QUALITY MANAGEMENT SYSTEM ISO 9001:2008
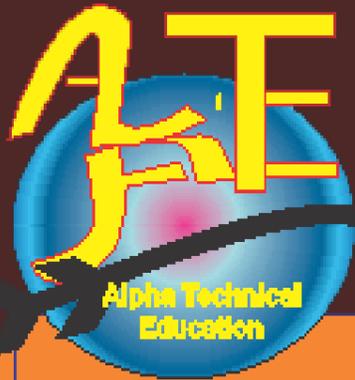
ALPHA TECHNICAL COLLEGE

ATE
ALPHA TECHNICAL EDUCATION

Campus: Delhi-NCR

ATE
Alpha Technical Education

भारत सरकार ट्रस्ट

An Autonomous Institution Run by: "Alpha Technical Education"
Reg.Under Trust Act 1882 Central Govt. of India
Registered Trade mark Govt. of India Regd.No.2030784/2030785

Department of Labour
Government of National Capital Territory of Delhi
Registration No. : 2018054501

Ministry of MSME,Govt. of India
Micro,small medium Enterprises
Registration No.UDYAM-DL-08-0024125

NITI AAYOG

ASSOCIATED WITH VARIOUS UGC RECOGNISED UNIVERSITY
(ADMISSION & COACHING CENTRE)

LEADER IN TECHNICAL EDUCATION

BBA IN DIGITAL MARKETING + ADWD
3-YEARS DEGREE COURSE
Advance diploma in Web-Designing
Duration:(6-Semester)

Learn
Social Media Marketing
with industrial expert

ISO 9001:2008 CERTIFIED

Learn
web-Engineering
with industrial expert

Semester-1
Duration:six-month

Theory module:-
Effective Communication Skills
Quantitative Methods
Financial Accounting
Principles of Management
Management Information System
Personality Development for Corporate
Readiness –I

Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Communication for Business
Organizational Behavior
Managerial Economics
Principles of Marketing
Environmental Studies
Personality Development for Corporate
Readiness –II

Practical module:-
Page Maker 7.0
CorelDraw 17,photoshop
quark Express,Illustrator Cs,Indesign

Semester-3
Duration:six-month

Theory module:-
Consumer Behaviors
Research Methodology
Internet of Things
Marketing for Digital Economy

Practical module:-
Basics of Web Designing
Web Technologies
HTML
CSS
JavaScript
Bootstrap
Adobe Dream weaver
Adobe Flash
J-query,My Sql Practical approach

Semester-4
Duration:six-month

Theory module:-
Financial Management
Introduction to Business Analytics
Sales & Distribution Management
Integrated Marketing Communication
Entrepreneurship

Practical module:-
Introduction to PHP. Evaluation of Php,
Basic Syntax, Defining variable
and constant, Php Data type,
Operator and Expression.
Decisions and loop. ...
Function. ...
Array. ...
Handling Html Form with Php. ...
Working with file and Directories. ...
Session and Cookie. ...
Database Connectivity with MySql.

Semester-5
Duration:six-month

Theory module:-
Strategic Management
Cyber Law
Web Design and Development
Content Marketing
Summer Project:Online Portal Development
Live Project Also it's Promation

Semester-6
Duration:six-month

Theory module:-
Social Media Marketing
Services Marketing
SEM & SEO

Project:Php bases Live project

Special Features

☞ Regular online /offline classes Available

☞ Well compiled and Compact Module(notes) would be Provided .

☞ 100% Internship Placement after three semester, Succesfully,Completion

☞ Qualified and Industrial experienced Faculty

☞ New UGC Pattern Course in Semester wise.

☞ Flexible Class Time.

☞ Courses are approved by Ugc Recognised State Private University or Govt. University from Delhi NCR

☞ Free study Material & Notes

Total Course Fee:125000
Semester:21000P/s
Monthly:35000x36(Installment)
University+college
fee Included

Eligibiliy:12 Commerce/Arts
Percentage:50%
Admission:
Based on Entrance Test
Total Available Vacancy: 50

BCA SOFTWARE ENGINEERING+ ADCA
3-YEARS DEGREE COURSE
Advance diploma in Computer Aplication
Duration:(6-Semester)

ISO 9001:2008 CERTIFIED

Learn
Sooftware and androids
application development
with industrial expert

Learn
**Online Application
Development Egineering
with industrial expert**

Semester-1
Duration:six-month

Theory module:-
Effective Communication Skills
Quantitative Methods
Introduction to IT & PC Software
Computer Organization & Architecture
Problem Solving & Programming in C

Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Principles of Management
Database Management System
Managerial Economics
Information System Analysis, Design & Implementation
Foundation Course in Mathematics
Operating System
Practical module:-
Page Maker 7.0
CorelDraw 17,photoshop
quark Express,Illustrator Cs,Indesign

Semester-3
Duration:six-month

Theory module:-
Algorithms & Advanced
Data Structure through C
Management Information System
Data Communication & Networks
Principles of Accounting
RDBMS
Practical module:-
Basics of Web Designing
Web Technologies
HTML
CSS
JavaScript
Bootstrap
Adobe Dream weaver
Adobe Flash
J-query,My Sql Practical approach

Semester-4
Duration:six-month

Theory module:-
Numerical & Statistical Computing
c++ classes and oops
Python.
Financial Management
Practical module:-
Introduction/Overview of .Net
Net Framework [Advanced]
Visual C#.Net Language
Net Installations/C#.Net
Programming Using Visual C#.Net.
Introduction To Windows Forms – I
Windows Forms – II.
Object Oriented Concepts (Basic)
Object Oriented Concepts (Advanced).
Object Oriented Concepts
(Implementation Oriented).
Error Handling
Ado.Net 1.1/2.0/3.0/4.0-LINQ..
ADO.Net Components.
Data Sources And .Net Data Providers
Accessing Data In The Connected Enviro
Accessing Data In Disconnected Environ
etc.

Semester-5
Duration:six-month

Theory module:-
Strategic Management
Cyber Law
Web Design and Development
Content Marketing
Android Training and Development syllabus:
Number of Module: 6
Modules:
Module 1: Fundamentals of Android
Module 2: Learning the Language (Java)
Module 3: Android OS
Module 5: Database connectivity
(SQLite and MySQL)
Module 6: Project Androids.

Semester-6
Duration:six-month

Summer Project:Online Portal Development
Live Project in androids
Environment

Special Features

☞ Regular online /offline classes Available

☞ Well compiled and Compact Module(notes) would be Provided .

☞ 100% Internship Placement after three semester, Succesfully,Completion

☞ Qualified and Industrial experienced Faculty

☞ New UGC Pattern Course in Semester wise.

☞ Flexible Class Time.

☞ Courses are approved by Ugc Recognised State Private University or Govt. University from Delhi NCR

☞ Free study Material & Notes

Total Course Fee:125000
Semester:21000P/s
Monthly:35000x36(Installment)
**University+college
fee Included**

Eligibiliy:12 PCM
Percentage:50%
Admission:
Based on Entrance Test
Total Available Vacancy: 50

MBA IN DIGITAL MARKETING + ADWD
2-YEARS DEGREE COURSE
Advance diploma in Web-Designing
Duration:(6-Semester)

Learn
Social Media Marketing
with industrial expert

ISO 9001:2008 CERTIFIED · CERTIFIED

Learn
web-Engineering
with industrial expert

MBA in Digital Marketing in India?

MBA

Semester-1
Duration:six-month

Theory module:-
Foundations of Management
and Organization Behaviour
Accounting for Managers
Managerial Economics
Quantitative Techniques for Managers
Marketing Management
E Commerce
Personal Development,
Communication, Team
work-Workshop
Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Financial Management
Product and Brand Management
Consumer Buying behaviour
Fundamentals of Digital Marketing
Integrated Marketing Communications
Website planning and structure
Business Research Methods -Workshop
Communication and Leadership Development
Workshop
Content management system-Lab
Practical module:-
Page Maker 7.0
CorelDraw 17,photoshop
quark Express,Illustrator Cs,Indesign
Basics of Web Designing
Web Technologies
HTML,CSS,JavaScript,Bootstrap
Adobe Dream weaver
Adobe Flash
J-query,My Sql Practical approach

Semester-3
Duration:six-month

Search Engine marketing & Search Engine
Optimization (SEO)
Digital Entrepreneurship
lead generation and Marketing Automation
e-mail marketing, Mobile Marketing and Video
Marketing
 SPSS Lab
Placement Training
Summer Internship

Semester-4
Duration:six-month

Theory module:-
Services Management
Strategic Management
Personal selling and Sales Management
Project Management for Digital Marketing
Firms.Placement Training
Affiliate Marketing and Google AdSense
Analytics- Web and Google
Lab: LinkedIn and Twitter Marketing
Creative, Design Thinking and Skill
Development
Practical module:-
Introduction to PHP. Evaluation of Php,
Basic Syntax, Defining variable
and constant, Php Data type,
Operator and Expression.
Decisions and loop. ...
Function. ...
Array. ...
Handling Html Form with Php. ...
Working with file and Directories. ...
Session and Cookie. ...
Database Connectivity with MySql.

DIGITAL MARKETING

Special Features

☞ Regular online /offline classes Available

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☞ New UGC Pattern Course in Semester wise.

☞ Flexible Class Time.

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☞ Free study Material & Notes

Total Course Fee:100000(One lakh)
Semester:25000P/s x 4
Eligibilty:Graduate in any discipline

MCA SOFTWARE ENGINEERING+ ADCA
3-YEARS DEGREE COURSE
Advance diploma in Computer Aplication
Duration:(6-Semester)

Learn
Sooftware and androids
application development
with industrial expert

ISO 9001:2008 CERTIFIED

Learn
Online Application
Development Egineering
with industrial expert

Semester-1
Duration:six-month

Theory module:-
IT & PC Software
Computer Organisation & Architecture
Programming & Problem Solving with C
Discrete Mathematics
Business Communication

Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Web Technologies
Data Base Management System
Algorithm & Advanced Data Structure using C++
Operating System
Essential of Management

Practical module:-
Page Maker 7.0
CorelDraw 17,photoshop
quark Express,Illustrator Cs,Indesign

Semester-3
Duration:six-month

Theory module:-
Computer Networks.
Advanced Relational Data Base
Management System
Object Modeling Techniques & UML
Information System Analysis,
Design & Implementation
Accounting & Finance Management
Computer based Numerical
& Statistical Techniques
Practical module:-
Basics of Web Designing
Web Technologies
HTML,CSS,JavaScript,Bootstrap
Adobe Dream weaver,Adobe Flash
J-query,My Sql Practical approach

Semester-4
Duration:six-month

Theory module:-
Artificial Intelligence & Expert Systems
Visual Programming
Software Engineering
Compiler Design ,Operations Research
Visual Programming
Software Engineering
Practical module:-
Introduction/Overview of .Net
Net Framework [Advanced]
Visual C#.Net Language
Net Installations/C#.Net
Programming Using Visual C#.Net.
Introduction To Windows Forms – I
Windows Forms – II.
Object Oriented Concepts (Basic)
Object Oriented Concepts (Advanced).
Object Oriented Concepts
(Implementation Oriented).
Error Handling
Ado.Net 1.1/2.0/3.0/4.0-LINQ..
ADO.Net Components.
Data Sources And .Net Data Providers
Accessing Data In The Connected Environme
Accessing Data In Disconnected Environmen
etc.

Semester-5
Duration:six-month

Theory module:-
Advanced Java programming
Computer Graphics & Multimedia
Network Programming (TCP/IP)
Content Marketing
Software Testing & Quality Management
Management Information System
Seminar on Emerging Trends
Android Training and Development syllabus:
Number of Module: 6
Modules:
Module 1: Fundamentals of Android
Module 2: Learning the Language (Java)
Module 3: Android OS
Module 5: Database connectivity
(SQLite and MySQL)
Module 6: Project

Semester-6
Duration:six-month

Summer Project:Online Porta
 Development
Live Project in androids
Environment

Special Features

☞ Regular online /offline classes Available

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☞ Free study Material & Notes

Total Course Fee:125000
Semester:21000P/s
Monthly:35000x36(Installment)
University+college
fee Included

Eligibiliy:12 PCM
Percentage:50%
Admission:
Based on Entrance Test
Total Available Vacancy: 50

Bachelor of Science in Hardware and Networking+ADHN

3-YEARS DEGREE COURSE
Advance diploma in Hardware & Networking
Duration:(6-Semester)

Learn
computer Hardware and
Networking
with industrial expert

Learn
Chips level Repaire
and assembling computer
hardware and lap top Reparing

ISO 9001:2008 CERTIFIED

Semester-1
Duration:six-month

Theory module:-
English Language and Communication
Computer Fundamentals & IT
PC Assembling & Troubleshooting
Basic Electronic
Digital Electronics
(PC Assembling & Troubleshooting)
Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Soft Skills & Personality Development
Database and Linux Administration
Windows 2003Server Administration
Software Lab I (Windows 2022 Server & Linux)
Practical module:-
Card level Studies(Power Supply,HDD,FDD,Sound card,AGP,Memory
,VGA,CGA,BUS Card,USB,Mouse(Serial,PS2,USB,Ooptical,web)
Cable(Signal,Hdd,Fdd,Sata.Scazy,ssd).Monitor
(CGA,VGA,Analog,LCD),CD-ROM,CD-WRITER,
DVD,DVD-WRITER
PRACTICAL ON LAPTOP TROUBLE SHOOTING
COMPUTER HARDWARE, PC ASSEMBLING &
TROUBLE SHOOTING LAB.

Semester-3
Duration:six-month

Theory module:-
Network Fundamentals Theory & Lab
Windows Server Administration
Switching and Routing
Practical on routing Configuration
& Network Connectivity
Practical module:-(Lap-Top)
Module 1:Basic Electronics.
Module 2:Chip level Practice with
Testing & Repairing Tools.

Semester-4
Duration:six-month

Theory module:-
Linux Operating System
Network Admistration & Trouble Shooting
Practical on switching configuration &
network connectivity
Practical module:-
Module 3:Circuit Tracing and Repairing
of Motherboard

Module 5:Circuit Tracing and Repairing
of Laptop.

Semester-5
Duration:six-month

Module 4:Laptop Hardware Concept.

Indusrial Training workshop-I

Semester-6
Duration:six-month

Module 5:Circuit Tracing and Repairing
of Laptop.
Industrials Training workshop-II

Special Features

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Semester:21000P/s
Monthly:35000x36(Installment)
University+college
fee Included

Eligibiliy:12 PCM
Percentage:50%
Admission:
Based on Entrance Test
Total Available Vacancy: 50

Bachelor of Science [B.Sc] (Animation & Multimedia) +ADMA

3-YEARS DEGREE COURSE
Advance diploma in Multimedia and Animation
Duration:(6-Semester)

Learn

Multimedia and Animaion

with industrial expert

Learn
Film production and
animation
with industrial expert

ISO 9001:2008 CERTIFIED

3D NIMATION

Semester-1
Duration:six-month

Theory module:-
Communication and Communication Theories
Foundation Art I
Digital Art,Business Communication
Classical Animation I
Concept Visualization

Practical module:-
Cof,Dos,Ms-office
(Doc,xls,ppt,DBMS)
Internet,email Ms-Sql
with Ms-Access,
Advance Skill in Excel

Semester-2
Duration:six-month

Theory module:-
Introduction to Multimedia Communication
Animation Techniques
Design and Modeling
Web Technology,Classical Animation II
Advertising and Public Relations
Foundation Art II

Practical module:-
Page Maker 7.0
CorelDraw 17,photoshop
quark Express,Illustrator Cs,Indesign

Semester-3
Duration:six-month

Theory module:-
Animation I.
Film Analysis
Pre-Production
Video and Sound Editing
Visual Effects Design
Principles of Management
Media and Cyber Laws

Practical module:-
Basics of Web Designing
Web Technologies
HTML,CSS,JavaScript,Bootstrap
Adobe Dream weaver,Adobe Flash
J-query,My Sql Practical approach

Semester-4
Duration:six-month

Theory module:-
Introduction to Cinematography and Lights
Special Effects
Animation II
Management Information Systems
Communication
Introduction to TV and Satellite
Post Production

Practical module:

3d studio max,Maya(modeling with maya,
Testuring & Lighting with Maya,Character
Animation with Maya,Composition with Maya
Advance tools with Maya.

Semester-5
Duration:six-month

Theory module:-
Communications Research
Media Economics
Production Process
Digital Image Processing

Semester-6
Duration:six-month

Visual Perception
Digital Film Production
Dissertations
Final project

Special Features

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Monthly:35000x36(Installment)
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Based on Entrance Test
Total Available Vacancy: 50

F-321, Lado Sarai, M.B. Road(Opposite of Mother Dairy)
New Delhi-110030
Tel: 011-46025188
Admission helpline: +91 9313033445, 9582788868
Email:alphatechnicaleducation@gmail.com

Test to be conducted at Delhi,Haryana, Uttar Pradesh, Punjab, Bihar, Jharkhand, Jammu & Kashmir Arunachal pradesh Meghalaya, Assam & Sikkim

SPOKEN ENGLISH AND PERSONALITY DEVELOPMENT