

करिअर बनाने में आप का सच्चा साथीSM



**RAJ COMPUTERS
ACADEMY**

A Div. Of : **Raj Software Technology (INDIA) Ltd.**

AN ISO 9001 : 2015 CERTIFIED COMPANY



**Industry Accepted CAREER ProgramTM
in Information Technology**

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Master the tools that power today's workplaces and transform your productivity from basic to professional level. This comprehensive program builds strong, job-ready digital skills through in-depth training in MS Office (Word, Excel, PowerPoint), Advanced Excel with formulas, pivot tables, dashboards and data analysis, Google Workspace for smart cloud collaboration, and Tally Prime for practical accounting and GST-based business management. Participants gain hands-on experience in creating professional documents, advanced financial reports, business presentations, and well-structured data systems, while leveraging AI tools to enhance efficiency, automation, and smarter decision-making. With real-world assignments and industry-focused practice, this program empowers learners, professionals, and aspiring career-builders after 10th or 12th to develop confidence, accuracy, and workplace-ready expertise to excel in today's competitive business environment.

Year-1

Semester 1 - Office & Business Productivity Tools

Advance MS Office with AI Tools

Windows
MS Word
MS Excel
MS PowerPoint

MS Excel (Advance Level)

Introduction to Functions
Number Formatting
Advance Conditional Formatting
Paste Special
Insert Tab
Working with Charts
Advance Pivot Table
Pivot Charts with Report
Page Layout Tab
Page and Margin Setup
Data Tab / Data Filtrations
Data Sorting
Data Validation
What-if Analysis
Goal Seek
Scenario Management
Sub Total / Consolidation
Date and Time Functions
Text Functions
Mathematical Functions
Statistical Functions
Financial Functions
Logical Functions
Lookup Functions
Database Functions
Array Functions
Debugging Formulas
Working with Macros
MIS Reporting
Shortcut Keys
Protection and Security
Advance Printing Features
Advanced Excel with AI
AI Tools for Productivity

Google Workspace

Docs
Sheets
Slides
Drive
Google Meet

Tally Prime Beginner Level

Basics of Accounting
Accounting Principles
Golden Rules of Accounting
Tally Fundamentals
Chart of Accounts
Accounting Masters
Inventory Masters
Accounting Vouchers
Purchase / Sale
Receipt / Payment
Contra / Journal
Debit Note / Credit Note
Inventory Vouchers
Stock Journal / Physical Stock
Reporting and MIS
Trial Balance
Profit & Loss Account
Balance Sheet

Tally Prime Intermediate Level

Interest Calculations
Stock Categories
Order Processing
Batchwise Details
Manufacturing Journal
Voucher Class
Budgets & Controls
Credit Limit
Cost Centre & Cost Category
Multiple Currencies
Stock Valuation Methods
Bank Reconciliation Statement
F11 Features
Security Controls, Tally Audit
Tally Vault Password
Printing from Tally

Tally Prime Advance Level

Scenario Management
Optional / Post Dated Vouchers
Price List
Re Order Levels
Alternate / Compound UOM
Export & Import of Data
Export Formats
ODBC in Tally
Consolidation / Split of Accounts
Company Logo Printing
Bill Settlement
Receipt and Payment Statement
E-mail & Uploading
Backup & Restore
Multi Linguistic Features

Tally Prime Expert Level

Statutory Info
Exception Reports
Cash and Funds Flow
Intro. to GST
GST Classification
GST Master Creation
GST Different Tax Rate
GST Invoice / GST Report
GST Challans / Returns
TDS / TCS, POS
Payroll, Income Tax
Advance Banking Features
Migrating Data
Advance F12 Configurations
Financial / Inventory Reporting

AI Tools

AI Assistants & Search Tools
Image, Video & Creative Tools
Productivity & Learning Tools
Coding & Programming Learning Tools
Creative & Content Creation Tools
Voice, Text & Social AI Features
Microsoft Office AI Tools
Google Workspace AI Tools
Marketing, Social Media, and Branding Tools



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Step into the world of creative media and transform your ideas into powerful visual stories. This semester focuses on Graphic Designing and Video Editing using Adobe Premiere Pro and After Effects, equipping learners with industry-relevant creative and technical skills. The program covers core design principles, visual communication, motion graphics, video editing workflows, effects, color correction, and cinematic storytelling. Through hands-on projects, participants create professional-quality graphics, promotional videos, and engaging digital content. With a strong focus on creativity and real-world execution, this semester prepares aspiring designers and content creators for exciting opportunities in the digital media industry.



Year-1

Semester 2 - Graphics Designing & Multimedia

Design Fundamentals

Introduction to Visual Communication
Imp. Of Graphics in Sales & Promotion
Principles of Design (Balance, Contrast)
Audience Analysis & Demographics
Color Theory & Psychology
Typography Rules & Font Pairing
Vector vs. Raster Graphics
Print vs. Digital Design
File Formats & Resolution
Case Studies & Brand Analysis

CorelDraw

Design Fundamentals & Theory
CorelDRAW Interface Overview
Working with Tools & Menus
Vector Drawing & Node Editing
Corporate Branding & Stationery
(Logos, Visiting Cards, Envelopes, Letterheads)
Print Media Ads
(Brochures, Flyers, Catalogues)
Large Format Ads
(Hoardings, Banners, Standees)
Product Packaging & Designing
(Boxes, & Labeling)
Pre & Post Press
(Separation, Bleed, Overprint, and Output)
Exporting for Web & Print

Illustrator

Illustrator Setup & Artboards
Working with Tools & Menus
Vector Art & Flat Design
Cartoon Illustration & Characters
Typography & Custom Word Art
Pen Tool & Shape Mastery
Creating 3D Objects and Designing
Logo Design & Branding
Image Tracing (Bitmap to Vector)
Patterns, Swatches & Effects
Vector Generative AI*

Photoshop

Interface, Layers & Workspaces
Working with Tools & Menus
Image Enhancement & Adjustments
Photo Retouching & Restoration
Manipulation & Creative Collages
Wedding Album Design
Social Media Design & GIFs
Exporting for Web & Print
Generative AI & Firefly*

InDesign

Document Setup & Margins
Working with Tools & Menus
Book Publishing & Cover Designing
E-publication/pdf
Editorial Design (Magazines)
Master Pages & Numbering
Paragraph & Character Styles
Interactive PDFs & Hyperlinks
Color Separation Basics
Print Packaging & Exporting

Canva

Canva Tools & Features
Social Media Designing
Marketing & Business Designs
Video Editing, Creating Short Reels
Adding Music & Voiceover
Advanced Canva Features
AI Tools in Canva
Exporting & Sharing, Collaboration
Printing Settings
Canva Website Design

Portfolio & Career Guidance

Building Professional Portfolios
Presentation Mockups (Print/Product)
Freelancing Platform Overview
Client Management & Pricing
File Management & Workflow
Interview Prep & Soft Skills

Video Editing (Premiere)

Introduction to Video Editing
Starting a New Project File
Tools with Properties
Time Line and Monitor Panels
Fixed Effect Controls
Working with Key Frames
Video Transition Effects
Title Making
Still, Roll and Crawl Effects
Title with Logo Animation
Video Effects
Rendering
Chormo Key
Lighting
Color Correction
Unlinking Audio and Video
Reverse Speed and Frame Holding

After Effects

Introduction to After Effects
Understanding the Composition Window
Create and Animate Text
Repair Video
Transitions
Importing media files
Trimming a video clip
Layers
Using Keyframes
Masking, Alpha Channels & Effects
Introduction To 3D In After Effects
Outputting In After Effects
Camera & Motion Tracking
Time Remapping Video
Creating A Background Loop
Using The Cloning Tools
Color, Light, and Heat
Creating Environmental Effects
Rotoscoping Video Footage
Project Optimization
Chroma Keying
Assignments and Projects

*Student Subscription required.



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Step into the fast-growing world of Digital Marketing with AI and master the strategies that power today's online businesses. This semester covers social media marketing, SEO, Google & Meta Ads, content marketing, and analytics, helping learners create high-performing campaigns and build strong digital presence. With the smart integration of AI tools for content creation, automation, and ad optimization, participants gain practical, real-world experience in driving traffic, generating leads, and scaling brands. This module prepares aspiring marketers, entrepreneurs, and professionals to confidently succeed in the modern digital economy.

Year-2

Semester 3 - Digital Marketing with AI

Marketing Ecosystem

Overview of Digital Marketing
Traditional vs Digital Marketing
Behavior & Decision Journey
Acquisition vs Retention

AI for Digital Marketers

Introduction to AI in Marketing
Prompt Writing Fundamentals
Ethical Use of AI
Automation for Marketing

Social Media Marketing

Social Media Platforms
Social Media Algorithms
Audience Engagement Metrics
Online Reputation

Content Strategy & Planning

Content Types and Formats
Content Calendars
Brand Voice and Storytelling
Trend-Based Content Planning

Content Marketing

Content Marketing Strategy
Blogs, Videos
Content Distribution
User-Generated Content
Content Performance Tracking

AI-Based Content Creation

Canva for Creatives
AI Image, Video & Voice
Practical Use Cases

Facebook

Business Page Creation
Page Optimization
Groups & Community Building
Meta Business Suite Overview
Ads Manager/ Types of Campaigns
Campaign Objectives
Budgeting & Bidding Basics
A/B Testing Fundamentals
Ad Performance Analysis

Instagram Marketing

Business Profile Setup
Reels, Stories & Feed Strategy

Influencer Marketing Overview
Lead Generation Using Stories

Meta Pixel & API

Meta Pixel Installation
Event Tracking & API
Retargeting Strategies
Campaign Performance

LinkedIn Marketing

Company Page Setup
B2B Content Strategy
Networking Techniques
LinkedIn Ads Account Setup
Sponsored Messages
Campaign Reporting

X (Twitter) Marketing

Business Profile Setup
Micro-Blogging Strategy
News-Based Content Strategy
Advertising on Twitter
Performance Tracking

Pinterest Marketing

Business Account
Boards, Pins & Rich Pins
Pinterest for SEO
Marketing on Pinterest

YouTube

Channel Creation & Optimization
Video SEO Techniques
Thumbnails & Shorts Strategy
Channel Analytics
AdSense Monetization

Email Marketing

Email Marketing Fundamentals
List Building & Segmentation
Email Templates & Campaigns
Deliverability & Spam Control

Google Ads - SEM

SEM & PPC Fundamentals
Google Ads Ecosystem
Account Structure
Quality Score Concept
Campaign Types

Google Search Ads

Creating Search Ads
Bidding Strategies
Keyword Research & Types
Ad Copywriting & Ad Extensions

Google Display Ads

Google Display Network
Display Ad Formats
Audience Targeting
Remarketing Campaigns

Shopping Ads

What are Shopping Ads?
Google Merchant Center
Shopping Campaigns

Universal App Campaigns

Mobile App Promotion Strategy
Universal App Campaigns (UAC)
Mobile-Specific Bidding

Video Advertising

Video Ads vs. Display Ads
YouTube Video Ads
Skippable & Non-Skippable Ads
Bumper Ad & Discovery Ads
Video Ad Sequencing

Other Ad Formats

Performance Max
Demand Generation Campaigns

Google Analytics (GA4)

Account Setup
Monitoring Visits / Traffic Source
Conversion Tracking
Page Views / Custom Reports

Search Engine Optimization

How Search Engines Work
Website Submission on Search Engines

On-Page SEO Optimization

Keyword Research
Website & Competitor Analysis
Duplicate Content Checking
Meta & Header Tag Optimization
Content & Image Optimization

URL Structure
Schema Markup/Rich Snippets
Event Tracking

Technical SEO

XML Sitemaps & Robots.txt
Website Speed & Web Vitals
Mobile Friendliness
SEO Audit Tools

Off-Page SEO

Trust, Authority & Relevance
Back Links /Link Building
Guest Blogging & Forum Posting
Press Release Submissions
Social Bookmarking
Link Exchange & Link Baiting

Google Search Console

Search Console Setup
Website Verification
Error Checking
Sitemap Submission

Marketplace Selling

Marketplace Selling
Seller Registration
Seller Panel Overview

Affiliate Marketing

Niche Selection
Purpose & Use Cases
Amazon Affiliate Marketing Program
Monetization Strategies

Google AdSense

AdSense Registration
Earning Through Websites
YouTube Channel Monetization

Landing Page Creation

Importance of Landing Pages
Call-to-Action & Conversion

Freelancing & Career

Freelancing Platforms
Client Handling Basics
Proposal & Pricing
Resume & Portfolio
Mock Interviews / Live Project



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Build a strong technical foundation with Programming and Hardware, designed to develop both system knowledge and coding skills. This semester covers computer hardware components, operating systems, installation, and troubleshooting, along with programming concepts, logical thinking, application development, and database fundamentals using industry-relevant languages. Through hands-on projects and practical learning, participants gain the confidence to understand system architecture, develop software solutions, and prepare for careers in IT and software development.



Year-2

Semester 4 Hardware and Software Development

Computer Hardware & Networking

Introduction to Computers
History of Computers
What is Software
What is Hardware?
What is a Motherboard?
What is a Power Supply?
What is Memory?
Memory Packages & Modules
Input/Output Interfaces
Secondary Storage Devices
Input Devices
Output Devices
Introduction to DOS
Introduction to Windows
Assembling of Computer
BIOS / CMOS Setup
Partitioning of HDD/SSD
Formatting of HDD/SSD
Installation of OS
Installation of Application Software
Installing Printer and Devices
What is a Computer Virus?
Types of Viruses
Installing Anti Virus
Setting up Scheduled Scan
Types of Network
Setting Up LAN
Using Cat5 / Cat6 Cable
Using Crimping Tool
Setting up IP Address & DNS
Computer Troubleshooting
Hardware Tips and Tricks
Hardware Freelancing

C Programming

Introduction to C
Data Types
Expressions and Operators
Control Statements
Switch
Loops
Arrays
Strings and Integer
Functions
Pointers
Data Structures
File Handling

C++ Programming

Introduction to C++
OOPS Concepts
Constructor
Functions
Operators
Classes
Conversion Types
Abstract Class
File Input / Output
Class Templates
Exception Handling
Data Structures

Core Java

Introduction to Java
Java Basic Syntax
Data Types and Variables
Expressions / Operators
Functions / Classes
Exception Handling
Loops / Strings / Arrays
Interfaces and Packages
Threading
Files Input / Output
Inheritance / Polymorphism

Advance Java

Java Applets
Event Handling
JDBC
Swings
Components
Menu and Image
JSP Architecture
Working with tags
Implicit Objects
Working with Forms
Introduction to Servlet
Processing HTML Form
HTTP Request
Responses
Cookies
Session Tracking
Libraries of Python
File Uploading
Add Rotators
Calendar
Multi Views
Panel Controls

SQL Server

Introduction to SQL Server
Databases and types
Using DDL / DML
Simple Queries
Sub-Queries
Queries using Joins
Using Aggregate Functions
Constraints
Working with Views
Stored Procedures
Triggers
Import / Export



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Become a job-ready Full Stack Developer and master the skills most demanded in today's tech industry. This comprehensive program covers front-end and back-end technologies including HTML, CSS, JavaScript, React, Node.js, Express, PHP, SQL, and Data Structures & Algorithms. Learners gain hands-on experience in building dynamic websites, web applications, and database-driven systems while understanding complete development workflows. With practical projects and real-world coding practice, this module prepares participants to confidently design, develop, and deploy full-scale applications — opening doors to high-growth and high-paying career opportunities in the software industry.

Year-3

Semester 5 - Full Stack Web Development

HTML 5

Tag / Attributes/ Formatting
Headings / Text Links
Physical Tags
Lists
Tables
Forms and Input Types
Input Attributes
Form Elements
Semantic HTML 5
HTML Media
Graphics/SVG
Web Storage

CSS 3

Style of CSS
CSS Borders
CSS Margin
CSS Float Property
CSS Overflow Property
CSS Display Property (Block, Inline)
CSS Background Image
CSS Pagination
CSS Navigation Bar
CSS Website Layout
CSS Flexbox
CSS Animations
Responsive Designing

Java Script

Introduction to JavaScript
Variables and Data Types
Operators
Control Statement
Conditional Statement
Switch Case Statement
Functions
Loop Statements
Strings
Array in JavaScript
Objects in JavaScript
Error Handling
Events and Cookies
DOM Method

WordPress

WordPress.com vs
WordPress.org
Domain & Hosting concepts
Local server setup
(XAMPP / WAMP)
Installing WordPress
WordPress dashboard overview
Posts vs Pages
Categories & Tags
Media management
Comments & moderation
User roles & permissions
Free vs Premium themes
Installing & activating themes
Theme customization
Using Page Builders (Elementor / Gutenberg)
Responsive design basics
Custom menus & widgets
Header & footer customization
Understanding plugins
Essential plugins
Plugin installation & configuration
Plugin compatibility issues
Best practices for plugin usage

AngularJS

AngularJS Intro
Modules
Directives
Model
Data Binding
Controllers
Scopes
Filters
Services
Http

Node.JS

Nodejs framework
Work with shrinkwrap
HTTP server with Nodejs

Multiprocessing in Nodejs
Application using Socketio
Unit and end-to-end testing
Work with Node projects
Buffer streams and events
Rest API Development
Database Connectivity
Deployment and Tools

React

Introduction
Card Component
Add CSS Styles
Props
Conditional Rendering
State and Lifestyle
Render List and Keys
Event Handling
Update Arrays of Objects in State
React Hook
Working with Forms
React Router
API Integration

MongoDB

Introduction to MongoDB
Adding Data and Reading Data
Update Data and Remove Data
Fast Searching (Index)
Organizing Data

Express.JS

Server, Request, Response
Installing Express
Creating Server
Pages and Routes
Forms and User Data
Sending Response

PHP

Introduction to PHP
Configuring PHP
Basic PHP Syntax
Echo and Print Statement

Variables
Data Types
Conditional Statements
Control Structure
Loops in PHP
Functions
Get and Post Method
Sessions in PHP
Error and Exceptional Handling
OOPS in PHP
Strings and Expressions
Authenticating User
HTML Forms in PHP

MySQL

Configuring PHP with MySQL
Database design concepts
Storage Engine and Data Types
MySQL Data Types
Database and Tables
SQL Syntax & Commands
Updating Records
Selecting Records
Inserting Records
Deleting Records
Filtering Records
WHERE clause
ORDER BY, LIMIT
DISTINCT
LIKE & BETWEEN
NULL handling
Aggregate Functions
GROUP BY & HAVING
Joins
Subqueries Views
Altering & Dropping Tables
Stored Routines
Triggers / Views / Queries
Import and Export
SQL Injection

Activity: Research a product and identify usability issues.



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Unlock the power of data and turn insights into smart business decisions with our Data Analytics program. This comprehensive module equips learners with practical skills in Python, R, and MS SQL for data analysis and database management. Participants also master leading visualization tools like Power BI and Tableau to create impactful reports and interactive dashboards. The course includes Visual Basic Editor (VBA) for automation and workflow optimization, helping improve efficiency and productivity. Through hands-on projects and real-world datasets, learners develop strong analytical thinking and technical expertise — preparing them for high-demand careers in data analytics and business intelligence.



Year-3

Semester 6 Data Analytics

Introduction to Data Analytics

What is Data Analytics?
Types of Analytics
Data Analytics Life Cycle
Role of Data Analyst in Industry
Tools used in Data Analytics

VBA

Working with Visual Basic Editor
Introduction to Excel Object Model
Sub and Function Procedures
Understating of If
Select Case, With End with Statements
Looping with VBA
User Defined Function
Some Commonly Used Macro Examples
Error Handling
Object / Events
User Form Controls
ActiveX Controls
Exporting/Importing Data

Data Visualization Fundamentals

Importance of Data Visualization
Data storytelling concepts
Types of Charts & Graphs
Bar, Line, Pie, Histogram
Scatter Plot, Box Plot
Choosing the right visualization
Color theory & visual best practices
Dashboard design principles
Common visualization mistakes

Power BI

Introducing PowerPivot
Working with Data
Enhancing the Data Model
Analysing Data & Visualisation
Data Analysis Expressions (DAX)

Publishing and Managing PowerPivot
Models
Importing Data with Power Query
Analysing Data with Power View
Power Map
Interactive Visuals
Slicers, Filters & Drill-Down
Creating Professional Dashboards
Publishing & Sharing Reports
Power BI Service Overview

Tableau

Introduction to Tableau
Formatting and Uploading Data
Deep diving with Data and Connections
Objects in Tableau
Creating Charts
Calculations in your workbook
Story in Tableau Public
Data Mapping in Tableau
Dashboards
Visualizations
Publishing

Python Programming

Basic Python Syntax
Data Types & Operators
Decision Making & Looping
List / Tuples / Dictionary
Functions and Modules
Files Input / Output
Exceptional Handling
Class and Object
Introduction to Numpy
Introduction to Panda
Database Access
Multithreading

Python for Data Analytics – NumPy

Introduction to Python for Analytics
NumPy Basics
Arrays & Data Types
Indexing & Slicing
Mathematical & Statistical Functions
Vectorized Operations
Random Numbers & Sampling
Performance advantages of NumPy

Python for Data Analytics – Pandas

Introduction to Pandas
Series & DataFrame
Importing Data (CSV, Excel, JSON)
Data Cleaning & Pre-processing
Handling Missing Values
Data Filtering & Sorting
GroupBy & Aggregation
Merging & Joining Datasets
Date & Time Analysis
Exploratory Data Analysis (EDA)

R Language

Fundamentals of R
Control Statements
Arrays / Functions in R
Data Visualization in R
STRINGR Package
Matrices
Strings
Data Frames in R
Vectors
R Factors

Projects:

- End-to-end Data Analytics Project
- Data Cleaning → Analysis → Visualization → Dashboard
- Presentation & Interpretation of Insights



Career Pathway

- Office Executive
- Data Entry Operator
- Accounts Assistant
- Admin Assistant
- Tally Operator

- DTP Operator
- Graphic Designer
- Creative Executive
- Layout Designer
- Social Media Creative Assistant

- Digital Marketing Executive
- SEO & SMM Assistant
- Content Creator
- Video Editor
- Online Branding & Campaign Executive

- Web Designer
- Front-End Intern
- WordPress Developer
- Full Stack Intern
- Website Support Executive

- Computer Technician
- IT Support Executive
- Desktop Application Developer
- Java/PHP Developer
- Web App Developer
- Database Assistant

- Business Analyst
- Data Analyst
- MIS Executive
- BI Report Developer
- Data Visualization Assistant



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Course Highlights



Expert Trainers:
Industry Experienced
Mentors & Tech Trainers



Career Pathway:
Job-Ready Skills Every
Semester (Earn while
learning)



Training Mode:
Classroom + Labs +
Projects



Portfolio Building:
Websites Designs,
Marketing Campaigns, Web
Apps, Reports, Projects



Hands-On Practice:
Real Software Tools, Live
Projects, Case Studies



Internship Projects:
Internship & Real-World
Project Experience



Certification:
Industry-recognised
Certificates



Placement Support:
Campus Interviews,
Internship Support,
Freelance Guidance



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Jobs and Placement @ RAJ

We provide strong placement support to help students confidently enter the job market. Our support includes resume building, interview preparation, portfolio development, internship opportunities, campus interviews, and career guidance. Students are trained in real-world skills, ensuring they are job-ready and industry-relevant after every semester.

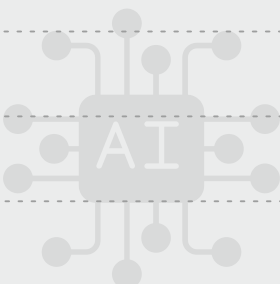
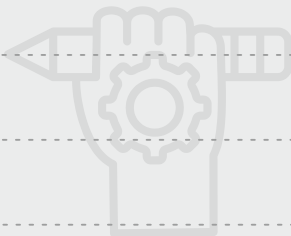
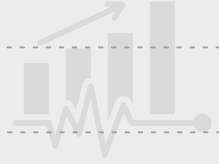


Jobs and Placement Partners @ RAJ



Also more than 500 Small and Medium Enterprises (SME's) and professionals recruit candidates from our institute.

Notes





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