**Annexure-A**

**DETAILED SYLLABUS OF COURSES**

**Detailed Syllabus- Reporting & Analytics using advanced Excel- Three day Certified Program (20 hours)**

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| **Mins** | |
| **Module 1** | **60** |
| a. Arithmetic Operations using Paste Special | **20** |
| b. Conditional Formatting | **40** |

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| **Module 2** | **105** |
| a. Sorting | **15** |
| b. Auto Filter & Advanced Filter | **30** |
| c. Text to Columns | **10** |
| d. Data Validation | **30** |
| e. Remove Duplicate | **10** |
| f. Subtotal | **10** |

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| **Module 3** | **290** |
| a. Cell Referencing | **10** |
| b. Name Ranges | **20** |
| c. Mathematical - Sum, average, subtotal, min, max, count, counta, sumproduct, ceiling | **40** |
| d. Text functions - concatenate, lookup, lower, upper, proper, trim, find, right, left, middle, replace, search, clean, text | **40** |
| e. Lookup functions - vlookup, hlookup, lookup, match, index | **60** |
| f. Conditional Formulas - sumif, sumifs, countif, countifs, averageif, averageifs | **30** |
| g. Logical functions - if, or, and, iserror, isnontext, isnumber, iferror | **20** |
| h. Magic of Array formulas | **30** |
| i. Tracing Formulas | **10** |
| j. Dynamic Ranges - offset, indirect | **30** |

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| **Module 4** | **105** |
| a. Pivot Tables - Rows, Columns, Report Filter | **15** |
| b. Pivot Tables - Values & their summary | **30** |
| c. Pivot Tables - Calculated Fields & Items | **30** |
| d. Pivot Charts | **15** |
| e. Slicers | **15** |

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| **Module 5** | **120** |
| a. Column Charts | **15** |
| b. Bar Charts | **15** |
| c. Pie Charts | **15** |
| d. Doughnut Charts | **15** |
| e. Line Charts | **15** |
| f. Area Charts | **15** |
| g. Dynamic Charts (Speedometer, Control Chart, Pareto Charts, etc.) | **30** |

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| **Module 6** | **65** |
| a. Goal Seek | **15** |
| b. Solver (Optimization Problems) | **50** |

**Detailed Syllabus- Automation using Excel VBA Macros- Three day Certified Program (20 hours)**

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| **Mins** | |
| **Module 1- VBA Basics** | **140** |
| a. Visual Basic Editor | **15** |
| b. Enabling Developer Tab | **5** |
| c. Variables, Arrays, Datatypes and Constants | **60** |
| d. Modules, Functions and Sub-routines | **60** |

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| **Module 2- Programming Basics** | **120** |
| a. Decisions | **30** |
| b. Looping | **90** |

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| **Module 3- Strings and Functions and Message boxes** | **50** |
| a. Conversion functions, date and time functions, format function | **20** |
| b. Send Keys Command | **15** |
| c. Message Box | **15** |

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| **Module 4- Debugging** | **120** |
| a. Types of errors | **15** |
| b. Run time, design and break mode | **10** |
| c. Break points | **10** |
| d. Stop statements | **15** |
| e. Running selected parts of your code | **15** |
| f. Debug Window | **10** |
| g. Using message boxes in debugging | **10** |
| h. Resume Statement | **10** |
| i. Generating your own errors | **25** |

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| **Module 5- Forms & Controls** | **140** |
| a. Viewing your Form | **15** |
| b. Displaying your Form in code | **30** |
| c. Default toolbox controls | **40** |
| d. Common dialog controls | **15** |
| e. Command bars and buttons | **40** |

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| **Module 6- Object Models** | **265** |
| a. Excel Object Model | **10** |
| b. Properties and methods | **25** |
| c. Object Browser | **10** |
| d. Hierarchy | **10** |
| e. Excel Object Model - Workbook, Worksheet, Range and Windows Object | **90** |
| f. Charts & Graphics | **60** |
| g. Using VBA with Pivot Tables | **60** |

**Detailed Syllabus- Analytics using advanced Excel & Automation using VBA Macros- Five day certified Bootcamp Program (40 hours)**

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| **Mins** | |
| **Module 1** | **60** |
| a. Arithmetic Operations using Paste Special | **20** |
| b. Conditional Formatting | **40** |

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| **Module 2** | **105** |
| a. Sorting | **15** |
| b. Auto Filter & Advanced Filter | **30** |
| c. Text to Columns | **10** |
| d. Data Validation | **30** |
| e. Remove Duplicate | **10** |
| f. Subtotal | **10** |

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| **Module 3** | **290** |
| a. Cell Referencing | **10** |
| b. Name Ranges | **20** |
| c. Mathematical - Sum, average, subtotal, min, max, count, counta, sumproduct, ceiling | **40** |
| d. Text functions - concatenate, lookup, lower, upper, proper, trim, find, right, left, middle, replace, search, clean, text | **40** |
| e. Lookup functions - vlookup, hlookup, lookup, match, index | **60** |
| f. Conditional Formulas - sumif, sumifs, countif, countifs, averageif, averageifs | **30** |
| g. Logical functions - if, or, and, iserror, isnontext, isnumber, iferror | **20** |
| h. Magic of Array formulas | **30** |
| i. Tracing Formulas | **10** |
| j. Dynamic Ranges - offset, indirect | **30** |

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| **Module 4** | **105** |
| a. Pivot Tables - Rows, Columns, Report Filter | **15** |
| b. Pivot Tables - Values & their summary | **30** |
| c. Pivot Tables - Calculated Fields & Items | **30** |
| d. Pivot Charts | **15** |
| e. Slicers | **15** |

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| **Module 5** | **120** |
| a. Column Charts | **15** |
| b. Bar Charts | **15** |
| c. Pie Charts | **15** |
| d. Doughnut Charts | **15** |
| e. Line Charts | **15** |
| f. Area Charts | **15** |
| g. Dynamic Charts (Speedometer, Control Chart, Pareto Charts, etc.) | **30** |

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| **Module 6** | **65** |
| a. Goal Seek | **15** |
| b. Solver (Optimization Problems) | **50** |

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| **Module 7- VBA Basics** | **140** |
| a. Visual Basic Editor | **15** |
| b. Enabling Developer Tab | **5** |
| c. Variables, Arrays, Datatypes and Constants | **60** |
| d. Modules, Functions and Sub-routines | **60** |

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| **Module 8- Programming Basics** | **120** |
| a. Decisions | **30** |
| b. Looping | **90** |

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| **Module 9- Strings and Functions and Message boxes** | **50** |
| a. Conversion functions, date and time functions, format function | **20** |
| b. Send Keys Command | **15** |
| c. Message Box | **15** |

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| **Module 10- Debugging** | **120** |
| a. Types of errors | **15** |
| b. Run time, design and break mode | **10** |
| c. Break points | **10** |
| d. Stop statements | **15** |
| e. Running selected parts of your code | **15** |
| f. Debug Window | **10** |
| g. Using message boxes in debugging | **10** |
| h. Resume Statement | **10** |
| i. Generating your own errors | **25** |

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| **Module 11- Forms & Controls** | **140** |
| a. Viewing your Form | **15** |
| b. Displaying your Form in code | **30** |
| c. Default toolbox controls | **40** |
| d. Common dialog controls | **15** |
| e. Command bars and buttons | **40** |

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| **Module 12- Object Models** | **265** |
| a. Excel Object Model | **10** |
| b. Properties and methods | **25** |
| c. Object Browser | **10** |
| d. Hierarchy | **10** |
| e. Excel Object Model - Workbook, Worksheet, Range and Windows Object | **90** |
| f. Charts & Graphics | **60** |
| g. Using VBA with Pivot Tables | **60** |

**Detailed Syllabus-Specialist Program in Digital Marketing-One day (8hours)**

Module 1- SEO (2 hours):

* Keyword research,
* Onpage SEO,
* Offpage SEO,
* Google Algorithms

Module2- Google AdWords (2 Hours)

* Creation of campaigns,
* Ad groups,
* Types of ads,
* Ad quality,
* Ad score

Module3- SMM (2 hours)

* Facebook,
* Twitter,
* Linkedin,
* Pinterest,
* Instagram

Module4- Email marketing (2 hours)

* How to send bulk email,
* Prevent email from spam and promotions

**Detailed Syllabus- Certified Program in Digital Marketing- Three days (20 hours)**

Module 1- SEO (4 hours):

* Keyword research,
* Onpage SEO,
* Offpage SEO,
* Google Algorithms

Module2- Google adwords (3 Hours)

* Creation of campaigns,
* Adgroups,
* Types of ads,
* Ad quality,
* Ad score

Module3- SMM (4 hours)

* Facebook,
* Twitter,
* Linkedin,
* Pinterest,
* Instagram

Module4- Email marketing (3 hours)

* How to send bulk email,
* Prevent email from spam and promotions

Module5- Affiliate Marketing (3 hours)

* Types of offers,
* Cpm, Cpl, Cpc etc,
* How affiliate marketing works

Module6- Adsense and blogging (3 hours)

* What is adsense,
* How adsense works,
* How to earn from google adsense, Ad formats

**Detailed Syllabus- Certified Bootcamp Program in Digital Marketing- Five days (40 hours)**

Module 1- SEO (4 hours):

* Keyword research,
* Onpage SEO,
* Offpage SEO,
* Google Algorithms

Module2- Google adwords (3 Hours)

* Creation of campaigns,
* Adgroups,
* Types of ads,
* Ad quality,
* Ad score

Module3- SMM (4 hours)

* Facebook,
* Twitter,
* Linkedin,
* Pinterest,
* Instagram

Module4- Email marketing (3 hours)

* How to send bulk email,
* Prevent email from spam and promotions

Module5- Affiliate Marketing (3 hours)

* Types of offers,
* Cpm, Cpl, Cpc etc,
* How affiliate marketing works

Module6- Adsense and blogging (3 hours)

* What is adsense,
* How adsense works,
* How to earn from google adsense, Ad formats

Module7- Google analytics (6 hours)

* Real time,
* Acquisition section,
* Tracking of traffic, Conversions,
* Behaviour,
* Conversions

Module8- Video marketing (4 hours)

* YouTube Marketing,
* Make money with videos,
* Optimize YouTube channel

**Detailed Syllabus- Advanced Digital Marketing Program-12 weeks (weekend batch)**

**Month 1(Weekend 1)**

* Module 1- word press (website creation)
* Module2- Ecommerce marketing

**(Weekend 2)**

* Module3- Content marketing
* Module4- SEO

**(Weekend 3)**

* Module5- Google analytics
* Module6- Webmaster console

**(Weekend 4)**

* Module7- Video marketing
* Module8- Email marketing

**Month 2 (Weekend 1)**

* Module9- Google adwords
* Module10- Facebook marketing

**(Weekend 2)**

* Module11- twitter marketing
* Module12- Linkedin marketing

**(Weekend 3)**

* Module13-Pinterest marketing
* Module14- Instagram marketing
* **(Weekend 4)**
* Module 15- ORM
* Module 16- Mobile marketing

**Month 3 (Weekend 1)**

* Module 17- Lead generation
* Module18- Affiliate marketing
* **(Weekend 2)**
* Module19- Google adsense
* Module20- Grab freelancing projects

**(Weekend 3)**

* Module21- Voice seo
* Module22- Programmatic ads
* **(Weekend 4)**
* Module23-Black Hat seo
* Question & Answer followed by Test

**Detailed Syllabus-Specialist Program in Search Engine Optimization (SEO) Three days (20 hours)**

* Module 1- Keyword research( 4 hours)
* Module2- Onpage seo (3 Hours)
* Module3- Offpage seo ( 4 hours)
* Module4- Google algorithms( 3 hours)
* Module5- Google search operators(3 hours)
* Module6- Google webmaster console( 3 hours)

**Detailed Syllabus-Specialist Program in Social Media Optimization (SMO)- Three days (20hours)**

* Module 1- Social media psychology(2 hours)
* Module2- Facebook marketing(6 Hours)
* Module3- Twitter marketing(3 hours)
* Module4- Pinterest marketing(3 hours)
* Module5- Linkedin marketing(3 hours)
* Module6- Instagram marketing(3 hours)

**Detailed Syllabus-Specialist Program in Search Engine Marketing (SEM) & Social Media Marketing (SMM)-Three days (20hours)**

* Module 1- Keyword research( 2 hours)
* Module2- Onpage seo (2 Hours)
* Module3- Offpage seo ( 2 hours)
* Module4- Google algorithms( 1 hours)
* Module5- Google search operators(1 hours)
* Module6- Google webmaster console( 1 hours)
* Module 7- Social media psychology( 1 hours)
* Module8- Facebook marketing(3 Hours)
* Module9- Twitter marketing( 2 hours)
* Module10- Pinterest marketing( 2 hours)
* Module11- Linkedin marketing(2 hours)
* Module12- Instagram marketing( 1 hours)
* **Detailed Syllabus-Specialist Program in Web Design and Development-Three days (20hours)**

Details later….