



# Certified Outsourcing Professional

## Course Objective:

Transforming the unemployed people to self-employed to boost up the economy of the country by earning foreign currencies through outsourcing.

## Specialization in Outsourcing:

More than 60% of the total outsourcing market is composed of IT workers. The majority of jobs that are outsourced fall under the support services umbrella. Almost 40% of help desk positions in the banking industry are held by outsourced workers.

## Basic Information:

### Course Duration

6 Months

### Course Fee

Tk. 32,500

(20% Discount on Admission Fee For 24th Batch)

## Entry Requirements:

- SSC With Basic Computer Skill
- Polytechnic Diploma in CS Or
- IT Diploma

## Why should Attend?

We will train you, develop a project by you, assist you to bid and get a outsourced project, guide you to complete & submit the project and get the bill from buyer.

## Internship Facilities:

After Successfully completing the course students can apply for internship at DIPTI & other organization of Daffodil Family.

## Course content

- Web Design (HTML5, CSS3)
- JavaScript (jQuery)
- Graphic Design (Photoshop CC and Illustrator CC)
- Web Development (PHP & Mysql)
- Content Management System (Wordpress & Joomla)
- Digital Marketing
- Amazon Affiliate Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- YouTube Marketing
- Market Place ( upwork.com, freelancer.com, fiverr.com)

## Learning Outcomes

- Understand Web Application Framework.
- Website Design & Development through CMS.
- Static and Dynamic Website Design & Development.
- Understand Graphic Design.
- Understand SEO, SMM & SEM.
- Understand YouTube Marketing.
- Understand Digital Marketing.
- Write Technical Documentation.
- Start Earning Foreign Currencies through Market Place.

## Trainers

The course will be conducted by the top rank outsourcing professionals and experienced academicians.

## Facts & Figures Of Outsourcing

- **What's the number one reason companies to choose to outsource?**  
Cost reduction is overwhelmingly the most compelling reason that companies choose to relocate jobs overseas. In the IT and business sectors, cost factors into 87% of outsourcing decisions.
- **What's the global outsourcing industry worth?**  
Outsourcing is big business; it's estimated that worldwide, the industry generated \$507 billion in revenue in 2014 alone. Electronics manufacturing accounted for the largest share, at approximately \$381 billion.
- **Bangladesh rank third in global freelance outsourcing work.**