



**GROW
WITH
US**


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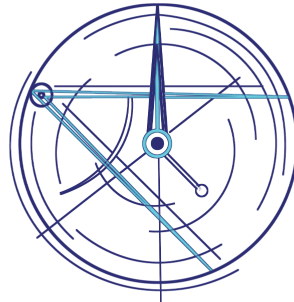
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 [Beyond Future Group](#)

PROSPECTUS BF TECHNOLOGIES

Virtual Academic Initiative

We stand on the notion of eSkills as an academic initiative.



Beyond Future Group

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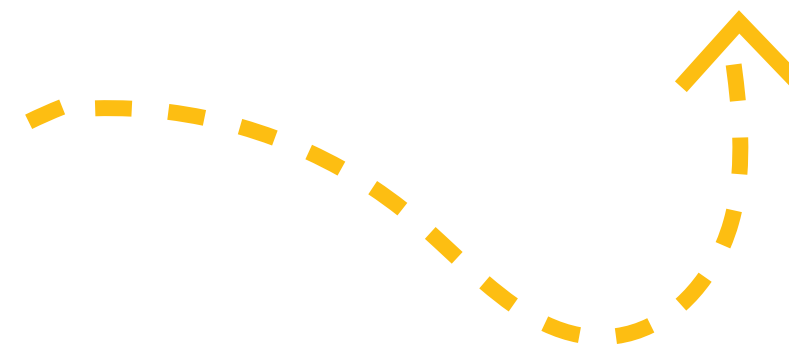
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Let's Get to know us!



ABOUT US

BF Technologies

(Beyond Future Technologies)



We were established to focus exclusively on Online Educational Skill Development Trainings through eSkills Development Courses. These Courses are a unique combination of hands-on learning experiences which will enable participants to contribute sustainably to the eCommerce landscape of Pakistan.

Founder & CEO's

Message

As the world becomes increasingly digital, the demand for skilled professionals in the eCommerce and technology sectors continues to grow. Consequently, our company, Beyond Future Technologies, which stands on the notion of a virtual academic initiative, was created to try and fill the employment gap.

Our aim is to transform Pakistan's youth bulge into an economically resilient human resource. BF Technologies aims to do this by empowering the youth to run their respective online businesses (from home), by promoting local products and brands on the World Wide Web domain. We can increase our exports, thereby luring in foreign economic activity in Pakistan via eCommerce marketplaces like Amazon, Shopify, Facebook Shop, digital marketing and Daraz.

VISION & IDEOLOGY

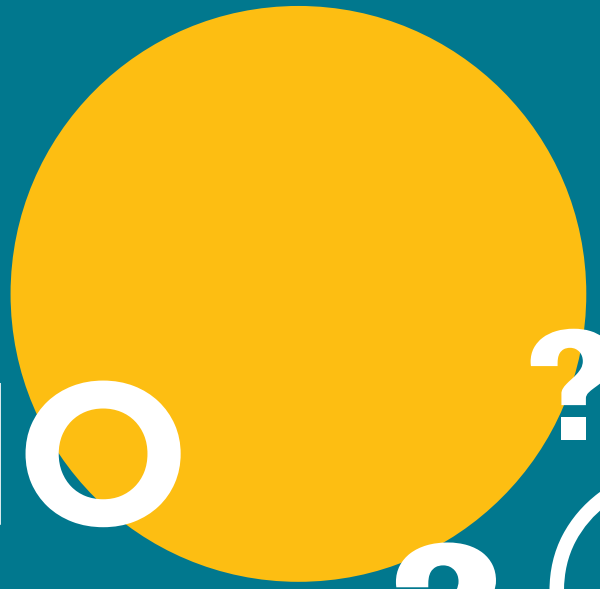
We are committed to fostering economic growth through the development of essential digital skills. Our eSkills Development Courses are designed to empower the youth with the tools and expertise needed to generate sustainable income from home, thereby contributing to the growth in export of digital services economy.

We aim to collaborate with leading Higher Education Institutions (HEIs) across regions to expand access to these transformative courses, ensuring they reach a broad and diverse range of students. Through these partnerships, we offer flexible, mutually beneficial opportunities to provide the eSkills Development series. The program includes 11 Courses distributed into 24 Modules followed within 4 niches, namely, Data Science, eCommerce, Web-Development and Digital Marketing with Certifications. This program, titled "Enabling Gig Economy from Home," equips students with the practical skills needed to thrive in the rapidly evolving digital marketplace.

By offering this comprehensive training, we strive to build a digitally skilled workforce that can navigate and succeed in the growing gig economy.



WHO
ARE
WE



BF Technologies is a start-up tech company in Pakistan(BF Technologies (Pvt) Ltd), The company stands on the notion of eSkills as an academic initiative, we are kick-starting with short courses that will gradually upgrade into a full-fledged diploma. This will happen after the induction of internationally accredited courses from our platform.



Why was BF Technologies created?

Let us commence by giving an overview about why BF Technologies has come into being. This company has been created primarily to effectively utilize the youth bulge of Pakistan, this can become our most valuable resource if nurtured appropriately.

Pakistan, a country stricken by economic hurdles, has a sizeable Employment gap not enough blue collar job opportunities.

BF Technologies is responding to the impact of socio-economic factors on the youth. BF Technologies has come up with a quick and effective plan to incorporate the concept of eCommerce and hence eEmployment from the comfort of your own home.



The more you learn
The more you earn

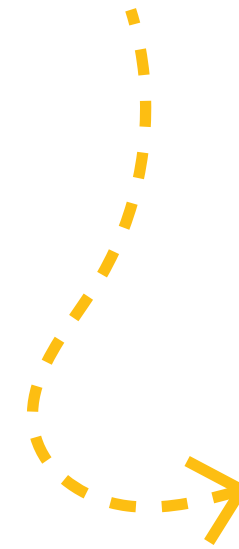


BIG IDEAS HAVE

SMALL BEGINNINGS



Enabling You by Paving the Path to Success!



Our success and expertise in Ed-tech allows us to enable people who want to acquire new skills to make a living out of it. We strive to deliver nothing but the best and make certain our students are not only satisfied, but successful.



BF Technologies Executive eSkills Development Courses

In a fast-paced world where time is of essence, many individuals do not have the luxury of dedicating 4 (four) years to university life. This is where the concept of BF Technologies comes in. We are an entity that stands on the notion of virtual academia. BFT believes that the time has come to transcend the physicality of things and move over to the virtual realms of academia. Imagine an entity, an institution that caters to people residing in various parts of the world.

Our vision is to eliminate all unnecessary bureaucratic red tape that may otherwise exist in other institutions.



COURSES WE OFFER



Data Science Professionals

Course Details

Course Code:	
Course Title:	Data Science Professionals
Course Description:	Intro to Data Science: Quick Start Guide + AI & ChatGPT
Niche:	Data Science
Contact Hours:	20.5

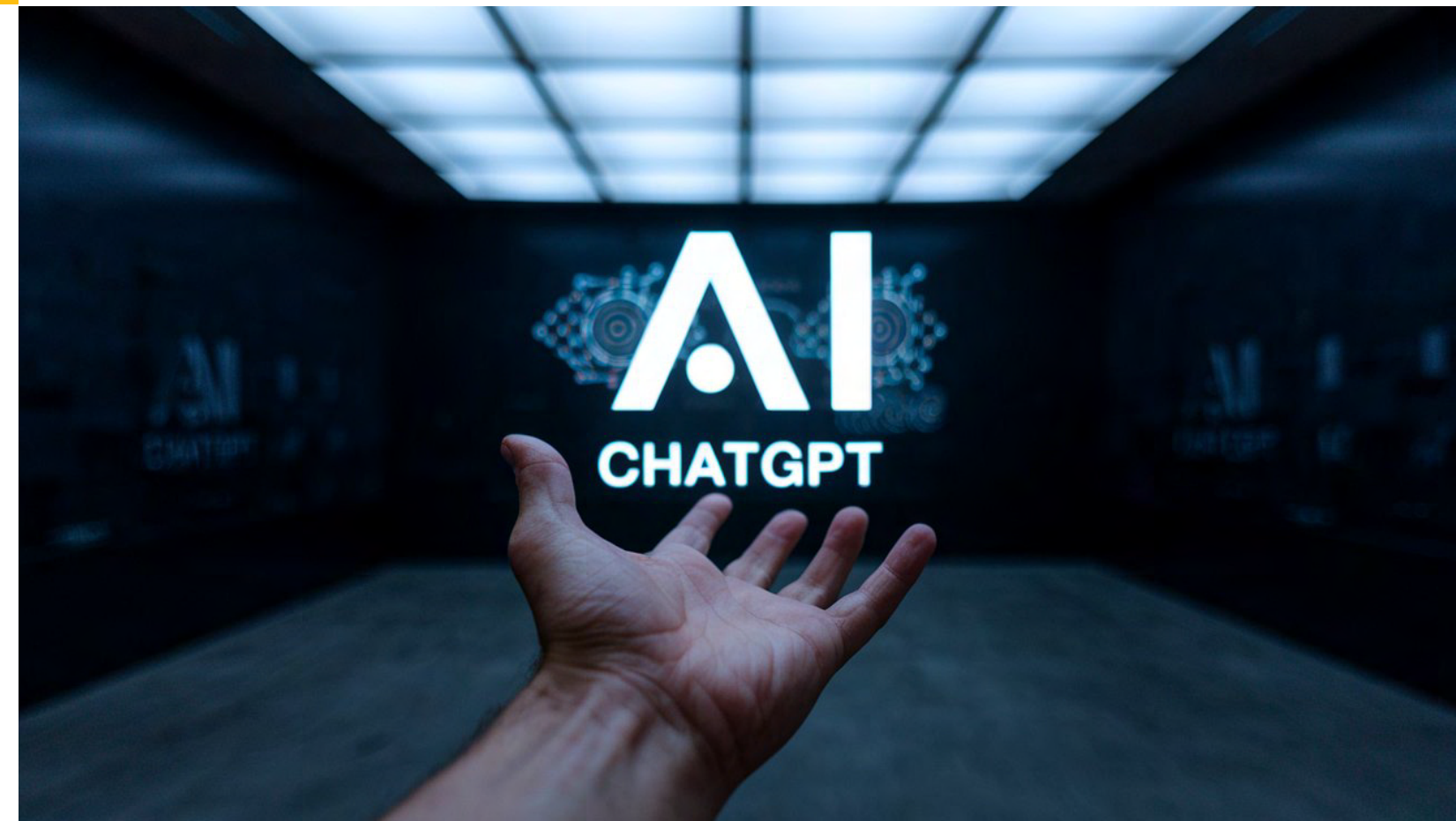
Course Duration: 3 Months

Course Description

This course provides a fast-track introduction to essential data science concepts while diving into the transformative role of artificial intelligence, particularly natural language processing (NLP) models such as ChatGPT. Starting with the basics of data science, you will quickly progress to practical applications, learning key tools, techniques, and frameworks used by data scientists today. You will gain hands-on experience with data analysis, data visualization, and building predictive models, while also gaining a solid understanding of AI's impact on the field.

Course Learning Outcomes (CLOs)

- ◆ Understand core data science principles and techniques.
- ◆ Learn to work with Python and popular data science libraries for data analysis and visualization.
- ◆ Explore machine learning algorithms and their real-world applications.
- ◆ Gain hands-on experience with ChatGPT, learning how to integrate it into workflows and business processes.
- ◆ Develop the ability to apply AI tools to solve business challenges in customer service, content creation, and more.
- ◆ Build a foundational understanding of AI and its integration into modern data science.



Data Analytic Executives

Course Details

Course Code:	
Course Title:	Data Analytic Executives
Course Description:	The Data Analyst Course: Complete Data Analyst Bootcamp
Niche:	Data Science
Contact Hours:	21

Course Duration: 3 Months

Course Description

This comprehensive course offers a deep dive into the essential skills and tools needed to become a proficient data analyst, covering everything from data collection and cleaning to advanced analysis and visualization techniques. You will gain expertise in key areas such as statistical analysis, data visualization, and business intelligence. Whether you're looking to advance your career in data analytics or strengthen your organization's data capabilities, this course will provide the expertise and confidence you need to succeed in today's data-driven business world.

Course Learning Outcomes (CLOs)

- ◆ Master the full data analytics lifecycle from data collection and cleaning to interpretation and reporting.
- ◆ Develop advanced skills in data visualization and storytelling to communicate insights effectively.
- ◆ Gain hands-on experience with powerful tools such as Excel, SQL, Python, and Tableau.
- ◆ Apply statistical analysis techniques to derive actionable insights and solve business challenges.
- ◆ Learn how to interpret and present data to non-technical stakeholders for maximum impact.
- ◆ Build a data-driven mindset to lead strategic decision-making and business improvements.



Digital Marketing Professional – level 1

Course Details

Course Code:	
Course Title:	Digital Marketing Professional – level 1
Course Description:	Complete Digital Marketing Course (Level 1)
Niche:	Marketing
Contact Hours:	11.5

Course Duration: 3 Months

Course Description

The Complete Digital Marketing Course Level-1 is a beginner-friendly program designed for professionals who want to build a strong foundation in digital marketing. This course covers the essential concepts and skills needed to start leveraging digital platforms for marketing success, focusing on key areas such as Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, and Email Marketing. You will learn digital marketing tools and how to create and execute basic marketing campaigns. You will also understand how to analyze marketing data to optimize performance and track your progress.

Course Learning Outcomes (CLOs)

- ◆ Understand the core principles of digital marketing and its importance in the modern business landscape.
- ◆ Gain proficiency in SEO techniques to improve website visibility and organic search rankings.
- ◆ Learn how to create and manage social media campaigns on platforms like Facebook, Instagram, and LinkedIn.
- ◆ Develop effective content marketing strategies to engage and convert your audience.
- ◆ Master the basics of email marketing, including list building, campaign creation, and performance analysis.
- ◆ Explore how to measure marketing efforts using Google Analytics and other essential tools.



Digital Marketing Professional – level 2

Course Details

Course Code:	
Course Title:	Digital Marketing Professional – level 2
Course Description:	Complete Digital Marketing Course (Level 2)
Niche:	Marketing
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Complete Digital Marketing Course Level-2 is an advanced program designed for professionals who want to deepen their knowledge and expertise in digital marketing. Building on the foundational concepts from Level-1, this course takes a deeper dive into advanced techniques and strategies that drive results in today's competitive digital landscape. You will learn how to craft data-driven digital marketing strategies, enhance your SEO and SEM campaigns, leverage advanced social media marketing tactics, and implement successful paid advertising campaigns across Google Ads, Facebook Ads, and other platforms. Additionally, the course covers in-depth content marketing strategies, conversion rate optimization (CRO), and advanced email marketing tactics to maximize engagement and ROI. With a focus on real-world applications and measurable outcomes, this course equips you with the tools and strategies needed to scale your digital marketing efforts, improve customer acquisition, and optimize marketing performance at an advanced level.

Course Learning Outcomes (CLOs)

- ◆ Master advanced SEO techniques, including keyword research, technical SEO, and link-building strategies.
- ◆ Gain expertise in Google Ads, Facebook Ads, and other paid advertising platforms to drive targeted traffic and conversions.
- ◆ Develop and execute sophisticated social media strategies to grow brand awareness, engagement, and lead generation.
- ◆ Learn how to implement Conversion Rate Optimization (CRO) techniques to maximize the effectiveness of your landing pages and marketing funnels.
- ◆ Dive deeper into email marketing automation, segmentation, and advanced analytics to improve campaign performance.
- ◆ Analyze and interpret advanced digital marketing metrics using Google Analytics and other data tools to make data-driven decisions.



Digital Marketing Professional – level 3

Course Details

Course Code:	
Course Title:	Digital Marketing Professional – level 3
Course Description:	Complete Digital Marketing Course (Level 3)
Niche:	Marketing
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Complete Digital Marketing Course Level-3 is a master-level program designed for seasoned digital marketing professionals who want to stay at the forefront of the industry by mastering the latest trends, technologies, and advanced strategies. This course goes beyond traditional techniques to explore innovative digital marketing practices, including Artificial Intelligence (AI) in marketing, marketing automation, and advanced data analytics. Participants will gain expertise in multi-channel campaign management, personalized marketing, and customer journey optimization. Learn how to integrate cutting-edge tools like AI, machine learning, and marketing automation platforms to create hyper-targeted, high-conversion campaigns. This course also covers advanced techniques in influencer marketing, programmatic advertising, and the integration of advanced analytics to make data-driven decisions that can transform business performance. By the end of this course, you will be equipped with the knowledge and skills to lead digital transformation initiatives, drive innovation, and execute data-driven marketing strategies that deliver significant business growth.

Course Learning Outcomes (CLOs)

- ◆ Leverage Artificial Intelligence (AI) and machine learning to optimize digital marketing efforts and personalize customer experiences.
- ◆ Master marketing automation tools to streamline campaign execution, improve efficiency, and increase ROI.
- ◆ Develop and implement sophisticated multi-channel campaigns that integrate SEO, SEM, social media, content, and email marketing.
- ◆ Utilize advanced analytics to measure campaign success, interpret complex data, and continuously optimize digital marketing strategies.
- ◆ Understand the principles of programmatic advertising and how to use automated platforms for efficient ad buying and targeting.
- ◆ Enhance customer engagement and loyalty through data-driven personalization and effective influencer marketing strategies.
- ◆ Implement advanced conversion rate optimization (CRO) techniques to drive higher customer acquisition and retention.

Digital Marketing Professional – level 4

Course Details

Course Code:	
Course Title:	Digital Marketing Professional – level 4
Course Description:	Complete Digital Marketing Course (Level 4)
Niche:	Marketing
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Complete Digital Marketing Course Level-4 is the pinnacle of digital marketing education, designed for professionals who want to attain expert mastery over every aspect of digital marketing. This final, advanced-level course combines the most cutting-edge strategies, tools, and innovations to help you become a leader in the digital marketing field. In this course, you'll delve into the advanced integration of emerging technologies like block chain, augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT) within marketing strategies. You'll explore advanced brand management, crisis management, and strategic digital marketing leadership. By the end of Level-4, you will not only have mastered digital marketing but also gained the knowledge to innovate, lead large-scale campaigns, manage digital teams, and shape the future of marketing in your industry.

Course Learning Outcomes (CLOs)

- ◆ Lead and innovate with emerging technologies like block chain, AR, VR, and IoT to craft next-generation marketing strategies.
- ◆ Master Omni channel marketing by integrating SEO, SEM, content marketing, social media, and email marketing into a seamless, high-impact strategy.
- ◆ Understand advanced customer segmentation, predictive analytics, and AI-driven personalization to drive customer engagement and loyalty.
- ◆ Learn to manage large-scale digital marketing teams and campaigns with an emphasis on agile marketing and project management.
- ◆ Develop advanced crisis management strategies and handle brand reputation in the age of social media. Build, implement, and evaluate strategic digital marketing leadership to lead digital transformation within organizations.
- ◆ Gain the expertise to lead data-driven decision-making with high-level analytics and performance measurement tools.

DIGITAL MARKETING



Amazon FBA Executive - Wholesale

Course Details

Course Code:	
Course Title:	Amazon FBA Executive - Wholesale
Course Description:	Amazon FBA wholesale Course
Niche:	eCommerce
Contact Hours:	28

Course Duration: 3 Months

Course Description

The Amazon FBA Executive - Wholesale Course is designed for professionals who want to master the art of running a successful wholesale business through Amazon's Fulfillment by Amazon (FBA) platform. This comprehensive course provides you with the essential knowledge and strategies needed to establish and scale a profitable wholesale operation on Amazon. You will learn how to source wholesale products, negotiate with suppliers, and optimize your listings for maximum visibility and sales. You'll also dive deep into FBA logistics, inventory management, and the critical aspects of building a sustainable business model. The course covers advanced techniques for analyzing market trends, finding profitable niches, and using Amazon's tools to streamline your business for scalability.

Course Learning Outcomes (CLOs)

- ◆ Master the process of sourcing profitable wholesale products and building strong supplier relationships.
- ◆ Learn how to effectively negotiate with wholesalers and manufacturers for the best prices and terms.
- ◆ Optimize Amazon FBA listings for maximum visibility, sales, and customer engagement.
- ◆ Gain deep knowledge of Amazon's FBA logistics, inventory management, and cost optimization techniques.
- ◆ Understand the intricacies of Amazon's marketplace, including fees, policies, and competition analysis.
- ◆ Implement advanced strategies for scaling your wholesale business, managing cash flow, and increasing profitability.
- ◆ Use Amazon's analytics and reporting tools to make data-driven decisions and refine your business strategy.



Amazon FBA Executive Private Label - Level 1

Course Details

Course Code:	
Course Title:	Amazon FBA Executive Private Label - Level 1
Course Description:	The Last Amazon FBA Course (Level 1)
Niche:	eCommerce
Contact Hours:	28

Course Duration: 3 Months

Course Description

The Amazon FBA Executive Private Label - Level 1 course is designed for aspiring entrepreneurs and e-commerce professionals who want to launch and grow a successful private label brand on Amazon. This foundational course takes you step-by-step through the process of establishing your own brand, from product selection and sourcing to setting up your Amazon storefront and optimizing listings for maximum visibility and sales. In this course, you'll learn how to research and identify profitable product opportunities, create your unique private label brand, and effectively work with suppliers to bring your product to market. You will also gain insights into Amazon FBA logistics, inventory management, and how to optimize your Amazon listings to attract customers and boost conversions.

Course Learning Outcomes (CLOs)

- ◆ Learn how to research and identify high-demand, low-competition private label products.
- ◆ Understand how to work with suppliers to source and manufacture your private label product.
- ◆ Create a unique and compelling brand identity for your product on Amazon.
- ◆ Set up and optimize your Amazon FBA account for private label success.
- ◆ Master the art of creating high-converting product listings with SEO-friendly titles, descriptions, and images.
- ◆ Understand how to manage inventory and streamline logistics using Amazon FBA for seamless fulfillment.
- ◆ Gain foundational knowledge of Amazon's policies, fees, and best practices for private label sellers.



Amazon FBA Executive Private Label - Level 2

Course Details

Course Code:	
Course Title:	Amazon FBA Executive Private Label - Level 2
Course Description:	The Last Amazon FBA Course (Level 2)
Niche:	eCommerce
Contact Hours:	28

Course Duration: **3 Months**

Course Description

The "Amazon FBA Executive Private Label - Level 2" is an advanced, hands-on course designed for entrepreneurs and business owners who are ready to take their Amazon FBA business to the next level. Building upon the foundation laid in Level 1, this course dives deeper into the strategic and operational aspects of scaling a successful private label business on Amazon. You will learn advanced techniques for product research, sourcing, branding, listing optimization, and marketing, all geared toward maximizing profits and scaling your Amazon FBA business.

Course Learning Outcomes (CLOs)

- ◆ Learn tools and techniques to identify high-demand, low-competition products, and understand deeper market trends.
- ◆ Explore advanced strategies for building a compelling brand that stands out on Amazon, from designing professional packaging to creating a memorable customer experience.
- ◆ Master the art of crafting Amazon listings that convert, including enhanced brand content, high-quality images, and SEO-optimized titles, bullet points, and descriptions.
- ◆ Gain insights into the process of finding reliable suppliers, negotiating for the best prices, and managing international shipments, ensuring your products arrive on time and cost-effectively.
- ◆ Dive into advanced advertising techniques, including Amazon PPC, social media marketing, and influencer collaborations, to drive traffic and increase conversions on your listings.
- ◆ Understand how to analyze your financials, track key performance metrics, and optimize pricing strategies to maximize profit margins while staying competitive.



Web Development Executives – Level 1

Course Details

Course Code:	
Course Title:	Web Development Executives – Level 1
Course Description:	The Complete 2024 Web Development Bootcamp
Niche:	Coding
Contact Hours:	21.5

Course Duration: 3 Months

Course Description

The Web Development Executives – Level 1 bootcamp is an all-in-one, beginner-friendly program designed to teach you the fundamentals of web development. In this course you will learn HTML, CSS, JavaScript and web design principles to create modern and responsive websites. This bootcamp also covers basic back-end concepts such as server-side programming and databases, giving you a comprehensive understanding of both front-end and back-end development. Whether you're looking to build websites for yourself or start a career in web development, this course provides the skills and confidence to succeed in the digital world.

Course Learning Outcomes (CLOs)

- ◆ Understand Master HTML, CSS, and JavaScript Basics and apply core web technologies to build structured and styled web pages.
- ◆ Design mobile-friendly, visually appealing websites using responsive web design techniques.
- ◆ Use JavaScript to add interactive features, such as form validation and dynamic content updates to develop interactive web pages.
- ◆ Host and deploy websites on the web, understanding the basics of web hosting and server-side management. Gain introductory knowledge of databases and
- ◆ server-side programming to integrate dynamic content into websites.



Web Development Executives – Level 2

Course Details

Course Code:	
Course Title:	Web Development Executives – Level 2
Course Description:	Web Development Executives – Level 2
Niche:	Coding
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Web Development Executives – Level 2 bootcamp is an advanced course designed to take your web development skills to the next level. Building on the foundational knowledge from Level 1, this course focuses on modern development practices, advanced JavaScript frameworks like React, back-end programming with Node.js, and integrating databases for dynamic web applications. You will also dive deeper into responsive design, APIs, and web security, equipping you with the skills to build complex, production-ready websites. Perfect for those aiming to become full-stack developers, this bootcamp prepares you for real-world web development challenges.

Course Learning Outcomes (CLOs)

- ◆ Build dynamic, interactive web applications using React and modern JavaScript techniques.
- ◆ Use Node.js and Express to create powerful server-side applications and RESTful APIs.
- ◆ Integrate SQL and NoSQL databases into web applications to store and manage data effectively.
- ◆ Develop, manage, and integrate APIs to create dynamic, data-driven websites and applications.
- ◆ Apply essential web security protocols to protect applications from common vulnerabilities and attacks.
- ◆ Combine front-end and back-end skills to develop fully functional, scalable web applications.



Web Development Executives – Level 3

Course Details

Course Code:	
Course Title:	Web Development Executives – Level 3
Course Description:	Web Development Executives – Level 3
Niche:	Coding
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Web Development Executives – Level 3 bootcamp is the final stage of the comprehensive web development journey. This course focuses on building large-scale, high-performance web applications using cutting-edge tools and technologies. You will learn advanced topics such as cloud deployment, DevOps practices, microservices architecture, and optimization techniques. Students will also gain expertise in integrating third-party services, managing team collaboration, and deploying full-scale applications. By the end of this course, you will have the skills to build, deploy, and maintain professional web applications and lead web development projects with confidence.

Course Learning Outcomes (CLOs)

- ◆ Deploy applications to cloud platforms and implement DevOps principles to automate development and deployment workflows.
- ◆ Architect and build scalable web applications using microservices, ensuring high availability and fault tolerance.
- ◆ Optimize web application performance including caching, load balancing, and code splitting, to ensure optimal app performance.
- ◆ Develop complex, scalable web applications using modern JavaScript (ES6+), TypeScript, and advanced front-end frameworks.
- ◆ Seamlessly integrate third-party services and APIs to enhance application functionality and extend its capabilities.
- ◆ Develop and deploy complete full-stack applications using best practices and efficient development workflows.



Shopify Dropshipping Professionals

Course Details

Course Code:	
Course Title:	Shopify Dropshipping Professionals
Course Description:	The Complete Shopify Dropshipping Course
Niche:	eCommerce
Contact Hours:	9.5

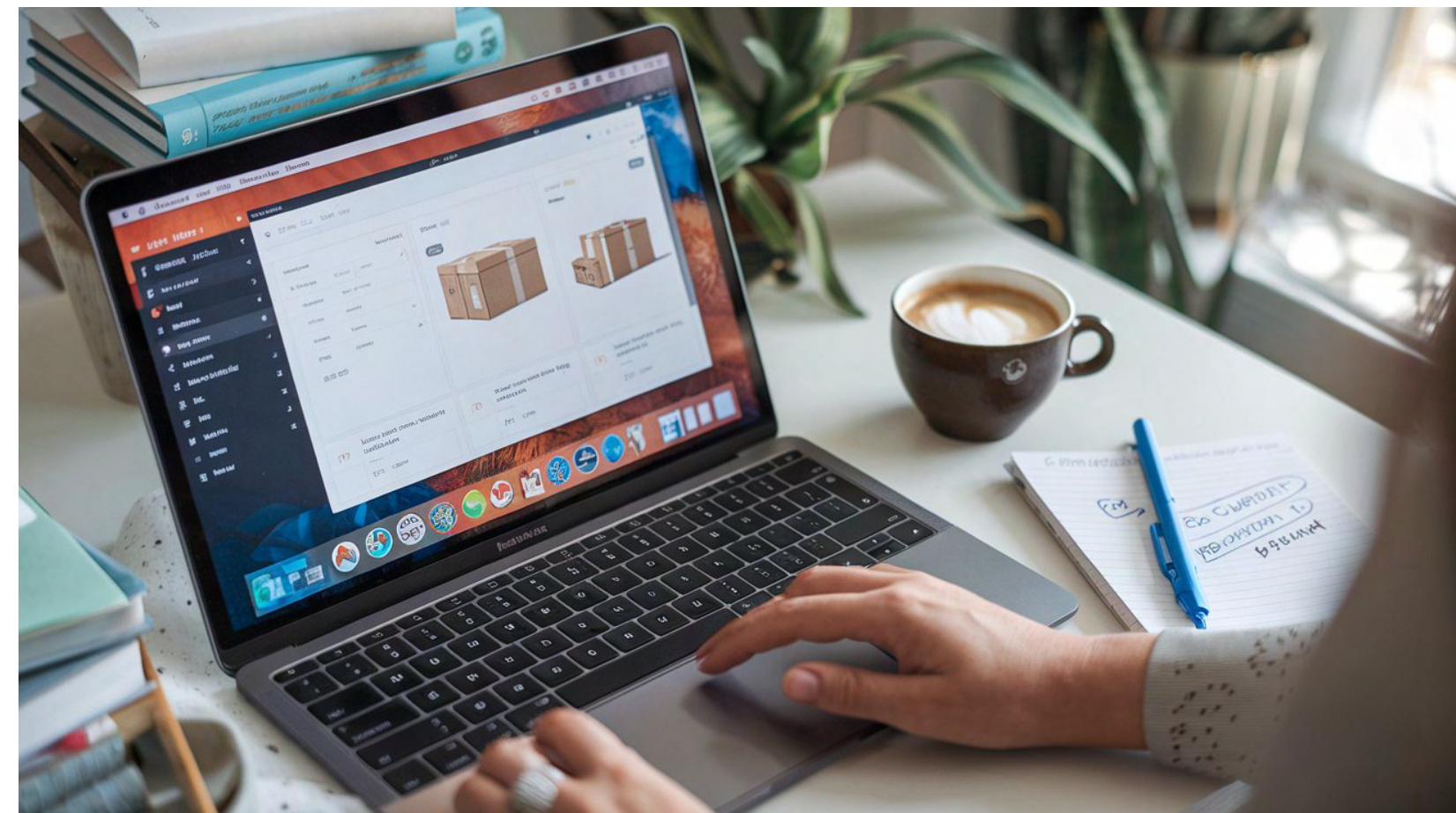
Course Duration: 3 Months

Course Description

The shopify dropshipping professionals course is an all-in-one training program designed to help you build and scale a successful dropshipping business using Shopify. This comprehensive course covers everything from setting up your Shopify store to finding profitable products, optimizing your sales funnel, and running effective marketing campaigns. You will learn how to select suppliers, automate order fulfillment, and use Shopify's tools to manage and grow your business efficiently. Whether you're a beginner or an aspiring e-commerce professional, this course provides the knowledge and practical skills needed to succeed in the competitive world of dropshipping.

Course Learning Outcomes (CLOs)

- ◆ Create and customize a professional Shopify store ready for dropshipping, with essential features for product listings, payment gateways, and customer experience.
- ◆ Identify high-demand, profitable products and build reliable supplier relationships to ensure consistent product quality and timely delivery.
- ◆ Design and optimize a sales funnel that converts visitors into customers, improving the customer journey and increasing sales.
- ◆ Implement Facebook Ads, Google Ads, and email marketing strategies to drive targeted traffic to your Shopify store and maximize sales.
- ◆ Use Shopify's tools to automate order processing, manage inventory, and handle customer service.



Fullstack Dev Executive – level 1

Course Details

Course Code:	
Course Title:	Fullstack Dev Executive – level 1
Course Description:	The Ultimate 2024 Fullstack (Level 1)
Niche:	Coding
Contact Hours:	20.5

Course Duration: 3 Months

Course Description

The Fullstack Dev Executive – Level 1 course is a comprehensive introduction to full-stack web development, designed for beginners. This course covers the fundamentals of both front-end and back-end technologies, including HTML, CSS, JavaScript, and databases. Students will learn how to create interactive, responsive websites and build server-side applications. By the end of this course, students will have the essential skills to develop dynamic, data-driven websites from scratch and gain a solid foundation to continue their journey toward becoming full-stack developers.

Course Learning Outcomes (CLOs)

- ◆ Use HTML, CSS, and JavaScript to build visually appealing and interactive web pages.
- ◆ Implement responsive design techniques to ensure websites function across various devices and screen sizes.
- ◆ Use Node.js to build simple server-side applications and handle basic API requests.
- ◆ Understand the basics of relational and non-relational databases and integrate them into web applications.
- ◆ Use Git and GitHub for version control, collaboration, and managing code repositories.
- ◆ Apply basic security practices to safeguard applications from common web vulnerabilities.



Fullstack Dev Executive – level 2

Course Details

Course Code:	
Course Title:	Fullstack Dev Executive – level 2
Course Description:	The Ultimate 2024 Fullstack (Level 2)
Niche:	Coding
Contact Hours:	25

Course Duration: 3 Months

Course Description

The Fullstack Dev Executive – Level 2 bootcamp is designed for those who have mastered the basics of web development and are ready to dive deeper into advanced full-stack techniques. This course focuses on modern development practices and introduces you to powerful frameworks and tools such as React.js for front-end development and Express.js for back-end development. You will learn to build complex, dynamic applications, work with APIs, and integrate authentication systems. Additionally, this course covers deployment and hosting, enabling you to launch scalable, production-ready web applications. By the end of Level 2, you'll be equipped to tackle real-world development projects and advance your career as a full-stack developer.

Course Learning Outcomes (CLOs)

- ◆ Develop dynamic and responsive user interfaces using React.js, including state management and component-based architecture.
- ◆ Design and build robust server-side applications with Node.js and Express.js, including handling routing and middleware.
- ◆ Develop secure authentication and authorization systems to manage user login, registration, and access control.
- ◆ Use MongoDB (NoSQL) and SQL databases to store, query, and manage application data efficiently.
- ◆ Deploy and host full-stack web applications on cloud platforms and server environments for production use.



Bookkeeping - Professional

Course Details

Course Code:	
Course Title:	Accounting & Bookkeeping Masterclass Beginner to Advanced
Course Description:	Bookkeeping - Professional
Niche:	Accounting
Contact Hours:	20.5

Course Duration: 3 Months

Course Description

The Bookkeeping professional course is a comprehensive program designed to take students from beginner to advanced levels in accounting and bookkeeping. This course covers key principles of financial accounting, bookkeeping techniques, and the use of industry-standard software like QuickBooks and Xero. Students will learn to manage financial records, prepare balance sheets, income statements, and track cash flow. By the end of the course, students will have a strong understanding of financial reporting, tax preparation, payroll, and managing day-to-day accounting tasks, empowering them to pursue careers as professional bookkeepers or accountants.

Course Learning Outcomes (CLOs)

- ◆ Understand and apply core accounting principles, including the accounting equation and double-entry bookkeeping.
- ◆ Accurately record financial transactions, including journals, ledgers, and trial balances, in both manual and software-based systems.
- ◆ Prepare and analyze key financial statements, including balance sheets, income statements, and cash flow statements.
- ◆ Efficiently manage financial data and transactions using industry-standard accounting software like QuickBooks and Xero.
- ◆ Process payroll, calculate taxes, and understand the tax implications for businesses and individuals.
- ◆ Create budgets, manage cash flow, and implement financial strategies to ensure financial stability and growth for businesses.



Project Management Mastery

Course Details

Course Code:	
Course Title:	Project Management Mastery
Course Description:	The Project Management Course: Beginner to PROject Manager
Niche:	Customer Service and Admin Support
Contact Hours:	7.5

Course Duration: 3 Months

Course Description

The Project Management Mastery course is designed to take students from beginner to professional project manager. This comprehensive course covers the essential principles, tools, and techniques used in project management across various industries. Students will learn how to initiate, plan, execute, monitor, and close projects successfully. Key topics include project scope, budgeting, risk management, resource allocation, and team leadership. By the end of this course, students will be equipped with the practical skills and confidence to manage projects of any size and complexity, preparing them for leadership roles in project management.

Course Learning Outcomes (CLOs)

- ◆ Grasp the core principles, methodologies, and processes used in successful project management.
- ◆ Develop comprehensive project plans, including defining scope, setting objectives, and establishing timelines and budgets.
- ◆ Apply risk management strategies to identify, assess, and mitigate risks throughout the project lifecycle.
- ◆ Develop strong leadership and communication skills to manage project teams and stakeholders effectively.
- ◆ Track project progress, make necessary adjustments, and complete projects with proper closure and post-project evaluation.



Graphic Designer Mastery – level 1

Course Details

Course Code:	
Course Title:	Graphic Designer Mastery level 1
Course Description:	Graphic Design Mastery- For Beginners
Niche:	Design and Creativity
Contact Hours:	17

Course Duration: 3 Months

Course Description

The Graphic Designer Mastery – Level 1 course is a beginner-friendly program designed to introduce students to the world of graphic design. This course covers the fundamental principles of design, including color theory, typography, layout, and composition, using industry-standard software like Adobe Photoshop and Illustrator. Students will learn to create stunning visuals for digital and print media, from designing logos and banners to creating marketing materials. By the end of the course, students will have a solid understanding of design fundamentals and the skills needed to begin creating professional-quality graphic designs.

Course Learning Outcomes (CLOs)

- ◆ Grasp the core principles of design, including color theory, typography, and composition, and how to apply them to create visually appealing designs.
- ◆ Navigate Adobe Photoshop and Illustrator confidently to create and edit professional-quality designs.
- ◆ Design well-organized, balanced layouts for print and digital media, focusing on user experience and visual impact.
- ◆ Develop logos, business cards, and other branding materials that effectively represent a brand's identity.
- ◆ Create designs optimized for both web and print formats, understanding resolution, file formats, and print specifications.



Graphic Designer Mastery – level 2

Course Details

Course Code:	
Course Title:	Graphic Designer Mastery level 2
Course Description:	Graphic Design Mastery- AI, Photoshop, Illustrator, Indesign
Niche:	Design and Creativity
Contact Hours:	20

Course Duration: 3 Months

Course Description

The Graphic Designer Mastery – Level 2 course builds on foundational graphic design skills and focuses on advanced techniques using industry-leading software: Adobe Illustrator (AI), Photoshop, Illustrator, and InDesign. This course will enhance your ability to create complex illustrations, professional photo manipulations, brand identities, print layouts, and digital content. Students will learn to integrate design elements across different platforms, produce high-quality visuals, and perfect their creative process. By the end of the course, students will be proficient in using advanced features of each software, preparing them for high-level design projects in both digital and print media.

Course Learning Outcomes (CLOs)

- ◆ Create detailed vector art, custom illustrations, and logos using advanced tools and techniques in Adobe Illustrator.
- ◆ Perform advanced photo manipulation, retouching, and compositing to create professional-grade images for various uses.
- ◆ Produce polished print materials, such as brochures, posters, and magazines, with advanced layout and typography features in Adobe InDesign.
- ◆ Create cohesive brand identities, including logos, packaging designs, and promotional materials that align with brand messaging.
- ◆ Design eye-catching and effective visuals optimized for websites, social media, and other digital platforms.
- ◆ Efficiently integrate designs created in Illustrator, Photoshop, and InDesign, ensuring consistency across print and digital media.



3D Animation Executive in Maya

Course Details

Course Code:	
Course Title:	3D Animation Executive in Maya
Course Description:	Maya for Beginners: Complete Guide to 3D Animation in Maya
Niche:	Design and Creativity
Contact Hours:	29.5

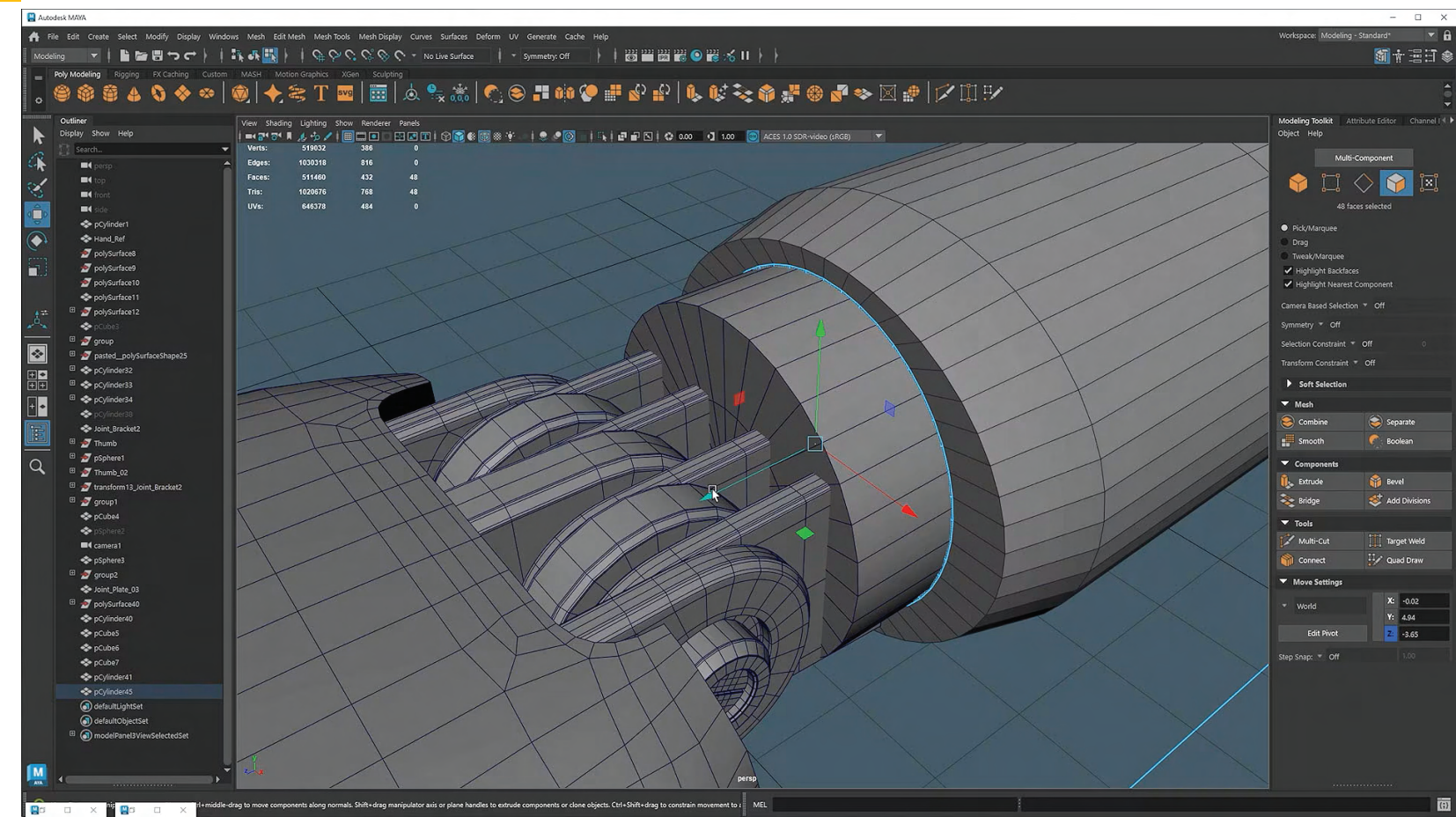
Course Duration: 3 Months

Course Description

The 3D Animation Executive in Maya course is designed to teach beginners the fundamentals of 3D modeling, animation, and rendering using Autodesk Maya, one of the industry's most powerful 3D software tools. This comprehensive course covers everything from basic 3D modeling to character rigging and animation techniques. Students will learn to create realistic animations, apply textures, and render scenes for film, television, and video games. By the end of the course, students will have a solid understanding of 3D animation principles and Maya's features, enabling them to create professional-quality 3D animations from start to finish.

Course Learning Outcomes (CLOs)

- ◆ Effectively use Autodesk Maya's interface, tools, and workspaces for 3D modeling and animation.
- ◆ Design and model 3D objects, environments, and simple characters using Maya's modeling tools.
- ◆ Add textures, materials, and shades to 3D models to achieve realistic surfaces and details.
- ◆ Set up proper lighting for 3D scenes and render high-quality images and animations.
- ◆ Use key framing and motion paths to animate objects and characters in a 3D environment.
- ◆ Learn basic character rigging techniques, including skeleton creation and control setups for animation.



Virtual assistant (private label)-amazon

Course Details

Course Code:	
Course Title:	Virtual assistant (private label)-amazon
Niche:	eCommerce
Contact Hours:	60

Course Duration: 3 Months

Course Description

This course is designed to provide students with the essential skills to become proficient Virtual Assistants specializing in managing Amazon private label businesses. Students will learn how to handle every aspect of the private label process, including product research, supplier communication, listing optimization, inventory management, and customer service. With a focus on helping Amazon sellers build and grow successful private label brands, this course will equip students with the tools and strategies needed to support sellers in managing their business efficiently and effectively on the Amazon platform.

Course Learning Outcomes (CLOs)

- ◆ **Understand Amazon Private Label Business:** Demonstrate knowledge of the Amazon private label model, including the creation, branding, and marketing of unique products.
- ◆ **Product Research and Sourcing:** Conduct thorough product research to identify profitable private label opportunities, including supplier selection and negotiation.
- ◆ **Listing Optimization:** Create and optimize high-converting product listings with well-crafted titles, descriptions, images, and keywords to enhance visibility and sales.
- ◆ **Inventory and Order Management:** Manage inventory levels, monitor stock, and track orders to ensure timely fulfillment and avoid stockouts.
- ◆ **Customer Service and Communication:** Handle customer inquiries, resolve issues, and maintain a high level of customer satisfaction to protect seller reputation.
- ◆ **Brand Management and Marketing:** Assist in developing and executing strategies for brand development, including pricing, promotions, and Amazon advertising to increase brand awareness and drive sales.
- ◆ **Data-Driven Decision Making:** Use Amazon's analytics and reporting tools to track sales performance and make data-driven decisions to improve business outcomes.

Virtual Trader-Ali baba

Course Details

Course Code:	
Course Title:	Virtual Trader-Ali baba
Niche:	e Commerce
Contact Hours:	60

Course Duration: 3 Months

Course Description

This course is designed to train students to become proficient Virtual Traders specializing in sourcing products from Alibaba for resale or wholesale purposes. You will learn how to navigate Alibaba's platform, evaluate suppliers, negotiate prices, manage orders, and optimize logistics for smooth transactions. The course will provide hands-on experience in sourcing products, identifying profitable trade opportunities, and managing the overall supply chain. By the end of the course, students will be equipped with the tools and techniques to succeed as virtual traders, facilitating efficient and cost-effective global trade through Alibaba.

Course Learning Outcomes (CLOs)

- ◆ Demonstrate proficiency in using Alibaba's platform for product sourcing, supplier research, and order management.
- ◆ Evaluate and vet suppliers based on credibility, product quality, and pricing, and negotiate favorable terms for purchasing.
- ◆ Apply strategies for selecting profitable products and sourcing them at competitive prices.
- ◆ Manage orders, track shipments, and coordinate logistics to ensure timely deliveries and minimize costs. Understand international trade regulations, customs processes, and import/export compliance related to Alibaba transactions.
- ◆ Calculate profit margins, factor in shipping costs, and develop effective pricing strategies for resale. Develop professional communication skills for negotiating with suppliers and managing ongoing business relationships.

Virtual store manager-Daraz

Course Details

Course Code:	
Course Title:	Virtual store manager-Daraz
Niche:	eCommerce
Contact Hours:	60

Course Duration: 3 Months

Course Description

This course is designed to equip students with the essential skills to become successful Virtual Store Managers on Daraz, one of South Asia's leading e-commerce platforms. Students will learn how to set up, manage, and optimize an online store, handle product listings, monitor inventory, manage customer relations, and analyze sales data to improve business performance. Through practical exercises and real-life scenarios, the course provides the tools needed to excel in managing an online store on Daraz, enhancing sales, and ensuring customer satisfaction.

Course Learning Outcomes (CLOs)

- ◆ Demonstrate the ability to create and manage a store on Daraz, including setting up the profile, cataloging products, and configuring payment and shipping options.
- ◆ Create and optimize product listings by using effective titles, descriptions, and high-quality images to attract customers and increase sales.
- ◆ Manage inventory levels, track orders, and ensure timely fulfillment to prevent stockouts and delays.
- ◆ Use Daraz's analytical tools to track sales performance, customer behavior, and identify opportunities for growth.
- ◆ Provide excellent customer service, handle inquiries, resolve issues, and maintain high seller ratings and positive reviews.
- ◆ Develop and implement marketing strategies, including discounts, promotions, and advertisements, to boost visibility and sales on Daraz.
- ◆ Use data and insights to make informed decisions about product offerings, pricing, and inventory management to maximize store profitability.

Virtual Assistant (Wholesale) - Amazon

Course Details

Course Code:	
Course Title:	Virtual Assistant (Wholesale) - Amazon
Niche:	eCommerce
Contact Hours:	60

Course Duration: 3 Months

Course Description

This course is designed for students to become skilled Virtual Assistants specializing in supporting Amazon wholesale businesses. The course covers the key aspects of wholesale operations, including product research, supplier management, inventory control, order fulfillment, and customer support. Students will learn how to effectively manage Amazon Seller Central accounts, optimize listings, and handle the daily tasks of a wholesale business to ensure smooth operations. By the end of the course, students will be equipped with the tools and knowledge to provide exceptional VA services to Amazon wholesale sellers and contribute to their business growth.


Course Learning Outcomes (CLOs)

- ◆ Gain a comprehensive understanding of the Amazon wholesale business model and the role of a Virtual Assistant in supporting wholesale sellers.
- ◆ Perform product research to identify profitable wholesale products and effectively communicate with suppliers to secure competitive deals.
- ◆ Assist in managing Amazon Seller Central, including product listing creation, inventory management, order processing, and shipment tracking.
- ◆ Create and optimize product listings to improve visibility and conversion rates, utilizing effective keywords, compelling product descriptions, and high-quality images.
- ◆ Monitor and maintain inventory levels, track shipments, and ensure timely order fulfillment to avoid stockouts and improve customer satisfaction.
- ◆ Handle customer inquiries, resolve issues, and manage feedback to maintain high ratings and strengthen seller reputation.
- ◆ Use Amazon's analytics tools to track and report on sales performance, making data-driven recommendations for business improvement.

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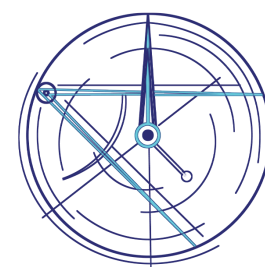
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