



## Web Development with PHP or JAVA

### What You will learn from this Course?

- ➔ **Understanding the Basics:** A web development course will start with the fundamental concepts of **HTML5, CSS, Javascript, Client Side JQuery, Bootstrap**
- ➔ **PHP Basics and Object-Oriented Programming** Concept in PHP
- ➔ **Database** concepts & **MySQL Database**
- ➔ **MVC Architecture and PHP framework**
- ➔ **Project Development** (based on **MVC architecture**)
- ➔ **Hosting and Deployment**

### Web Development with JAVA

- ➔ **Architecture of Web, HTML5, CSS, JavaScript, jQuery**
- ➔ **Introduction to Java Programming Environment**
- ➔ **Fundamentals of Java Programming**
- ➔ **Object-Oriented Programming Concepts in Java**
- ➔ **Advanced Topics in Core Java**
- ➔ **J2EE Overview, JSP Fundamentals and Servlets Fundamentals**
- ➔ **Database Concepts and JDBC**
- ➔ **Build a complete database web app with JDBC & JSP**



**POINTECH SOLUTIONS** is a leading institution that provides **comprehensive training on web development, digital marketing, and various short-term courses on college major and minor projects.**

**Established in 2018, POINTECH SOLUTIONS has quickly gained a reputation as a reliable and effective training provider, helping students and professionals to acquire new skills and advance in their academics.**



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## Advanced Digital Marketing

### What You will learn from this Course?

- ➔ **Introduction to Digital Marketing:** The course will begin with an introduction to digital marketing, providing an overview of the **industry**, its importance in today's business world, and the various **digital marketing channels** available
- ➔ **Search Engine Optimization (SEO):** One of the most important aspects of digital marketing is search engine optimization (SEO). The course will cover the basics of SEO, including **keyword research**, on-page **optimization**, link building, and analytics
- ➔ **Pay-Per-Click (PPC) Advertising:** Another critical component of digital marketing is pay-per-click advertising (PPC). Students should learn the basics of **PPC**, including how to create effective **ads**, how to target specific **audiences**, and how to measure the success of their campaigns
- ➔ **Social Media Marketing:** The course will cover the basics of social media marketing. Students will learn how to create effective social media **campaigns**, how to engage with their audience, and how to measure the **success** of their social media efforts
- ➔ **Content Marketing:** Content marketing is another important aspect of **digital marketing**, and the course will cover the concept on how to create **compelling content** that can be used to attract and engage their audience



## Short-term Courses for Major and Minor Projects

### Details about this Course

- ➔ **These courses** offer students the opportunity to learn the skills required to design and develop websites and web applications. The courses cover topics such as HTML, CSS, JavaScript, PHP, and other web development frameworks. The courses are designed to be completed within a short period, usually ranging from a few weeks to a few months
- ➔ **These courses** are highly beneficial for students who are looking to learn new skills that can be applied in the workplace or for their personal projects. They can also be a great way to enhance the resume and increase employability. Additionally, these courses can help students explore their creativity and develop their ideas into web applications
- ➔ **Colleges often** require students to undertake major and minor projects related to web development and design. These projects are designed to provide students with hands-on experience in developing web applications. The projects can range from simple websites to complex web applications that require database integration and other advanced features
- ➔ **It can also be an opportunity** to collaborate with other students and learn about teamwork and project management. These projects can help students stand out to potential employers and demonstrate their competence in web development



Our experienced and skilled instructors from various IT Domains are passionate about sharing their knowledge and expertise with our students, providing them with hands-on training and real-world experience.

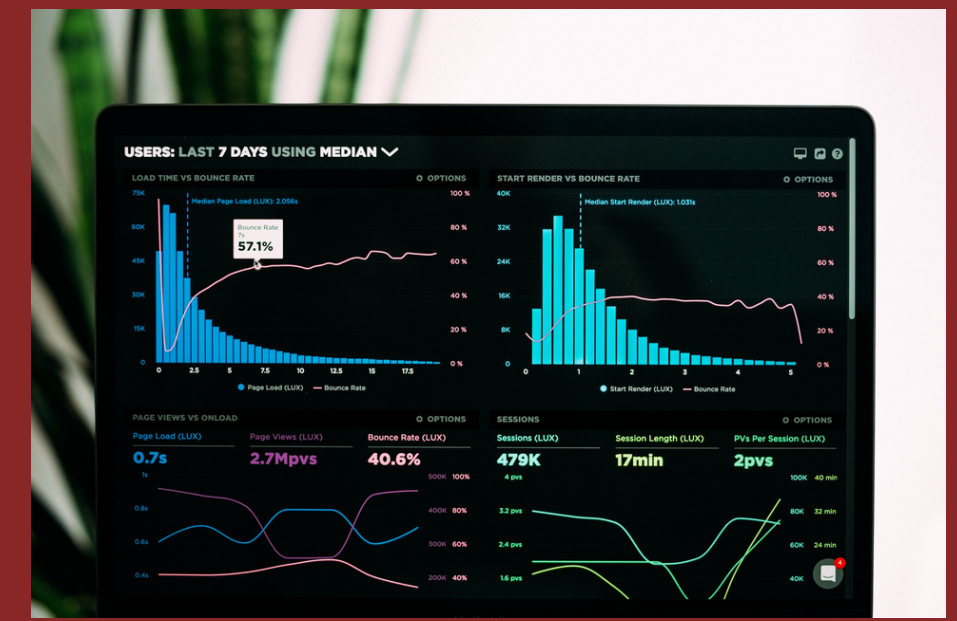
We offer a wide range of courses to suit the needs of our diverse student base, and we are constantly updating our curriculum to keep up with the latest industry trends.

**POINTECH SOLUTIONS** has the right training program for you with

- **One-to-One Attention**
- **One Free Demo Class covering all modules**
- **Extra Doubt-clearing Sessions**
- **Live Project Experience**
- **Individual Assignment**
- **Affordable Course Fees**

**Join us today and take your skills and learning to the next level!**

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## Business Analytics and Data Science (Python)

### Python Course Module

- ➔ Python Variables
- ➔ Primitive Datatypes
- ➔ Control Flow
- ➔ Number Manipulation
- ➔ Mathematical Operations
- ➔ Logical Operators
- ➔ Python Function
- ➔ Important Libraries for Data Analysis

### Datascience Module

- ➔ **Programming Fundamentals:** Learning programming languages such as Python or R to manipulate and analyze data
- ➔ **Statistics:** Understanding statistical concepts and techniques for analyzing data
- ➔ **Data Wrangling:** Cleaning, transforming, and shaping data using tools like pandas, SQL, or Excel
- ➔ **Data Visualization:** Creating charts, graphs, and other visualizations to communicate insights from data
- ➔ **Machine Learning:** Using statistical algorithms to enable computers to learn from data without being explicitly programmed
- ➔ **Communication and Presentation:** Effectively communicating insights and findings from data to different audiences using presentations, reports, or dashboards