
Certificate Programme in Digital Services -

CCCSDS20-21

Course Outcomes:

- Introduce the basic and important concepts of Digital World.
- Familiarize with various applications of Digital Technology.

Module 1: Digital Financial Transactions

What is DFT? - Merits & demerits, Security, General procedure of e-transactions, Major e-transaction platforms, E-Banking, E-wallet, Unified Payment Interface (UPI) - Paytm, BHIM, Tez, etc.

Module 2: E-governance

What is e-governance? - Merits & demerits, privacy, e-governance & transparency, cashless economy, Digital India campaign, Government initiatives - Digilocker, etc.

Module 3: Online Services

Editing and publishing Contributions to wiki sites, Wikipedia, Other platforms, Google maps, E-commerce, Cloud computing.

Module 4: Digital Marketing

Digital marketing overview, Social Media & Services, YouTubing, content creation, Advertising through different platforms