



# DOM

## DIPLOMA IN MODERN OFFICE PRACTICE & MARKETING

- **MS-OFFICE**
- **ADVANCED EXCEL**
- **DIGITAL MARKETING**
- **CONSUMER BEHAVIOUR**



## MS-OFFICE SYLLABUS

MS-Word Syllabus		
<u>Sr.No.</u>	Part of Syllabus	Days
1.	Introduction+ Note Pad+ Word-pad	2
<b>2.</b>	<b>Word-</b>	
	File Menu	1
	Home Menu	1
	Insert Menu	3
	Design Menu	1
	Page Layout Menu	1
	Reference Menu	1
	Mailings Menu	1
	Review Menu	1
	View Menu	1
	Quick Access Tool	1
<b>3.</b>	<b>Assignment</b>	<b>1</b>
<b>4.</b>	<b>Total</b>	<b>15</b>

## Power Point Syllabus

<u>Sr.No.</u>	Part of Syllabus	Days
1.	File Menu	1
2.	Home Menu	2
3.	Insert Menu	2
4.	Design Menu	1
5.	Transition Menu	1
6.	Animation Menu	3
7.	Slide Show Menu	2
8.	Review Menu	1
9.	View Menu	2
10.	Format Menu + Quick Access Tool Bar	2
11.	<b>Assignment</b>	1
	<b>Total</b>	<b>18</b>

## Basic MS – Excel Syllabus

Sr.No.	Part of Syllabus	No. of Examples	No. of Hours / Days for Teaching with Practice
1.	Window Introduction and Formula Drafting Rules + Data Types		1 day
2.	File Menu	5 (New, Open, Save, Save As, Print)	1 day
3.	Home Menu	Conditional Formatting, Format Tool, Fill, Go To, Sort, Insert, Delete, Merging	2 days
4.	Insert Menu	Pivot Table, Pivot Charts, Filter, Slicer, Hyperlink <b>(Only One Example per Tool)</b>	3 days
5.	Page Layout Menu	Printing – 3 Buttons of status bar, Background	1 day
6.	Formulas Menu	Logical, Text, Date and Time, Lookup, Mathematical and Statistical	3 days
7.	Data Menu	Data Validation, Subtotal, Remove Duplicate	1 day
8.	Review Menu		15 Minutes
9.	View Menu		
10.		Student Practice Hours	15 Minutes
11.		<b>Total</b>	<b>13 days</b>



## ADVANCED EXCEL SYLLABUS

SR.NO	PART OF SYLLABUS	NO.OF EXAMPLES	NO. OF HOURS/ DAYS OF TEACHING WITH PRACTICE
1	Window Introduction and Formula Drafting	Rules +Data Types	1 DAY
2	File Menu	S (New, Open, Save, As, Print)	1 DAY
3	Home Menu	Cut, Copy, Paste, Format Painter, Font Name, Font size, BIU, Cell Font colours, Alignment, Merge Cell, Number and Date formatting, Conditional Formatting, Find, replace, fill, go to, format-row height, column width, rename sheet, hide, unhide rows and columns	4 DAYS
4	Insert Menu	Pivot Table, Pivot Charts, Filter, Slicer, Illustrations, Hyperlink, Text and Symbols	4 DAYS
5	Page Layout Menu	Printing – 3 Buttons of status bar	2 DAYS
6	Data Menu	Filter, Text to column, remove duplicates, data validation, subtotal	3 DAYS
7	Review Menu	Spelling & Grammar Check, Project Workbook	1 DAY
8	View Menu	Zoom Level	5 MINUTES
		Student Practice Hours	Max 13 Days
		<b>Total</b>	<b>26 Days</b>



<b>Formula</b>	<b>Financial</b>	<b>1 day</b>
1.	PMT	
2.	If, AND, OR	
3.	Text	<b>3 days</b>
	REPLACE	
	SUBSTITUTE	
	CONCATENATE	
	MID	

	UPPER	
	LOWER	
	PROPER	
	REPT	
	FLASH FILL	
4.	DATE & TIME	3 days
	YEARFRAC	
	DATEIF	
	TIME CALCULATION	
	NOW	
	TODAY	
	NETWORKDAYS.INTL	
	WORKDAY	
	EOMONTH	
5.	LOOKUP & REF	4 days
	VLOOKUP	
	HLOOKUP	
	REVERSE VLOOKUP	
	INDEX MATCH	
	MATCH	
	Approximate Match	
6.	Mathematical	5 days
	SQR	
	SQRT	
	POWER	
7.	STATISTICAL-	
	COUNT	
	COUNTA	
	COUNTIF	
	COUNTIFS	
	SUM	
	SUMIF	
	SUMIFS	
	AVERAGE	
	AVERAGEIFS	
8.	INFO-	5 Minutes
	ISODD	
	ISEVEN	
9.	ERROR HANDLING	1 day
10.	SHORTCUT KEYS & LARGE DATA HANDLING	1 day
	TOTAL	13days

**\*Remaining 15 days for examples and Practical Mock Tests**

**\*Practical Industry Examples like BPO/ IT manufacturing/  
Service/ Hotel Management**

# DIGITAL MARKETING

## Introduction To Digital Marketing

### Graphic Designing

- Designing with Canva Beginner to Advance

### Website Designing, Domain Hosting

- Website creation with Wordpress
  - Using Elemetor Page builder
- Installing Themes / Plugins

### Google Analytics

- Account Management, Analysis
- Web Tracking, Annotations, Admin Panel

### Social Media Marketing

- Types of posting, Techniques & tools, Content
- Facebook-Ac/ Company Page creation, Insights
- Linkedin - Ac/Company Page creation & Handling
- Twitter -Ac creation & handling, Hash Tags, Trends

### Social Media Paid Campaigns

- Facebook Ads - Targeting, Objectives, Ad creation
- Instagram ADS-Targeting, Objectives, Ad creation
- LinkedIn Ads - Targeting, Objectives, Ad creation

### Google Ads - Basic to Advance

- Account set up, Creating campaigns, Types
- Ad groups, Ads - Types, Ad creation, Gallery
- Text ad, Image ad, video ad, Light box ads
- Bidding & budgets, Ad scheduling, Keywords
- AB testing, contextual Targeting, Bid Types
- Quality score & its importance, Tracking

## **SEO (Search Engine Optimisation)**

- **Introduction To SEO & Working**
- **Keywords Research, Analysis & Planning**

## **ON Page SEO - OFF Page SEO**

## **Sitemaps & Best SEO Practices**

## **Local SEO**

- **Local SEO Ranking Factors**
- **Google My Business Setup & Optimization**

## **Understanding Google Algorithm**

- **What is Google Algorithm**
- **Impacts of Google Algorithm**

**Google Panda, Penguin, Hummingbird, EMD, Rankbrain, Fred, Possum**

## **SEO Techniques**

- **White HAT SEO Techniques**
- **Black HAT SEO Techniques**

## **Youtube Marketing**

- **Youtube SEO**
- **Keywords Research & Planning**
- **Youtube Video Ads**



# CONSUMER BEHAVIOUR

- **Introduction to Consumer Behaviour**
- **Internal Influences on Consumer Behaviour**
- **External Influences on Consumer Behaviour**
- **Consumer Decision Making**