopping cart and checkout optimization
- Customer portal development
- Admin panel interfaces
- Email template creation

Digital Marketing

- Landing page development for campaigns
- Microsites for product launches
- Interactive marketing tools
- Campaign tracking implementation
- A/B testing setup

Corporate IT Departments

- Internal web portals
- Employee management systems
- Automation scripts for repetitive tasks
- Data visualization dashboards
- Integration with existing systems

Freelancing Opportunities

- Website development for small businesses
- Portfolio websites for professionals
- Web automation services
- Website maintenance and updates
- Custom web tools and calculators

5. Potential Recruiters

Product Companies

- Google India
- Microsoft India
- Adobe
- Atlassian
- SAP Labs India

Service-Based IT Companies

- Infosys
- TCS (Tata Consultancy Services)
- Wipro
- Cognizant
- HCL Technologies

Startups & Unicorns

- Swiggy
- Zomato
- PhonePe
- Razorpay
- Meesho

Web Development Agencies

- Gozoop
- Webenza
- iProspect India
- BC Web Wise
- Indus Net Technologies

E-Commerce

- Amazon Development Center
- Flipkart
- Myntra
- Nykaa
- Snapdeal

Fintech

- Paytm
- PolicyBazaar
- Zerodha
- Groww
- CRED

6. Testimonials

Sourav Majumdar, BSC Computer Science Graduate (Kolkata) *"The AI coding tools changed everything! I could build projects 3x faster. Got placed at TCS Kolkata as Junior Frontend Developer with 5.5 LPA. The practical approach of this course is unmatched."*

Priyanka Saha, BCOM Graduate (Siliguri) *"Never imagined a commerce student could code! The course made it so accessible. Started freelancing by month 4, now earning ₹35,000 monthly building websites for local businesses in North Bengal."*

Abhijit Das, BA Graduate (Durgapur) *"Coming from arts background, coding seemed impossible. But AI tools and excellent teaching made it easy! Now working as Web Developer at a Kolkata-based startup earning 4.5 LPA. This course literally transformed my career path."*

Mouli Ghosh, BSC Mathematics Graduate (Howrah) *"The Python modules were my favorite! Using AI for debugging saved so much time. Built 6 projects during the course. Got hired by a digital marketing agency in Kolkata as a Web Developer, 4.8 LPA."*

Sayantani Roy, BCOM Graduate (Asansol) *"Best investment I made! Learned not just coding but how to think like a developer. The GitHub and deployment modules were crucial. Now running my own web development freelance business from Asansol successfully."*

Debanjan Chatterjee, BSC IT Graduate (Kolkata) *"The JavaScript modules were comprehensive and practical! I'm now a Frontend Developer at Cognizant Kolkata earning 5.2 LPA. The AI-assisted coding techniques are what set this course apart from others."*

Ritu Banerjee, BA Graduate (Burdwan) *"From knowing zero coding to building full websites - this journey was amazing! The mentor support was excellent. Got placed at Wipro Kolkata as a Web Developer Trainee with 4 LPA package."*

Anirban Mukherjee, BCOM Graduate (Kolkata) *"The course perfectly balances theory and practical application. I built 8 live projects during the course. Now working as a Junior Developer at a software company in Salt Lake, Kolkata earning 4.6 LPA."*

Vikram Patel, BSC Graduate (Mumbai) *"The AI coding assistants like GitHub Copilot were game-changers! I'm now working as a Frontend Developer at a Mumbai-based startup earning 5.8 LPA. This course gave me confidence to code professionally."*

Sneha Kapoor, BA Graduate (Pune) *"The responsive design modules were incredibly useful! I now build websites for small businesses and startups. Monthly freelance income is around ₹40,000. Thoroughly enjoyed every module of this course!"*

7. Frequently Asked Questions

Q1: I have zero coding experience. Is this course for me? A: Absolutely! We start from the very basics assuming zero programming knowledge. Many successful students came with zero coding background.

Q2: Do I need a high-end laptop for web development? A: No! Any laptop with 4GB RAM and working internet is sufficient. Web development is not hardware-intensive. We'll guide you on free tools and software.

Q3: Will AI tools make developers jobless? A: No! AI tools make developers more productive, not obsolete. Companies want developers who can use AI efficiently. You'll learn to collaborate with AI, giving you an edge over traditional developers.

Q4: What's the difference between frontend and backend development? A: Frontend is what users see and interact with (HTML, CSS, JavaScript). Backend is server-side logic and databases. This course focuses on frontend with Python basics for automation.

Q5: Can I get a job after just 6 months of learning? A: Yes! Many of our students get placed as Junior Frontend Developers or intern positions. Building a strong portfolio during the course is key to landing jobs quickly.

Q6: Is Python necessary for web development? A: While not mandatory for frontend, Python is extremely valuable for automation, web scraping, and backend basics. It also opens up more job opportunities.

Q7: How much can I earn as a freelance web developer? A: Beginners can charge ₹10,000-25,000 per website. With experience, developers charge ₹50,000-₹2,00,000 per project depending on complexity. Monthly freelance income can range from ₹30,000-₹1,00,000+.

Q8: Will I learn frameworks like React or Angular? A: This course focuses on fundamentals (HTML, CSS, JavaScript, Python). Once you master these, learning frameworks becomes much easier. We provide guidance on next steps.

Q9: What kind of projects will I build? A: You'll build 10+ projects including: portfolio websites, interactive calculators, to-do apps, landing pages, API-based applications, and a capstone full-stack project.

Q10: Do I need to know advanced math for programming? A: No! Basic arithmetic is sufficient for web development. We don't deal with complex algorithms or mathematics. Focus is on practical, real-world web development.

General Information Applicable to All Courses

Course Delivery Format

- **Duration:** 6 months (100 hours total)
- **Mode:** Online Live Classes + Recorded Lectures + Practical Assignments
- **Schedule:** Weekend batches (Sat-Sun) or Weekday evening batches (7-9 PM)
- **Batch Size:** Maximum 30 students for personalized attention
- **Platform:** Zoom for live classes, LMS for recorded content and assignments

Investment & Scholarships

- **Course Fee:** ₹25,000 - ₹35,000 (varies by course)
- **EMI Options:** Available through financing partners
- **Scholarships:** Merit-based (up to 30%), Need-based (up to 40%), Women in Tech (20%)

- **Early Bird Discount:** 15% off for enrollments 30 days before batch start

Certification

- Course Completion Certificate (upon 80% attendance + project submission)
- Industry-recognized certifications (Google, HubSpot, Microsoft, etc. as applicable)
- LinkedIn badge for profile showcase
- Project completion certificates for portfolio

Placement Support

- Resume building and LinkedIn profile optimization
- Mock interviews and soft skills training
- Access to job portal with 200+ hiring partners
- Networking sessions with industry professionals
- Lifetime placement assistance
- Alumni network for referrals and opportunities

Learning Support

- 24/7 access to recorded lectures
- Doubt clearing sessions twice weekly
- Dedicated mentor support
- Peer learning community
- Industry expert guest lectures monthly
- Real-world projects and case studies

Prerequisites

- Laptop/Desktop with stable internet connection
- Basic English proficiency (reading and writing)
- Willingness to dedicate 4-5 hours weekly
- No prior technical knowledge required (except basic computer operations)

Contact Information

- **Email:** admissions@futurereadycourses.in
- **Phone:** +91-XXXXXX-XXXXXX
- **Website:** www.futurereadycourses.in
- **Address:** [To be added based on actual location]

All course curricula are subject to updates based on industry trends and student feedback. AI tools and software versions mentioned are current as of 2025 and may be updated to latest versions during course delivery.