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SMARTBTR INSTITUTE OF TECHNOLOGY INTERNATIONAL



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Course Title: Digital & IT Skills for Self-Employment

Course Duration: 3 Months (12 Weeks)

Course Fees: INR. : Rs. 6,000 Eligibility: 10 pass students are eligible.

Prerequisites: No prerequisite knowledge needed.

Format: Practical Training + Real-World Projects

Objective: Train participants to earn money online through freelancing, digital marketing, and IT skills.

Month 1: Foundation & Skill Development

Week 1: Introduction to Digital Careers

- Overview of self-employment opportunities in IT
- How to set up a digital workspace (Laptop, Internet, Tools)
- Basics of online earning platforms (Fiverr, Upwork, Freelancer)
- Creating a professional LinkedIn & portfolio website

Week 2: Graphic Designing (Earning via Canva & Photoshop)

- Basics of graphic design (Canva, Photoshop)
- Designing social media posts, flyers, and business cards
- How to sell designs on Fiverr, Upwork & Etsy
- Creating & selling custom print-on-demand designs

Week 3: Web Development (No-Code & WordPress Basics)

- Introduction to WordPress & Elementor
- Creating a basic business website/blog
- Selling website services on freelancing platforms
- Getting first paid projects in website designing

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Week 4: Digital Marketing Basics

- Basics of SEO (Search Engine Optimization)
- Keyword research & content writing
- Setting up a blog & earning via Google AdSense
- Affiliate marketing basics (Amazon & other platforms)

Month 2: Advanced Skills & Monetization

Week 5: Freelancing & Finding Clients

- How to create an attractive gig on Fiverr
- How to bid & win projects on Upwork
- Cold emailing & client outreach strategies
- Managing projects & getting repeat clients

Week 6: Video Editing for Social Media & YouTube

- Basics of video editing (CapCut, Premiere Pro)
- Creating Instagram reels & YouTube shorts
- Monetizing YouTube & TikTok content
- Selling video editing services

Week 7: SEO & Blogging for Passive Income

- Introduction to social media marketing
- How to create engaging social media content
- Facebook & Instagram ads basics
- Earning via social media management for clients

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Week 8: E-Commerce & Dropshipping (Zero Investment Model)

- Introduction to dropshipping & print-on-demand
- Setting up a Shopify/WordPress dropshipping store
- Finding trending products & suppliers
- Selling on Etsy, eBay, and Facebook Marketplace

Month 3: Business Growth & Scaling

Week 9: Social Media Management for Businesses

- Advanced social media marketing strategies
- Running paid ads & client acquisition
- Managing multiple client accounts as a social media manager
- Getting long-term contracts from businesses

Week 10: Automation & AI for Digital Businesses

- Using AI tools (ChatGPT, Midjourney, Canva AI)
- Automating repetitive tasks in freelancing
- Chatbots & customer support automation
- Scaling digital business with automation

Week 11: Online Course Creation & Passive Income

- Creating & selling online courses
- Recording & editing simple course videos
- Selling courses on Udemy, Teachable & Gumroad
- Passive income strategies for digital entrepreneurs

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Week 12: Final Project & Earning Challenge

- Each participant must complete a paid project
- Setting up long-term earning strategies
- Networking & collaboration for future growth
- Graduation & certification

Outcome:

By the end of the 3-month course, participants will have:

- ✓ A portfolio of digital projects
- ✓ Experience in freelancing & earning online
- ✓ Basic and advanced digital skills
- ✓ A roadmap to scaling their self-employed career



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**Contact Us For
More Info**



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