

The IT Oriented
Multiskilling Career Program



The realistic solution to a fast track career in IT and ITES



The must course for **quick job**

The IT industry accounted for 8% of India's GDP in 2020. Exports from the Indian IT industry are expected to increase by 1.9% to reach US\$ 150 billion in FY21. In 2020, the IT industry recorded 138,000 new hires. 12-Oct-2021.

ICS is the pioneers in short term software training industry for more than two decades (Since 1999). According to the latest studies the NASCOM sources the multiskilling training is needed to make competent people with the skills cutting edge technology.

ICS's mission is to bridge the gap between demand and supply of trained manpower by creating skilled IT and related professionals who are well versed with confidence.

DIPLOMA IN IT AND TECHNICAL ENGINEERING – DITE

(• Hardware • Networking • CCTV Technician • Security Systems)



HARDWARE ENGINEERING

- Fundamentals of information technology & operating systems
- Introduction to computers
- PC assembling
- Concept of operating systems
- Features and requirements of Microsoft operating systems
- Install Microsoft operating systems
- Microsoft command line tools
- Maintenance procedures using the appropriate Microsoft OS
- Common features & functionality of MAC & LINUX OS
- Trouble shooting (Hardware & Software)

NETWORK ADMINISTRATOR

70-740

- Installing windows server 2016
- Installing the enterprise
- Configuring storage & replication
- Understanding Hyper-v
- Configuring high availability
- Understanding clustering
- Configuring windows containers
- Maintaining windows server
- Understanding monitoring



70-741

- Configuring TCP/IP
- Configuring dns
- Configuring dhcp
- Implement ip address management
- Configuring network access
- Understanding file services
- Configuring high availability
- Implement software defined networking

70-742

- Installing active directory
- Administer active directory
- Maintaining active directory
- Implementing GPO
- Understanding certificates
- Configure access & information protection solution

CCTV TECHNICIAN

- Basics of security surveillance
- Functions of videos surveillance
- Types of camera & their functions
- Lense and sensors
- DVR, NVR
- Principles of remote accessing
- Install the CTV camera
- Setup the cctv surveillance system
- Cables
- Survey and planning & maintenance

SECURITY SYSTEMS

- Introduction to security systems
- Control panel
- Control panel Zones & functions
- Control panel configuration
- Shutter contact
- Magnetic contact
- Panic switch
- Motion sensor
- Multifunction detector

DIPLOMA IN DIGITAL MEDIA AND DESIGNING

• Graphic Designing • Video Editing • Digital Marketing)

GRAPHIC DESIGNING

- Basics of Computer graphics
- Concept & Principles of graphic design
- Typography and Color Theory
- Design & Illustration Concept
- Color the Digital Illustration
- Editing and Retouching images
- Color & contrast correction
- Design - Logo, Magazine Cover
- Manipulation Advertisement
- Branding
- Printing techniques
- Page Layout for Newspaper
- Creating Brochures & Pamphlets, Flyer, Banners Design
- Social Media Post, Calendar, Package Design
- Prepare Artwork for printing

VIDEO & SOUND EDITING

- Concepts of Graphics
- Concepts of Media & Advertising
- Film Editing, Script Writing, Movie Album Making
- Story Board, streaming audio & Video, Chromo Cutting
- Video graphic, Titling, Dubbing Rendering



DIGITAL MARKETING

INTRODUCTION

- Introduction to digital marketing
- Traditional vs digital marketing
- Importance of digital marketing
- Types of digital marketing

SMM

- Meta adsmanager
- Billing
- Different types of campaigns and objectives
- Awareness campaign
- Lead generation
- Engagement
- Sales
- App promotion
- Traffic
- Facebook ads, Instagram ads

GOOGLE ADS

- Introduction to Google
- Ads Account structure
- Billing
- Types of campaigns
- Campaign metrics
- Campaign Keyword Research
- Shopping ads
- YouTube ads
- Apps promotion
- Local ads
- Discovery ads

- Display ads
- Leads ad
- Ad Optimization Google AdSense Bing Ads
- Youtube ads, Skip ads
- Google ad search campaign

WEBSITE & E-COMMERCE APPLICATIONS

- What is a website and different types of website (e-commerce websites)
- What is a domain and how to purchase a domain
- What is a host / SSL certificate and how to purchase it?
- How to connect a domain and host; how to install an SSL certificate
- Basics of C - panel
- WordPress development essentials
- Shopify-introduction to E-Commerce application

WORDPRESS MANAGEMENT

- Introduction to WordPress / installing WordPress in C - panel
- How to install a theme?
- Theme customization
- How to create a page in WordPress
- Introduction to elementor
- How to build pages using Elementor
- Creation and use of landing pages and contact forms
- Permalink, footer, header

SEO

- What are Search Engines?
- How search engine works.
- What is White and Black hat seo
- SEO (What, Why, Types)
- Keywords & Keyword
- Keyword Research Google Keyword Planner
- On-Page SEO(basic level)
- Off page SEO(basic level)
- Content Optimization Back links

GOOGLE MY BUSINESS & GOOGLE MAP

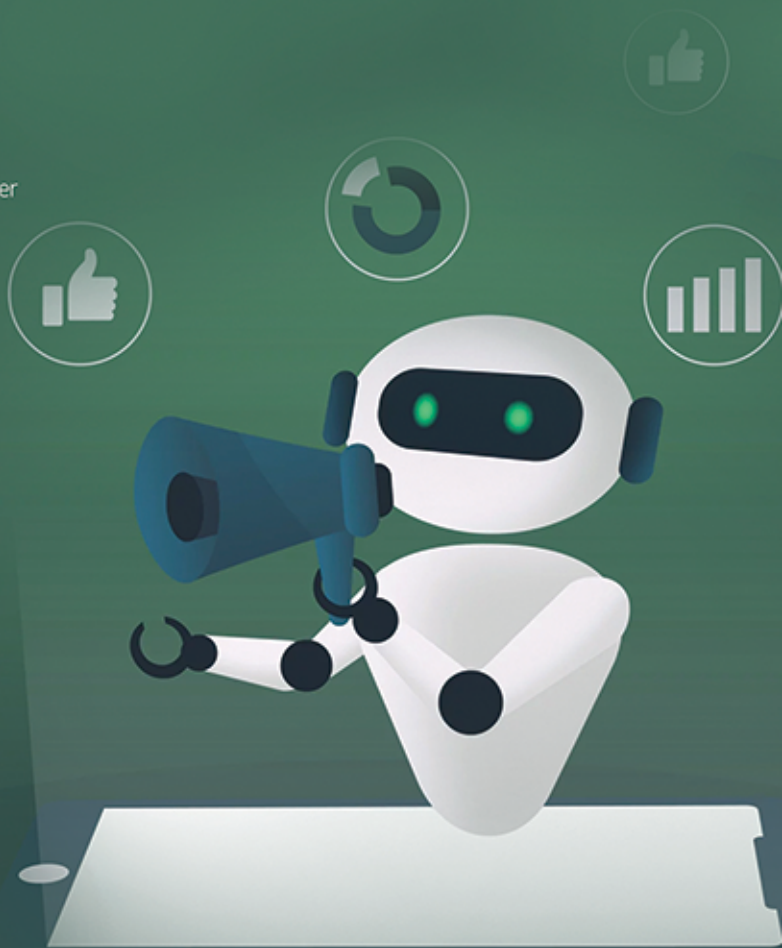
- Creating Local Listing In Search Engine
- Local SEO - GMB, Etc.
- Google Places Setup (Including Images, Videos, Map etc.)
- Search Engine Visibility
- Open street market

CAMPAIGN INSIGHT ANALYSIS

- Open rate,Click through rate
- Conversion rate
- Bounce rate
- A/B Split testing
- Set up your budgets

AI TOOLS FOR DIGITAL MARKETING

- Google Analytics
- Facebook Ads Manager(meta)
- Canva
- Ubersuggest
- HubSpot CRM:
- ChatGPT



DIPLOMA IN INDIAN AND FOREIGN ACCOUNTING – DIFA

(• Manual Accounting • Tally • Quick Book
• Zoho Books • GCC VAT • GST)



MANUAL ACCOUNTING

- Definition & basic terms of practical accounting
- Principles of accounting
- Classifications of accounting
- Modern approach in accounting
- Classical approach in accounting
- Journal entry and daily book preparation
- Ledger posting – classical & modern approach
- Trial balance and error tracing
- Balance sheet – analysis
- Final account

TALLY ERP /TALLY PRIME

- Course introduction and theory class
- Manual accounting preparation and presentation
- Tally introduction (Company creation, ledgers preparation, vouchers posting, and all fin. Reports)
- Cost center and cost category (manual preparation and computerising and reporting)
- Inventory management (manual preparation and stock summary preparation and computerising and stock reposting)
- Vat UAE 5% (tax introduction class and manual preparation and tax returns and computerising and tax reporting activations and creations steps)
- GST (Intro class) and manufacturing assignments
- CGST and SGST, IGST, UTGST
- GST journal preparation and GST return (computerising - activation and creation steps)
- Godownisation
- Purchase and sales order processing (manual preparation & activation & creation steps)
- Multi currency activation and preparation
- Budgetting
- Pay roll management (Basic pay, Overtime, PF, TA, HRA etc.....)
- Billing (manual preparation and lab work)
- Interest Calculation , Price level , BRS
- Project



QUICK BOOK PRO

- Software introduction
- Company set up & ledgers posting & vouchers
- All fin reports
- Adj.concren
- Accounts with inventory
- Inventory set up & posting & stock reporting
- Order processing
- Billing works
- Project

ZOHO BOOKS

- Zoho Account Creation
- Ledger Creation
- Journal
- Report Checking
- Inventory Management
- GST
- Foreign Currency
- Multiple Prince Level
- Bank Reconciliation

GCC VAT

- GCC VAT Theory
- VAT Calculation (Domestic Transaction, Intra GCC, Outside GCC)
- VAT Activation and entry psoting in tally
- VAT Setoff, RCM, VAT Payment
- VAT Reports

GST FILING

- GST Registration
- GST Invoice preparation and verification
- GST Computation
- GSTR1 Filing
- GSTR3B Filing
- E-way Bill
- Create Challan
- GST Modification
- Setting of CGST & IGST
- GST return filing using online/offline utilities



DC

A



DIPLOMA IN COMPUTER APPLICATION

- Fundamentals of computer and operating system (windows & linux)
- MS Office (Word, Excel, Power Point)
- Internet and web technology using photoshop and HTML
- Programming in C and web programming using python and MySql

DIPLOMA IN BUSINESS ADMINISTRATION

A finishing school approach for practical office administration stream with soft skill practice in accordance with industry demands on different types of customer and management related issues and solutions with English language communication.

OFFICE MANAGEMENT

- Front office arrangement
- Telephone etiquette
- Administration
- Organizational behavior

BUSINESS MANAGEMENT

- Types of business
- Risk management
- Forms of business

CUSTOMER RELATIONSHIP

- Handling customer's

- Product explanation
- Customer Query handling
- Customer complaint Management
- Email etiquette
- Group discussion
- Problem solving

MARKETING MANAGEMENT

- Types of Marketing
- Marketing Plan
- Market Research

BUSINESS COMMUNICATION

- Business Meeting



ADDITIONAL TRAINING




1. COMMUNICATIVE ENGLISH
2. CORPORATE TRAINING
(Organizational Behaviour, Interview Training)



MACT @ ICS is the best power packed IT and ITES career program to full fill the industrial demands with multiskilling training pattern. This will make confidence with authentic knowledge to meet the real time job market's versatile requirements.

Join MACT, a must educational training program for quick high fame jobs across the world. Undoubtedly, we the first to implement this kind of multi facet program in India and hope that you are the part of it to flourish the international industry.



 +91 9809109000  support@ics-education.com  www.ics-worldwide.com