



Document Type Definition (DTD)

Introduction & Building Blocks
Elements vs. Attributes
Entities
Validation

Dream Weaver MX

Interactivity
Application Development & Environment
Collaboration & Productivity
Customizing & Extending
Page Authoring, Design & Management
Site Management and Media

PHP (Hypertext Preprocessor)

Getting Started with PHP and MySQL
Basic syntax of a PHP script
Running PHP at server side
PHP Language Basics
PHP variables/constants
Operators & expressions
PHP data types
if statement/switch
The while, do while loop, for loop
PHP functions
The break/continue statement

Lists and Arrays

Indexed /Associative arrays
Scalar to array: explode
Array functions eg. in_array

PHP in HTML

Web application development
Processing forms GET/POST
State management: Cookies, Sessions
Object Oriented Programming
Classes & Objects
Methods/Properties/Interfaces

Introducing MySQL / SQL

What is MySQL?
MySQL GUI tools
MySQL administrator
MySQL variables and options
MySQL Query Browser
MySQL command line tool: mysql
Creating databases and tables
SQL types
Date and time types
Deleting databases and tables
Inserting/Retrieving/Updating & deleting data
MySQL user accounts
Assigning privileges
MySQL documentation

Integrating PHP and MySQL

Connecting to MySQL
Connecting to a database
Executing SQL
Retrieving the data set
Refining the fetch

Introduction
Language Components
Object-oriented Programming
Methods
Arrays
Encapsulation
Inheritance & Polymorphism
Abstract Classes And Interfaces
Exceptions
Input And Output In Java
Threads
Java Applets
Java Graphics
Project Game Development

SEO & Online Earning

(Search Engine Optimization)

Introduction to SEO
Understanding Search Engines
Market Identification
On-Page Optimization
Picking out Keywords
Optimization - Tuning the Pages
How to Build SEO Friendly Website
Off-Page Optimization
Website Submission
Link Marketing
Monitoring Search Engine Rankings
Techniques to Avoid or Use at Your Own Risk (Search Engine Spamming)
Web Analytics

Online Earning

Working with AdSense
Social Media Marketing
Search Engine Advertising
Pay Per Click Advertising



Internet Basic
Protocols
Servers and there Functions
Internet Clients, Configuration and Use
Network Security
Internet Development
Internet Site Functionality Design
Business Concepts

HTML
Basic HTML tags
Format text on WebPages
Incorporate images
Create hyperlinks
Create complex image maps
Create tables and nested tables.
Introduction to (X) HTML
Advanced (X) HTML

CSS 3.0
Introduction to Cascading Style Sheets
Style Sheet Syntax
Cascading Order
Text and Font Properties
Applying Colors
Background Techniques
Formatting with the Box Model
Floating Elements
Styling Lists
Positioning Elements
Layering Elements with Z-Index
Applying CSS Wisely
Linked Style Sheets
The Future of CSS

Programming With JavaScript

Introduction to JavaScript
The Core JavaScript Language
JavaScript Arrays
Function
Core JavaScript Objects

DOM in JavaScript

The Document Object Model (DOM)
The DOM Event Model
DOM Functions
The XML Http Request Object

XML (Extensive Markup Language)

Xml Concepts
XML standards & Tagging
XML Separates Structure from Formatting
XML Promotes Data Sharing
RSS implementation

XSL (Extensible Style sheet Language)

XSLT Introduction
XSLT Browsers
XSLT Transform
XSLT <template>

Corel Draw
Introduction to Corel Draw
Layouts
Making of Objects
Reshaping Objects
Mirroring, Filling & Outlining Objects
Inserting Simple & 3D Text
Interactive Tools
Working with Lenses
Bitmaps
Saving and Exporting
Edit & Trace Bitmaps

Saving and Exporting
Image Control
Text
Layers
Pen Tool with Shapes & Paths
Website with Slice Tool
Basic Animation

Adobe Flash

Creating/Modifying Objects
Complex Objects on a Single Layer
Objects on Multiple Layers
Using non-Flash Graphics
Frame by Frame Animations
Animation with Motion and Shape Tweening
More Complex Animation Tasks
Interactivity with Frame Action and Buttons
Movie Clip Behavior
Filters
Adding Sound to your Movies
Introducing Complex Interactivity
Delivering Movies to your Audience

Adobe PhotoShop

The Work Area
Masks and Channels
Drawing and Editing
Printing and Retouching
Efficiency
Filters
Brushes & Patterns
Layer Styles & Modes

WEB Concepts
Domain/Hosting/CMS/Blogs
Wordpress Introduction & Installation
Posts/pages/sidebars/search
First face of dashboard
Blog in default theme
Working with Post & Pages
Media/links/Comments
Themes
What is Theme?
Theme directories
Finding & Selecting theme
Installing Themes
Setting up plugins & Widgets
Creating Useful headers & footers
Working with Sliders

Menus
User Management
Various Tools and settings
Media/ Privacy/ permalinks
Advance Theme Center
Product related theme
Theme options
Troubleshooting
Advance Plugins
Photo galleries
SEO
Web Statistics
Social Networking
Google sitemap xml
How to adapt and grow the site
WordPress Upgrades



- QuickBooks Setup
- QuickBooks Utilities and General Product Knowledge
- Items
- Sales
- Purchases
- Payroll
- Reports
- Customization/Saving Time and Shortcuts

Mobile Application
Android - iPhone



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Reading 60 minutes
The Reading component consists of 40 questions. A variety of question types is used in order to test a wide range of reading skills.

Writing 60 minutes
The Writing component of the Academic module includes two tasks. Topics are of general interest to, and suitable for candidates entering undergraduate or postgraduate studies or seeking professional registration.

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