



Post Graduate Program in Computer Applications and Digital Marketing Techniques

A proper training for productive use of technology is necessary for a great career, business growth or for a better quality of life and of course for attaining continuous progress.



Information Technology has become a bigger part of modern society. The people who can utilize computers at work place are in demand in every industry like health care, law, pharmaceuticals, finance, telecommunication, aviation, tourism, government sector, revenue departments, super markets, banking, insurance sectors, automobiles etc.

So there is a critically high demand for people who have the knowledge and skills essential for computer applications, accounting software and eCommerce applications to meet the needs of businesses and industry. Computer-based accounting leads to good, responsible

positions in a field where good accounting personnel is always in demand. eCommerce (buying and selling over the Internet) and eBusiness (conducting business using Internet technology) are today's fastest growing sectors globally. There is even great necessity of using eCommerce applications by business people, professionals, self-employed and entrepreneurs for their success. The objective of this training is to train the people professionally for the entry level, essential skills and enabling them to have many options to make use of computer applications in effective way for career, profession or business.

A continuous progress is impossible without the training for the use of latest technology. Those who cannot change their mind cannot change anything.

Open your eyes, look within !!! Are you satisfied with the career scope you are having?

Taking the next step upward in your career is something gives you satisfaction and power. Career is not something that you leave on chance. You are there to make it happen.

Undertaking professional development helps you:

- take ownership of your career, being interested in your work. Develop and maintain drive and motivation
- maintain a competitive advantage in the field
- increase your productivity. Keep on dealing with challenges and difficulties and overcome the barriers and stops continuously.
- enjoy a fulfilling and rewarding career. Get strongly grounded & deep rooted in your profession.
- get present to potential & possibilities around you
- be confident in your future & lifetime employability
- develop skills and maintain a high level of competence. Being effective in your field.

Who joins this training program?

This program is broadly preferred by students who want to develop their practical skill according to demand in industry and corporate. The students make use of their skill either for employment purposes or implement their skill to expand their own family business. Following are the people who join this program:

- Those school students or college students who aim to enhance their practical skills
- Those students who seek job oriented skill to prepare themselves for employment in very short period
- B.Com, BBA, BCA, BA candidates who want to enhance their IT skills for better employment and get Post Graduate IT skill certification for job in govt or private sector.
- +1, +2 Commerce students who give importance to practical skills and want to prepare for employment by getting professional certification.
- Students from any stream who wants practical skills for implementing in their business or startup.
- House wives who are interested in training and want to support their family business or want to adopt career.

Enabling people, enriching lives



PGPCA+ | Training Program Outline

This training program is systematically designed to deliver the program objective. It is divided into four modules. Each module is having a specific target. Following are the modules with objective of each module:

Computer Applications in Office

This module introduces software applications used today in all types of business, professional, educational, and corporate settings. Emphasis is placed on working knowledge of the most frequently used computer application software important for the today's work environment.

It starts with operating system usage. The students develop office and computer skills to use Microsoft Office, Word, Excel, PowerPoint proficiently, according to professional business standards. It includes computer based accounting software like Tally or Quick books and use the Internet as a research tool. As a user, the participants also learn necessary aspects of computer hardware and maintenance too.

Computer Graphics and CMS

The computer graphics and content management system (CMS) module prepares students for popular software for computer graphics and web designing. It includes important software for computer graphics and digital art for desk top publishing, product package design, signage design, advertisement design and creative designing for digital marketing. Accounting projects and scenarios are part of the program for hands-on computer training. Duration of this module is 12 Weeks.

Web Development Assistant

This module begins by looking at the tools and techniques which can be used to develop web pages for the e-commerce web sites. These tools and techniques are important for web development to grow the online presence of a business. The participants get trained practically for e-commerce website development and web-store setup using professional and technical tools. The participants learn how to use best techniques for store front important for Google ranking. The duration of this module is 12-weeks.

Digital Marketing Assistant

This 12-Weeks module includes most important and in-demand techniques in job market now a days. Online advertising also called digital advertisement is the part of this module. An emphasis is given on content writing and content development which is backbone of digital marketing and search engine optimization. The participants also learn promotion techniques on best platforms like Google, Youtube, Facebook and Instagram.

Career Development Techniques

This module is one of the most critical part of this certification program. This module provide the participants with tools and techniques to realize their career vision into reality. It provides access for being effective and productive in career endeavor. You are trained for it on weekend classes.

Program Duration

The total duration of this program is 52 Weeks or approximately 12 months. The training program starts with one week induction program to setup training objective and concludes with a written future plan of participants to use the technology they have learnt for their career, profession or business. The meritorious students in the program are provided guaranteed internship opportunity upon successful completion.

Examination & Certification

The candidates are provided certification and life membership upon the successful completion of the training program. Since 1993, CCIT is involved in the field of design of latest IT training programs, examinations and certifications. Our system is certified under the globally recognized system **ISO 9001:2015** and **ISO 29993: 2017** compliance. These certifications are accepted by government, public sector and multinational companies (MNC) as proof of IT training through non-formal, non-accredited mode.

Further training scope

Those candidates who wish to explore more and dive deep into IT field can join our advance programs in any field of their choice. The graduates of this program can go for advance web designing, web development, digital marketing, computer graphics, audio video editing, animation or software development programs.



Training Environment and Features

Our trainers are committed for providing you value for your time and money. This program is delivered through interactive training sessions in the classroom utilizing visual aids and other teaching materials to gain the knowledge. There are lab sessions to acquire the required practical skills and competencies. Our unique features are:

- High level of commitment of trainers to fulfill learner's training objective. The trainers are into their continuous training to enhance their skills.
- Professional IT trainers with profound relation with their field. Training & development is their passion.
- Trainers are Certified Vocational or Professional IT trainers at O-Level, A-Level, B-Level and C-Level by Indian Trainer's Society in Information Tech.
- Systems are well maintained, well configured, specifically for specific professional purpose like business and office applications, graphics, web development and software development etc.
- Large collection of information resources like e-books, magazines and CBT's are available.
- Conducive environment for professional development in IT field. Spacious, air-conditioned, well equipped, hi-tech labs.
- A network of strong and effective training partners in the field of Professional IT training through our affiliate programs.

Enabling People, Enriching Lives

CCIT®

Established, Year 1993
www.ccit.in
ISO: 9001 | ISO: 29993



Entry level Employment Opportunity

There is a good job scope for people completing professional or post graduate program in computer applications and digital marketing (PGPCA Plus) to handle a range of routine IT related activities in an organization or business establishments. Small manufacturers, retail stores, distributors, large law offices, small accounting firms, online businesses, hospitals and educational institutions and large companies are examples of such employers. You are expected to be accurate and efficient with a range of IT related tasks and online work those are critical to a company to operate, grow and expand.

The beginners generally need to get on-the-job experience in web designing, graphics, accounting software, office applications and digital marketing. The increasing software means that employers will continue to recruit people who are proficient in IT Skill. Due to emergence of new technologies and applications businesses will give preference to hire people who knows well the latest computer based applications.

Batch starting date.....

Available time slot

Last date to register.....

Fee Plan

Program In-charge

100% SKILL DEVELOPMENT TRAINING
EMPLOYMENT SCOPE GUARANTEED

Affiliated training partner -



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