

## Software Development Entrepreneur Course

### 1: Foundations of HTML: Building Blocks for Web Development

- HTML Introduction
- Basic HTML Structure
- HTML Editors Overview
- Understanding HTML Tags
- Text Elements: Paragraphs, Headings, and Text
- Formatting Text in HTML
- Creating Lists in HTML
- Adding Images to HTML
- Working with HTML Tables
- Implementing HTML Forms
- Incorporating Media in HTML

### 2: CSS Essentials: From Basics to Responsive Design

- Introduction to CSS and Linking Methods
- Understanding CSS Properties: Key-Value Pairs and Network Tab
- Utilizing Comments, Colors, Backgrounds, and Images
- Text Properties: Font Size, Weight, and Style
- Exploring the Box Model: Padding, Margin, Border, and Main Content with Inspect Tab
- Introduction to CSS Positioning
- Manipulating Height, Width, and Selectors
- Implementing Float (Left, Right), Z-Index, and Opacity
- Responsive Design Principles and Media Queries
- Flexbox: A Responsive Design Approach
- Grid Systems for Responsive Design

#### Projects Covered

- **Project 1: YouTube Gallery (Modified iframe Version):**  
**Description:** Create a custom-styled YouTube gallery using iframes, showcasing videos with personalized design and layout.

- **Project 2: Sign-in Form Styling:**  
**Description:** Enhance the visual appeal and usability of a sign-in form through CSS, focusing on improving aesthetics and user experience.
- **Project 3: Image Gallery Enhancement:**  
**Description:** Transform a basic image gallery into an aesthetically pleasing and user-friendly interface by applying advanced CSS techniques.

### 3: Project Management

#### Software Development Life Cycle

- Aligning project management with software development life cycle

#### Agile Methodologies:

- Understanding Agile principles and values
- Scrum and other Agile frameworks
- Sprint planning and execution

#### Waterfall Methodology:

- Overview of the Waterfall model
- Pros and cons of Waterfall vs. Agile

#### Version Control Systems:

- Introduction to Git and GitHub
- Collaborative coding with version control
- Branching and merging strategies

#### Task Management Tools:

- Overview of popular task management tools (e.g., Jira, Trello)
- Creating and managing tasks
- Assigning and tracking progress

### 4: Bootstrap Essentials

- Framework Fundamentals: Bootstrap Introduction
- Building Bootstrap Templates Offline
- Responsive Design Basics: Containers, Rows, Columns
- Creating Navigational Elements: Navbar, Colors, Accordions, Alerts, Badges
- Utilizing Placeholders, Popovers, Progress Bars, Spinners
- Practical Application: Project Implementation with Bootstrap

**Projects:**

- **Project 1:** Develop Your Company Portfolio Website
- **Project 2:** Build a Mock Flipcart E-commerce Platform

**5: Figma – Design Tool**

- Introduction to Figma
- Using Figma to create, share & test designs.
- Converting images to HTML templates

**6: JavaScript Essentials: Core Concepts and Practical Applications**

- Introduction to JavaScript
- Integrating JavaScript into HTML
- Fundamentals of Variables
- Data Types and Operations
- Conditional Statements in JavaScript
- Understanding JavaScript Objects
- Manipulating States and the Document Object Model (DOM)
- Functions and Event Handling
- Exploring JavaScript Arrays
- Synchronous and Asynchronous Programming Concepts
- Commenting in JavaScript Code
- Basics of Loops
- Mastering the Document Object Model (DOM)
- Advanced Concepts: Promises, Async/Await, Fetch, Axios
- Utilizing Spread and Rest Operators
- Deconstructing Arrays and Objects
- Module Management in JavaScript

**7: TypeScript Topics**

- Introduction to TypeScript
- Simple and Special Types in TypeScript
- Understanding TypeScript Generics
- Exploring TypeScript Interfaces
- Working with Object Types in TypeScript
- Mastering TypeScript Classes

**Projects Covered:**

- Project 1: Dynamic Calculator: Create an interactive calculator with basic and advanced arithmetic operations.
- Project 2: Stopwatch Application: Build a stopwatch with start, stop, and reset functionality.
- Project 3: Digital Clock Implementation: Develop a digital clock displaying hours, minutes, and seconds.
- Project 4: Guessing Game Project: Design a game where users guess a randomly generated number within a range.
- Project 5: Geolocation Tracker: Develop an app to track and display the user's current location on a map.

## 8: ReactJS Essentials: Key Concepts and Applications

- Introduction to ReactJS
- Exploring the State of JavaScript Survey
- Building React Web Apps
- Grasping ReactJS Fundamentals
- Utilizing Fragments, Hooks, and React Router DOM
- Learning MUI and Its Setup
- Integrating MUI Tabs
- Managing Props in React
- Creating UI Components for Social Media Sharing

**Projects Covered:**

- Project 1: Enhancing your company Portfoliowebsite.
- Project 2: Enhance Fake Flip-Cart ecommerce website

## 9: Web Hosting and GitHub Collaboration

- Understanding Web Hosting
- Introduction to GitHub
- Repository Management: Creation and Merging
- Collaborative Workflows: Pushing and Pulling Requests
- Utilizing Gh-pages for React Projects

## 10: Mastering Git and GitHub Essentials

- Introduction to Git
- Repository Workflow Basics
- Branch Management
- Leveraging GitHub for Version Control
- Essential Git Commands
- Understanding Staging in Git

## 11 : MongoDB DataBase Essentials

- Database Fundamentals Overview
- MongoDB Installation
- Configuring MongoDB
- CRUD Operations: Create, Read, Update, Delete
- Schema Creation
- Installing MongoDB Compass

## 12: MySQL DataBase Essentials

- MySQL DB Fundamentals
- MySQL vs. MongoDB: A Comparative Analysis
- Setting Up MySQL DB: Installation
- Database Configuration
- Database Creation in MySQL
- Table Creation in MySQL
- CRUD Operations in MySQL: Create, Read, Update, Delete

## 13: Node JS Topics

- Node.js Basics: Getting Started
- Installation and Configuration of Node.js
- Working with Modules in Node.js
- Creating Custom Modules in Node.js
- Exploring Built-in Modules in Node.js
- Integrating Third-Party Modules in Node.js Projects
- Utilizing NPM (Node Package Manager) Effectively
- Managing Dependencies: Creating Package.json

- Node\_modules: Understanding the Core Structure

#### 14: Express JS Topics

- Introduction & Installation of ExpressJS
- MVC&Serverless Architecture concepts
- Configure CORS
- Understanding HTTP Methods
- Decoding HTTP Status Codes
- Schema Handling
- Working with Models&Controllers
- Creating CURD APIs
- Utilizing EJS for Views
- Working with Static files
- Hosting with Cyclic

#### 15: Google Firebase Console

- Introduction to Google Firebase
- Configuring Firebase for push notifications
- Creating & Setting projects
- Creating tokens
- Sending push notification

#### 16: Email Authentication

- Introduction to OATH Authentication Tool
- Installing OATH Package
- Authentication with Email & Google

#### 17: SMS & Whatsapp Configuration:

- Setting up with Twilio
- Sending SMS using Twilio
- Sending Whatsapp Message.

## 18: Implementing Payment Gateway

- Understanding payment gateway systems
- Setting up with RazorPay

## Entrepreneurial Essentials & Digital Marketing

### 1: Establishing Your Business Presence Online

- Website Domain purchase
- Designing Your Company Logo with [logomaker.com](https://logomaker.com)
- Setting Up a Professional Company Email Address using Zoho
- Building Your Own Website with GoDaddy or Hostinger

### 2: Sign Up on Freelance Platforms to get Clients

- What is Freelancing?
- Signup with Freelancer.com, Fiverr, upwork
- Create a strong portfolio in freelance websites
- Browse projects from employers
- How to submit tailored proposal to each project
- Best practices in freelancing

### 3: Business Proposals, Contract Agreements, and Quotations

- Crafting Effective Business Proposals
- Negotiating and Finalizing Contract Agreements
- Generating Professional Quotations using zoho
- Creating business presentations using gamma app

### 4: Customer Relationship Management (CRM) Solutions for Business Growth

- Utilizing Zoho / Bitrix CRM for Effective Customer Data Management

### 5: Safeguarding Your Business: Data Privacy, Protection, and Copyrights

- Importance of Data Privacy in the Digital Age
- Privacy Policy, Copyrights, Disclaimer

### 6: Google Analytics Insights:

- Understanding Key Metrics and Analytics for Business Growth

## 7. Useful websites & Tools:

- URL shortener using TinyURL
- Image Compression tools
- Google forms, Google Sheets
- ChatGPT, Bard AI tools
- Dropbox, wetransfer for sharing files online
- Zoom & Google Meet, Teams for meetings
- Chrome extensions

## Digital Marketing for Entrepreneurs

### 1. Introduction to Digital Marketing

- Understanding Digital Marketing vs. Traditional Marketing
- Advantages of Digital Marketing for Entrepreneurs

### 2. Social Media Marketing Strategies

- Creating Company Profiles on Facebook, Instagram, LinkedIn, YouTube, and Instagram for Business Marketing & Branding
- Engaging with Relevant Social Media Groups
- Setting Up and Managing a Google My Business Page
- Developing Daily Updates and Engagement Strategies for Social Media Platforms

### 3. Search Engine Optimization (SEO) Fundamentals:

- Fundamentals of “On-Page and Off-Page SEO“
- Understanding Meta Tags and their uses in google search rankings.

### 4. Effective Lead Generation Strategies for Business Growth

- Email Marketing: Maximizing Leads with Tools like Mailchimp and Other Free Platforms
- Generating leads from Facebook & Google Ads
- Leveraging WhatsApp Marketing Tactics for Lead Generation:
- Understanding WhatsApp Business Accounts
- Creating Product Catalogs on WhatsApp Business
- Utilizing WhatsApp Group Marketing and Broadcasting
- WhatsApp Channels for branding & Lead Generation
- Telegram Channels for Lead Generation
- Google Reviews in Building Trust and generating Leads



- Listing Your Business on marketplace platforms like JustDial, Sulekha, Indiamart and Similar Websites for Enhanced Visibility and Lead Generation

#### 5. Visual Content Creation for Marketing:

- Designing Images Using AI generator tools, Dalle, Canva & Gamma
- Create Marketing Videos using Canva