

Module 7: Bank Transactions & Reconciliation

- Recording Bank Receipts and Payments
- Bank Reconciliation (Manual & Auto with Excel)
- Cheque Management & Printing
- e-Banking Setup

Module 9: MIS & Financial Reports

- Trial Balance
- Profit & Loss Statement
- Balance Sheet
- Cash Flow & Fund Flow
- Ratio Analysis
- Comparative Statements
- Exporting Reports (PDF/Excel/Email)

Module 10: TDS & TCS

- Introduction to TDS/TCS
- Enabling and Configuring TDS/TCS
- TDS Deduction on Contractor, Rent, Commission, etc.
- TDS Reports & Challan Printing (Form 26Q)
- TCS on Sale of Goods and Return Filing

Module 11: Payroll & Employee Management

- Enabling Payroll in Tally
- Creating Employee Masters
- Defining Salary Structures (Earnings/Deductions)
- Attendance Management
- PF, ESI, and Professional Tax Setup
- Payslip and Salary Register
- Payroll Compliance Reports

Module 12: Point of Sale (POS)

- Introduction to POS System
- Configuring POS in Tally
- Barcode and Touchscreen Billing
- Daily POS Sales Report

Module 13: Manufacturing & BOM

- Manufacturing Journal Entries
- Bill of Materials (BoM)
- Consumption Reports
- Production Cost Analysis

Module 14: Data Utilities & Remote Access

- Data Import/Export (Masters and Vouchers)
- Data Synchronization Between Locations
- Tally on Cloud & Remote Access Setup
- Use of Control Centre & Support Centre
- Audit Trail & Tally Audit Features

Module 15: Advanced Features

- Scenario Management
- Multiple Currencies
- Interest Calculation (Simple & Compound)
- Post-Dated Vouchers
- Zero-Valued Entries & Negative Stocks
- User Roles & Password Controls

Module 16: Customization & TDL Basics

- What is TDL (Tally Definition Language)?
- Basic Structure of a TDL Code
- Importing TDLs into Tally
- Practical Examples: Custom Invoice Format, Fields, Reports

Guide



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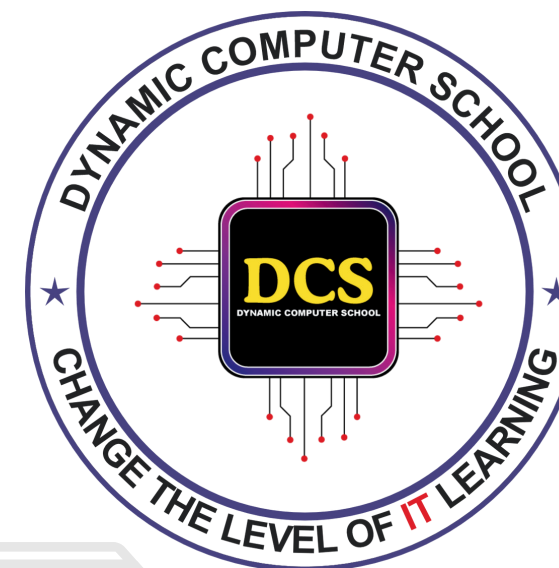
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Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional Marketing vs Digital Marketing
- Importance and Scope of Digital Marketing
- Components of Digital Marketing
- Career Opportunities in Digital Marketing

Module 2: Website Planning & Creation

- Domain & Hosting Basics
- Types of Websites (Static/Dynamic)
- Introduction to WordPress
- Creating a Business Website (Live Project)
- Essentials of UX/UI for Conversion

Module 3: Search Engine Optimization (SEO)

- What is SEO?
- On-page SEO Techniques
 - Title, Meta Description, Heading Tags
 - Image Optimization, Internal Linking
- Off-page SEO Techniques
 - Backlink Building, Blog Commenting
- Technical SEO Basics
- Keyword Research Tools (Ubersuggest, SEMrush, Google Keyword Planner)
- Google Search Console Setup
- SEO Audit Report Practice

Module 4: Google Ads (PPC Advertising)

- Introduction to Google Ads
- Search Ads, Display Ads, Video Ads
- Keyword Match Types
- Ad Copywriting Techniques
- Quality Score & Ad Rank
- Conversion Tracking
- Google Ads Campaign Creation (Live Project)

Module 5: Social Media Marketing (SMM)

- Facebook, Instagram, LinkedIn, Twitter Basics
- Business Page Setup
- Creating & Scheduling Posts
- Facebook & Instagram Ads
- Campaign Objectives: Awareness, Leads, Traffic
- Audience Targeting Strategies
- Social Media Calendar Creation

Module 6: Content Marketing

- Understanding Content Funnel
- Types of Content (Blog, Video, Infographic, Email, Podcast)
- Content Planning Tools (Trello, Notion, ChatGPT)
- AI Tools for Content Creation
- Blog Writing & SEO Optimization
- Content Repurposing Strategy

Module 7: Email Marketing

- Importance of Email Marketing
- Lead Generation Techniques
- Creating Email Funnels
- Tools: Mailchimp, Sendinblue
- Writing High-Open Rate Emails
- Email Automation Campaigns

Advance Excel

Module 1: Advanced Excel Fundamentals

- Recap of Basic Excel Concepts
- Best Practices for Excel Efficiency
- Customizing the Excel Interface
- Keyboard Shortcuts for Power Users
- Working with Large Data Sets

Module 2: Advanced Formulas & Functions

- Logical Functions: IF, AND, OR, IFERROR, IFS
- Lookup & Reference: VLOOKUP, HLOOKUP, XLOOKUP, INDEX, MATCH
- Text Functions: TEXT, LEFT, RIGHT, MID, TRIM, CONCAT, TEXTJOIN
- Date & Time: TODAY, NOW, DATEDIF, NETWORKDAYS, EDATE
- Statistical Functions: COUNTIFS, SUMIFS, AVERAGEIFS
- Dynamic Array Formulas: FILTER, SORT, UNIQUE, SEQUENCE

Module 3: Data Tools & Data Cleaning

- Data Validation (Dropdowns, Custom Rules)
- Text to Columns
- Remove Duplicates
- Flash Fill
- Power of Find & Replace
- Advanced Sorting and Filtering

Module 4: Charts & Data Visualization

- Creating and Formatting Charts
- Combo Charts
- Dynamic Charts with Named Ranges
- Sparklines
- Conditional Formatting with Formulas
- KPI Indicators using Conditional Formatting

Module 5: Pivot Tables & Pivot Charts

- Creating Pivot Tables from scratch
- Grouping, Filtering, and Slicing Data
- Value Field Settings (Summarise & Show Values As)
- Pivot Charts
- Slicers & Timeline Filters
- Calculated Fields in Pivot

Module 6: Advanced Data Analysis Tools

- What-If Analysis (Goal Seek, Scenario Manager, Data Table)
- Solver Tool
- Subtotals & Grouping
- Consolidation of Data
- Outlining & Data Grouping

Module 7: Excel Dashboard Development

- Principles of Dashboard Design
- Designing Interactive Dashboards
- Linking Charts & Tables with Slicers
- Using Form Controls (Drop-downs, Checkboxes)
- Combining PivotTables, Charts & Formulas
- Dashboard Project with KPI Metrics

Module 8: Power Query (Get & Transform)

- Introduction to Power Query
- Importing Data from Multiple Sources (Excel, Web, Text, etc.)
- Transforming Data: Split, Merge, Replace, Fill, Unpivot
- Combining & Appending Queries
- Creating Custom Columns

Module 9: Power Pivot & Data Model

- Introduction to Data Models
- Creating Relationships Between Tables
- Calculated Columns & Measures
- Introduction to DAX (Data Analysis Expressions)
- Using DAX Functions: CALCULATE, RELATED, SUMX

Module 10: Excel Automation with Macros (VBA Introduction)

- Understanding Macros & VBA
- Recording & Running Macros
- Assigning Macros to Buttons
- Basics of VBA Editor
- Writing Simple VBA Scripts

Basic Tally Prime

Module 1: Introduction to TallyPrime

- What is Accounting?
- Importance of Accounting in Business
- Introduction to TallyPrime
- Features & Benefits of Tally
- Installation and Activation of TallyPrime

Module 2: Basics of TallyPrime

- Navigating the Tally Interface
- Creating a Company in Tally
- Company Features and Configuration
- Security Control (User Creation & Password)

Module 3: Chart of Accounts

- What is Ledger and Group?
- Creating, Altering, and Deleting Ledgers
- Predefined Ledgers & Groups in Tally
- Understanding Accounting Vouchers

Module 3: Chart of Accounts

- Contra Voucher (Cash/Bank Transfer)
- Payment Voucher
- Receipt Voucher
- Journal Voucher
- Sales Voucher
- Purchase Voucher
- Debit Note & Credit Note
- Practical Examples and Transactions

Module 5: Day Book & Reports

- Day Book Overview
- Displaying and Filtering Day Book
- Ledger Reports
- Trial Balance
- Profit & Loss Account
- Balance Sheet
- Cash Book & Bank Book
- Stock Summary (Intro Only)

Module 6: Basic GST in Tally

- What is GST? (Overview)
- Enabling GST in Tally
- Creating GST Masters (Ledger & Stock Items)
- GST Sales & Purchase Entries
- GST Reports

Module 7: Inventory Management

- Creating Stock Groups & Stock Items
- Units of Measurement
- Inventory Vouchers: Delivery Note, Receipt Note
- Simple Inventory Transactions

Module 8: Printing & Exporting

- Printing Vouchers, Reports, and Invoices
- Exporting Reports to PDF / Excel
- Emailing Documents from Tally

Module 9: Backup, Restore, and Data Security

- Taking Backup of Company Data
- Restoring the Company from Backup
- Data Security Tips
- Splitting Company Data (Intro)

Advance Tally Prime

Module 1: Introduction to TallyPrime

- What is TallyPrime?
- Features & Advantages
- Versions: Tally.ERP 9 vs TallyPrime
- Installation & Activation
- TallyPrime Interface & Navigation (Go To, Top Menu, Search, Help)
- Tally Shortcut Keys

Module 2: Company Creation & Management

- Create / Alter / Delete a Company
- Company Configuration Options
- Backup & Restore Data
- Split Company Data Financial Year-Wise
- Tally Vault Password & Security Control
- Multi-User & Multi-Company Management

Module 3: Basic Accounting in TallyPrime

- Accounting Groups and Ledgers
- Vouchers: Contra, Payment, Receipt, Journal, Sales, Purchase
- Debit Note / Credit Note
- Opening Balance Setup
- Day Book & Voucher Class

Module 4: Inventory Management

- Enable Inventory Features
- Create Stock Groups, Categories, Units of Measure, Godowns
- Create and Manage Stock Items
- Inventory Vouchers: Stock Journal, Delivery Note, Receipt Note, Physical Stock
- Batch-Wise, Lot-Wise, and Expiry Date Management
- Item Price Levels

Module 5: Billing & Invoicing

- Sales and Purchase Invoice Entry
- Invoice Configuration (Simple, Detailed, POS)
- Credit Limit and Credit Period
- Invoice Printing with Logo and Terms & Conditions

Module 6: GST in TallyPrime

- GST Basics Overview
- Enabling GST in Tally
- Creating GST-Enabled Masters (Ledger & Items)
- GST Transactions (Sales, Purchase, RCM, Advance Receipts)
- GST on Services & Expenses
- HSN/SAC Code Setup
- GSTR Reports: GSTR-1, GSTR-3B, HSN Summary
- Exporting Returns to Excel/JSON