

Course Duration:  
2months

## Your Skills Your Smartness

★ Get certificate after completion of the course.

 **Ascensive Educare**  
Training Partner of NSDC

**Target Beneficiaries:** Anyone interested for advanced level IT learning and Digital Marketing.

**Why this Course:** The Smart Pro is designed for the School/College Pass outs to enhance their knowledge on Advanced Excel & Advanced PowerPoint. A decent knowledge of these skills are currently mandatory in today's Job Market. The enrolled trainees who are School/ College Pass Outs will be Future ready. Along with Excel & PowerPoint, this course also includes the basics of Digital Marketing, which has a huge demand in today's job marketplace and is a very good career choice.

**Ascensive Educare Limited**

## ADVANCED EXCEL

### Understanding Advanced Excel Functions | Duration: 1 Hr

- Advanced Filtering
- Count Function Series
- Dependent Drop down
- Data Validation
- Sum and Sum Product Functions

### Introductions to Lookup Functions | Duration: 1 Hr

- Simple V-Lookup
- Drop down Lists as Lookup Values
- Partial Lookups (Wildcard Characters)
- V-Lookup with Multiple Criteria
- Two way and Three Way Lookup
- Last Value using Lookup
- Debugging the Lookup Errors
- Case Sensitive V-lookup
- Error Handling in V-Lookup
- Sum with V-Lookup and Index Match
- X-lookup Function with Mod and Time Functions

### Pivot Table and Essential Functions of Excel | Duration: 1 Hr

- Pivot Table and its properties
- Nested Ifs Functions and its Properties
- Custom Formatting
- Conditional Formatting
- Aggregate Functions and Excel practices part
- Excel Keyboard Shortcuts with Examples
- Office 365 Functions and Exercises
- Excel Financial Functions

## ADVANCED EXCEL

### Basic of VBA and what If Analysis | Duration: 1 Hr

- What If Analysis Goal Seek and Multiple Scenarios
- Excel VBA Basics
- Excel VBA for Each loop and Exercises
- VBA - If Elseif - Else Statement
- VBA Select Case Statement

### Basic of VBA and what If Analysis | Duration: 1 Hr

- User Defined Functions (VBA)
- Power Query Analytics Tool
- Getting Data from Excel Tables
- Ways to merge your data
- Un pivoting Data
- Grouping Data
- Create Database and make connections in Excel using Power Query

### Advanced Excel Functions | Duration: 1 Hr

- Add-in Solver (Mathematical Representation of Business Problems)
- Advanced Data Table
- Advanced Conditional Formatting
- Advanced Filter
- Complete Data Validation and restrict user to data Entry
- Data Cleansing with Power Query
- Data Model Creation
- Histograms chart and Create Bins

## ADVANCED POWER POINT PRESENTATION

### Getting Started | Duration: 1 Hr

- Planning your presentation
- Issues relating to presentation timing
- Using graphics, diagrams and charts to convey ideas
- Limiting the level of detail within a presentation
- Using a consistent design scheme and adequate color contrast
- Accessibility considerations when designing a presentation
- Using Alt (Alternative) Text tags
- The Accessibility Checker
- The Document Inspector
- The Compatibility Checker

### Power Point 2016 Section | Duration: 30 mins

- Creating, Collapsing, Expanding and Reordering Sections
- Removing Sections and slides

### Slide Masters | Duration: 30 mins

- Inserting slide masters
- Editing a customized slide master
- Using customized slide masters

### Themes | Duration: 1 Hr

- Applying, Modifying and saving Themes
- Deleting a Theme
- Creating and saving a new template
- Modifying a template

## ADVANCED EXCEL

### Advanced VBA | Duration: 1 Hr

- VBA Add-ins
- Split and Join Function VBA
- Regex Expression-VBA
- Data consolidation using VBA
- Create Hyperlinks of the sheets-VBA
- Sorting and Filtering VBA
- Create Outlook mail for multiple Customers/Suppliers-VBA
- User Input and Userform- VBA
- Workbook VBA

### Advanced Excel | Duration: 1 Hr

- Index Match
- Let , Lambda and other Advanced Office 365 Functions
- Advanced Excel Exercises
- Dashboard and array functions
- Dynamic Chart range and Offset function
- Create Dynamic range with Multiple ways
- Mail Merge- Using Word doc
- Database Function
- Worksheets Event Macros

## ADVANCED POWER POINT PRESENTATION

### Formatting Pictures & Images | Duration: 1 Hr

- Removing a picture background
- Coloring Pictures, Artistic Effects, Picture styles, brightness and contrast
- Using the Corrections button
- Compressing and resetting a picture

### Presentation design issues Video & Audio | Duration: 1 Hr

- Using Video
- Changing the brightness and contrast of a video
- Adding a poster frame image to a video
- Resetting a video
- Applying a video style
- Playing a video in a shape
- Changing the colour and weight of a video border
- Applying special effects to a video
- Trimming video and Video Looping
- Using Audio

### Animation | Duration: 1 Hr

- Applying animation effects
- Animation triggers
- Using the Animation Painter
- Creating and modifying custom animation effects
- Using custom animation to fade bulleted paragraphs
- Animating chart columns by series
- Animating the chart grid and legend

## ADVANCED POWER POINT PRESENTATION

### Linking and Embedding | Duration: 1 Hr

- Action buttons – Linking to a different slide, a specific slide, a URL, Custom Shows or a different file
- Linking data into a slide and displaying as an icon object
- Linking and updating objects
- Breaking a link
- Inserting a link to a graphics file
- Embedding data into a slide and displaying it as an object
- Editing or deleting embedded data
- SmartArt and Pictures

### Manipulating Graphics | Duration: 1 Hr

- Ruler and Gridlines
- Snapping to the grid and grid spacing
- Positioning a graphic relative to the top-left corner of a slide
- Distributing graphics horizontally and vertically
- Cropping and Re-scaling pictures
- Converting a Clip Art picture to an AutoShape
- Saving a graphic
- Applying and hiding background graphics

### Formatting Autoshapes | Duration: 1 Hr

- Background fill effects, transparency effects, shape effects, Format Painter and defaults

### Diagrams | Duration: 1 Hr

- Organization chart, a cycle diagram, a pyramid diagram, a flowchart
- Editing Flowchart shapes and connectors

## ADVANCED POWER POINT PRESENTATION

### Charts | Duration: 1 Hr

- Chart title, legend, data labels, axes labels and scales.
- Changing chart type
- Chart gap and overlaps
- Using images in chart columns or rows
- Formatting the plot and chart area

### Hyperlinks | Duration: 30 Mins.

- Creating and editing hyperlinks

### Merging, Comparing & Exporting | Duration: 30 Mins.

- Merging all the slides from one presentation into another presentation
- Merging a Microsoft Word outline into a presentation
- Comparing presentations
- Saving a slide as a separate graphics file
- Using the Screen Shot feature

### Slide Shows | Duration: 40 Mins.

- Creating and editing custom slide shows
- Copying and deleting custom slide shows
- Slide show transitions and timings
- Controlling slide show looping
- Applying settings so that slides advance manually
- Setting slide show timings
- Enabling or disabling slide show animations
- Controlling a slide show



## ADVANCED POWER POINT PRESENTATION

### Sharing Presenting | Duration: 20 Mins.

- Marking as Final
- Permissions – Encrypting with a password
- Converting a presentation to a video
- Packing for a CD
- Saving as a PDF format

## DIGITAL MARKETING

### Basic | Duration: 1 Hr

- Develop a digital marketing strategy
- Plan and conduct digital marketing campaigns
- Optimize campaign's performance and expenditure

### Social Media Marketing | Duration: 1 Hr

- Develop social media strategy
- Prepare and manage the budget

### Search Engine Optimization | Duration: 40 Mins.

- Research and identify target keywords
- Research and identify target keywords
- Track campaign performance and prepare reports

### Other Modes of DM | Duration: 20 Mins.

- E-Mail Campaign
- SMS Campaign