

Vidya Vikas Education Society's
Vikas College Of Arts Science & Commerce

**Report on Addon courses at Vikas College of Arts, Science & Commerce in
Collaboration with AspireForHer NGO for 'Grow with Google' Program for the
Academic Year 2022-2023**

Vikas College of Arts, Science & Commerce has partnered with AspireForHer NGO, which, in collaboration with Google, launched the "Grow with Google Professional Certification Program." This initiative, in association with Nasscom Foundation, offers students the opportunity to gain industry-relevant skills through professional training designed by Google, at no cost.

The program not only helps students upskill in in-demand areas but also awards a verified Google certificate upon completion, significantly enhancing their resumes. Additionally, students who complete the program may get the opportunity to be placed in leading companies.

To assist students in navigating the enrolment process and understanding the course offerings, a short orientation session was organized on March 16, 2022. During this session, students were guided on how these certifications would make them stand out in the job market.

The "Grow with Google" program provides a choice of five specializations:

1. Data Analytics
2. IT Support
3. IT Automation
4. UX Design
5. Project Management

Students can learn at their own pace, complete the modules, quizzes, and assignments, and earn a prestigious Google certification, positioning themselves for success in the industry.

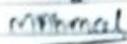
Name of the program: From likes to leads; interact customers online

Date: 08-04-2022

- Students can complete the certification program at their convenience, with the flexibility to choose **different dates** that fit their schedules.
- They have the freedom to log in and access video lectures anytime, from anywhere, ensuring a seamless learning experience that adapts to their needs.

List of students participated and completed the course:

Vidya Vikas Education Society's
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Students Enrollment list of: From likes to lead interact with customers online
A.Y. 2022-23

| Sr. No. | Name of Students | Sign |
|---------|----------------------|---|
| 1 | Mehfooz Ahmed Ansari |  |


Coordinator Ad -on Courses

Curriculum:

- Introduction to Online Customer Engagement
- Building a Strong Online Presence
- Social Media Strategies for Engagement
- Content Marketing for Lead Generation
- Email Marketing Essentials
- Leveraging Paid Advertising
- Interacting with Customers in Real-Time
- Conversion Rate Optimization (CRO)
- Analytics and Measuring Success
- Capstone Project

Duration:

- 1.The program spanned 8 months and comprised five distinct modules, offering a well-structured timeframe for comprehensive learning.
2. Completion of the program depends on each individual student's pace, allowing them to finish the course as per their own schedule within the given time

MODEL CERTIFICATE OF THE STUDENTS



EVALUATION

For evaluation, students must secure a minimum of 50% to be eligible for certification. In case they do not achieve the required score, they are given the opportunity to retake the test, ensuring that all students have a fair chance to succeed.