



Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Autonomous)

Three Year B. Vocational Degree Program in

E-Commerce & Digital Marketing

(Faculty of Vocational)

CBCS Syllabus

FY B.VOC Semester -II

For Department of E-Commerce & Digital Marketing

Tuljaram Chaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

Title of the Programme: FY B.VOC (ECD)

Name of the Programme : Bachelor of Vocational (B.VOC) -

E-COMMERCE & DIGITAL MARKETING (ECDM)

Nature of the Programme : B.VOC is three years full time graduate degree programme.

Eligibility criteria : 12th Pass (any stream)

Preamble

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in science and technology and the evolving approaches in various domains of E-Commerce & Digital marketing and related subjects, the Board of Studies in E-Commerce & Digital marketing at Tuljaram Chaturchand College, Baramati - Pune, has developed the curriculum for the first semester of F.Y. B. Voc. ECD, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCRF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

The curriculum for B.VOC- ECDM is developed keeping in mind the *national priorities* and *international practices*. It also attempts to align the programme structure and course contents with student aspirations & recruiter expectations. This syllabus also attempts to align with National Goal of "Make in India",

“Start – Up and Stand – Up India” and “Digital India”.

The B.VOC- ECDM programme prepares a student for a career in diverse sectors of the industry domestically and globally. The B.VOC- ECDM programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.

The B.VOC- ECDM programme curriculum of the Tuljaram Chaturchand College of Arts, Science & Commerce (Autonomous) is developed for the dynamism in the industry practices, evolution in technology and the evolving expectations of key stakeholders viz. students, the industry and faculty members at large. It also has relevance due to changed technological, social, cultural and economic environment of the nation.

Programme Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs) for B.Voc. Programme

PSO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PSO2	Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PSO3	Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PSO4	Research-Related Skills: Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
PSO5	Personal and Professional competence: Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
PSO6	Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centred national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PSO7	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of, and need for sustainable development.
PSO8	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
PSO9	Trans-disciplinary Research competence: Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
(Autonomous)

Board of Studies (BOS) in
E-Commerce & Digital Marketing

From 2022-23 to 2024-25

Sr. No.	Name	Designation
1.	Prof. Dr. Siddharth Sorate	Chairman
2.	Prof. Sunil J. Pawar	Member
3.	Prof. Mahesh Phule	Member
4.	Prof. Dr. Pravin Yadav	Vice-Chancellor Nominee
5.	Prof. Dr. Anup Mule	Expert from other University
6.	Prof. Dr. Ashish Malani	Expert from other University
7.	Mr. Vilas Borate	Industry Expert
8.	Mr. Shubham Chinchkar	Meritorious Alumni
9.	Mr. Sarthak Devkule	Student Representative
10.	Ms. Bhumi Pokaar	Student Representative

**Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
(Autonomous)**

B. VOC (E-COMMERCE) FACULTY: BASKETS OF COURSES AS PER NEP 2020

Academic Year: 2023-2024, Semester-I (Level-4.5)

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.		
		Mandatory	Electives									
4.5	I	ECD-101-MJM: Business Communication-I (T)	--	--	ECD -116-OE: Basics of Marketing-I (T)	ECD -121-VSC: Basics of E-Commerce (T)	ENG- 131-AEC: English- I (T)	CC1 (2 credit)	22	UG Certificate 44 credits		
		ECD-102-MJM: Fundamentals of Information Technology (T)			ECD -117-OE: Basics of Marketing-I (P)	ECD -126-SEC: Life Skills (P)	ENV- 135-VEC: Environment Education (T)					
		ECD-103-MJM: MS-Office (P)					ECD -137-IKS: Evolution of E-Commerce & Digital marketing (T)					
		2+2+2 Credit			2+2 Credit	2+2 Credit	2+2+2 Credit	2 Credit				
	II	ECD-151-MJM: Business Communication-II (T)	--	ECD-161-MN: Operations & Supply Chain Management (T)	ECD -166-OE: E-Commerce Management (T)	ECD -171-VSC: Marketing Skills (T)	ENG-181-AEC Functional English-II	CC2 (2 credit)	22			
		ECD-152-MJM: RDBMS (T)			ECD -167-OE: E-Commerce Management (P)	ECD -176-SEC: Web Technology using HTML (P)	COS- 185-VEC: Digital & Tech. Solutions (T)					
		ECD-153-MJM: MySQL (P)										
		2+2+2 Credit		2 Credit	2+2 Credit	2+2 Credit	2+2 Credit	2 Credit				
	Cum Cr.		12	--	2	8	8	10	4		44	

Credit Distribution Structure for F.Y. B.VOC.-2023-2024 (ECD)

Course Structure for F.Y. ECDM (2023 Pattern)

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	Major Mandatory	ECD-101-MJM	Business Communication-I (T)	Theory	02
	Major Mandatory	ECD-102-MJM	Fundamentals of Information Technology (T)	Theory	02
	Major Mandatory	ECD-103-MJM	MS-Office (P)	Practical	02
	Open Elective (OE)	ECD-116-OE	Basics of Marketing- I (T)	Theory	02
	Open Elective (OE)	ECD-117-OE	Basics of Marketing- II (P)	Practical	02
	Vocational Skill Course (VSC)	ECD-121-VSC	Basics of E-Commerce (T)	Theory	02
	Skill Enhancement Course (SEC)	ECD-126-SEC	SEC: Life Skills (P)	Practical	02
	Ability Enhancement Course (AEC)	ENG-131-AEC	English- I (T)	Theory	02
	Value Education Course (VEC)	ECD-135-VEC	Environment Education (T)	Theory	02
	Indian Knowledge System (IKS)	ECD-137-IKS	Evolution of E-Commerce & Digital marketing (T)	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
	Total Credits Semester-I				
II	Major Mandatory	ECD-151-MJM	Business Communication-II (T)	Theory	02
	Major Mandatory	ECD-152-MJM	RDBMS (T)	Theory	02
	Major Mandatory	ECD-153-MJM	MySQL (P)	Practical	02
	Minor	ECD-161-MN	Operations & Supply Chain Management (T)	Theory	02
	Open Elective (OE)	ECD-166-OE	E-Commerce Management-I (T)	Theory	02
	Open Elective (OE)	ECD-167-OE	E-Commerce Management-II (P)	Practical	02
	Vocational Skill Course (VSC)	ECD-171-VSC	Marketing Skills (T)	Theory	02
	Skill Enhancement Course (SEC)	ECD-176-SEC	Web Technology using HTML (P)	Practical	02
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English-II	Theory	02
	Value Education Course (VEC)	ECD-185-VEC	Digital & Tech. Solutions (T)	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
	Total Credits Semester II				
Cumulative Credits Semester I and II					44

**CBCS Syllabus as per NEP 2020 for F.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Major Mandatory
Course Code	: ECD-151-MJM
Course Title	: Business Communication-II (T)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To create awareness about new technologies in modern communication.
2. To enable students about types and drafting of business letters.
3. To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
4. To apprehend the importance of specifying audience and purpose and to select appropriate communication choices.
5. To penetrate and appropriately apply modes of expression in written, visual, and oral communication.
6. To improve students Interpretation, Reading, Writing and Speaking skills for official communication.
7. To develop and delivering effective presentations.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Students will be able to deliver clear and concise oral presentations in a professional manner.
- CO2.** Students will be able to effectively participate and contribute in business meetings and discussions.
- CO3.** Students will be able to write clear and coherent business documents, such as emails, memos, and reports.
- CO4.** Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

CO6. Students will be able to adapt their communication style and strategies to different audiences and cultural contexts.

CO7. Students will be able to demonstrate active listening skills and apply effective listening techniques in business communication.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Types and Drafting of Business Letters: 1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters 9) Purchase letter	10
2	Job Application Letters: Meaning, Types & Drafting of Job Application Letters, Bio-Data/Resume/ CV	05
3	Internal and other Correspondence: 1) Office Memo (Memorandums) 2) Office Orders 3) Office Circulars 4) Form Memos or Letters 5) Press Releases 6) Secretarial letters to KMP 7) Resolution & MOM with covering	05
4	New Technologies in Business Communication: Internet: Email, Websites, Electronic Clearance System, Writing a Blog, Social Media Network: Gmail, Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp, Voice Mail, Short Messaging Services, Video Conferencing Mobile commerce, AI (Chatbot)	10
		30

Case studies: (Based on the above Units)

- Use of Technology in Communication.
- Drafting of Memos, Drafting of Press Releases/Notes.
- Drafting of Office Orders Drafting of Office Circulars.
- Any other topics to be suggested by the Subject Teachers.

References:

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.

5. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3					3	
CO 2	2	2			1		
CO 3	2	2	3				3
CO 4			2	1			
CO 5			1		2		
CO 6							
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to deliver clear and concise oral presentations in a professional manner.

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 4 Research-Related Skills

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

PO 5 Personal and Professional competence

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to deliver clear and concise oral presentations in a professional manner.

PO 7 Environment and Sustainability

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

**CBCS Syllabus as per NEP 2020 for F.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Major Mandatory
Course Code	: ECD-152-MJM
Course Title	: RDBMS
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand consumer behaviour in retail sales.
2. To inform customer about specialist products.
3. The main objective of this course is to enable students.
4. To fundamental concepts of database analysis and design.
5. To recognize the importance of database analysis and design in the implementation of any Database application.
6. To understand the process of drawing the ER-Diagrams.
7. It also gives the knowledge of the roles of transaction processing and concurrency control.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.
- CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.
- CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.
- CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

CO5. Demonstrate an understanding of data control and security concepts in SQL, including user authentication and access permissions.

CO6. Implement various types of database relationships, including one-to-one, one-to-many, and many-to-many.

CO7. Develop stored procedures, triggers, and views to automate database tasks and improve system performance.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Basic Concepts of Database Management (Database, Database System, why database, Data independence) an architecture for a database system (levels of the architecture, mappings, DBA, client/server architecture) Introduction to Relational db systems. Characteristics of database approach, data models, DBMS architecture and data independence, Components of DBMS, Concept of Primary & Foreign Key, Unique Key, Traditional file environment Vs. DBMS.	10
2	E-R Modeling: Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.	10
3	Relational Database Model: Relational model concepts, relational constraints ER and ER to relational mapping: Data base design using EER to relational language Data Normalization: Functional Dependencies, Normal form up to 3rd normal form. Concurrency & Recovery: Transaction processing, locking techniques and associated, security and authorization. Recovery Techniques, Database Security	10
		30

Case studies: (Based on the above Units)

1. Create an Entity set for student information.
2. Create an one-to-one, one-to-many and many-to-many relationship between student and Course.
3. Create an Relation diagram for employee and department.
4. Create an Attributes diagram for student information.
5. Create an ER diagram for student.
6. Create an ER diagram for College Department.
7. 'Enrolled in' is a relationship that exists between entities Student and Course.
8. Create an ER diagram for College Management System.

References:

1. C.J. Date, “An Introduction of Database System”, The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.
2. Silberschatz, Korth and Sudarshan, “Database System Concepts”, Third Ed. McGraw Hill International Editions, Computer Science Series-1997.

Mapping of Program Outcomes with Course Outcomes

2.

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						1
CO2	1	3	2		3		
CO3	1	1				2	
CO4				1			
CO5							
CO6							
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping**PO 1 Disciplinary Knowledge**

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 2 Critical Thinking and Problem solving

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 4 Research-Related Skills

CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

PO 5 Personal and Professional competence

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 6 Effective Citizenship and Ethics

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 7 Environment and Sustainability

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

**CBCS Syllabus as per NEP 2020 for F.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Major Mandatory
Course Code	: ECD-153-MJM
Course Title	: MySQL
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To handle large databases quickly.
2. To provide fast web page response times even with slow internet and data speed.
3. To describe the features and benefits of MySQL.
4. To design an effective database.
5. To issue MySQL statements from the MySQL command-line client.
6. To perform database operations by using MySQL Workbench.
7. To select appropriate data types for your database.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.
- CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.
- CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.
- CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.
- CO5. Demonstrate an understanding of data control and security concepts in SQL, including user authentication and access permissions.
- CO6. Implement various types of database relationships, including one-to-one, one-to-many, and many-to-many.

CO7. Develop stored procedures, triggers, and views to automate database tasks and improve system performance.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	<p>Introduction to MySQL- MySQL Overview , What is MySQL Cloud Service? , What it means to provision a MySQL Cloud Service instance, How an instance of MySQL Cloud Service differs from having an on-premises instance, How MySQL course content covers material that applies whether you run MySQL locally or in MySQL Cloud Service.</p> <p>MySQL Server and Client- MySQL Client/Server Model , MySQL Connectors, Installation of the MySQL server, Setting the root Password, Starting and stopping the MySQL server, Using the MySQL client, MySQL Workbench .</p>	05
2	<p>Data Types- Data Types as Part of Database Design, Numeric Data Types, Temporal Data Types, String Data Types, Character Set and Collation Support, Data Type Considerations, The Meaning of NULL .</p> <p>Creating Databases and Tables- Creating a Database, Creating a Table, Showing How a Table Was Created, Column Options, Table Options, Indexes, Keys and Constraints.</p>	05
3	<p>Modifying Databases and Tables Deleting databases and tables, Creating a New Table Using an Existing Table, Confirming the Creation of a New Table, Copying an Existing Table Structure, Creating a Temporary Table, Adding, removing and modifying table columns, Adding, removing and modifying Indexes.</p> <p>Querying Table Data- The SELECT Statement, Creating Views, Querying Data from an Application, Exporting and Importing a Delimited File, Troubleshooting: Authorization Levels.</p>	10
4	<p>Modifying Table Data- Manipulating Data, Inserting records, Replacing existing records, Updating existing records, Deleting records, Exporting and importing a script, Multistatement Transactions, Modifying Data from an Application.</p> <p>Functions- Functions in MySQL Expressions, Using Functions Page 2 of 3, String Functions, Date and time functions, Numeric Functions, Aggregate Functions, Spaces in Function Names.</p> <p>Joining Tables- Querying Multiple Tables, Joining Tables with SELECT, Inner Joins, Outer Joins, Table Name Aliases.</p>	10
		30

Practical:

Practical No.1- Write a MySQL statement to create a simple table countries including columns country_id, country_name and region_id.

Practical No.2- Write a MySQL statement to create a simple table countries including columns country_id, country_name and region_id which is already exists.

Practical No.3- Write a MySQL statement to create the structure of a table dup_countries similar to countries.

Practical No.4- Write a MySQL statement to create a duplicate copy of countries table including structure and data by name dup_countries.

Practical No.5- Write a MySQL statement to create a table countries set a constraint NULL.

Practical No.6- Write a MySQL statement to create a table named jobs including columns job_id, job_title, min_salary, max_salary and check whether the max_salary amount exceeding the upper limit 25000.

Practical No.7- Write a MySQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that no countries except Italy, India and China will be entered in the table.

Practical No.8- Write a MySQL statement to create a table named job_histroy including columns employee_id, start_date, end_date, job_id and department_id and make sure that the value against column end_date will be entered at the time of insertion to the format like '--/--/----'.

Practical No.9- Write a MySQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that no duplicate data against column country_id will be allowed at the time of insertion.

Practical No.10- Write a MySQL statement to create a table named jobs including columns job_id, job_title, min_salary and max_salary, and make sure that, the default value for job_title is blank and min_salary is 8000 and max_salary is NULL will be entered automatically at the time of insertion if no value assigned for the specified columns.

Practical No.11- Write a MySQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that the country_id column will be a key field which will not contain any duplicate data at the time of insertion.

Practical No.12- Write a MySQL statement to create a table countries including columns country_id, country_name and region_id and make sure that the column country_id will be unique and store an auto incremented value.

References:

1. C.J. Date, "An Introduction of Database System", The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.
2. Silberschatz, Korth and Sudarshan, "Database System Concepts", Third Ed. McGraw Hill International Editions, Computer Science Series-1997.
3. MySQL(TM): The Complete Reference - The Complete Reference (English, Paperback, Vaswani Vikram) Paperback – Picture Book, 1 July 2017.
4. MySQL: The Complete Reference (Osborne Complete Reference Series) Paperback – 16 January 2004.
5. MySQL Pocket Reference 2e (Pocket Reference (O'Reilly)) Paperback – Import, 7 August 2007.
6. SQL for MySQL Developers: A Comprehensive Tutorial and Reference: A Comprehensive Tutorial and Reference Paperback – 27 April 2007.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						1
CO 2	1	3	2		3		
CO 3	1	1				2	
CO 4				1			
CO 5							
CO 6							
CO 7	2	1					

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

CO7. Develop stored procedures, triggers, and views to automate database tasks and improve system performance.

PO 2 Critical Thinking and Problem solving

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

CO7. Develop stored procedures, triggers, and views to automate database tasks and improve system performance.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 4 Research-Related Skills

CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

PO 5 Personal and Professional competence

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 6 Effective Citizenship and Ethics

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 7 Environment and Sustainability

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

**CBCS Syllabus as per NEP 2020 for F.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Minor
Course Code	: ECD-161-MN
Course Title	: Operations and Supply Chain Management
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To develop an understanding of basic concepts of Operation and production management in business.
2. To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
3. To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.
4. To describe the increasing significance of logistics and its impact on both costs and service in business and commerce.
5. To incorporate and learn the critical elements of logistics and supply-chain management processes based on the most relevant application in forward-thinking companies.
6. To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.
7. To describe the ways to shift the business culture from functional work to overall process-driven results.

Course Outcomes:

By the end of the course, students will be able to:

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO4. Develop inventory control strategies to optimize stock levels.

CO5. Implement techniques for demand forecasting and inventory replenishment.

CO6. Understand the principles of quality management in operations.

CO7. Implement quality control measures to enhance product/service quality.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to Operations Management (OM): Definition, Evolution from production to operations management. Manufacturing trends in India, Services as a part of OM, Operations as a key functional area, OM a system perspective, functions of OM, challenges and current priorities of OM.	05
2	Operations Processes Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems Process Product Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout; Global Quality Systems- ABC, TQM, JIT, Kaizen.	10
3	Production Planning & Control (PPC): Role and Functions Production Planning: Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP , MRP II Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts, Decision Tree. Inventory Planning and Control: concept of inventory, need for inventory, types of inventory; Warehouse, LIFO AND FIFO.	10

4	Supply Chain Management: Definition, Functions of SCM, Evolution from Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Key Issues in SCM; E-Logistics; Difference between SCM & Logistics.	05
		30

Case Studies: (Based on the above Units)

References:

4. Operations Management (McGraw-Hill Series in Operations and Decision Sciences).
5. Jack: Straight from the Gut by Welch, Jack, Byrne, John A. (October 1, 2003) Paperback.
6. Production and Operations Management Books, Prof. K.C. Jain

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1	3				1	
CO 2	2	1	3				
CO 3	1	1		2			
CO 4			2			2	2
CO 5	3				2		
CO 6		2					
CO 7	1	3				1	

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO5. Implement techniques for demand forecasting and inventory replenishment.

CO7. Implement quality control measures to enhance product/service quality.

PO 2 Critical Thinking and Problem solving

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO6. Understand the principles of quality management in operations.

CO7. Implement quality control measures to enhance product/service quality.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO4. Develop inventory control strategies to optimize stock levels.

PO 4 Research-Related Skills

CO3. Strengthen integrative management analytical and problem-solving skills.

PO 5 Personal and Professional competence

CO5. Implement techniques for demand forecasting and inventory replenishment.

PO 6 Effective Citizenship and Ethics

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO4. Develop inventory control strategies to optimize stock levels.

CO7. Implement quality control measures to enhance product/service quality.

PO 7 Environment and Sustainability

CO4. Develop inventory control strategies to optimize stock levels.

**CBCS Syllabus as per NEP 2020 for F.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Open Elective
Course Code	: ECD-166-OE
Course Title	: E-Commerce Management (T)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To confront students with discussions about the implications of an increasingly technological society.
2. To provide insights on how to implement marketing in a digital world.
3. Mechanism of business transactions through electronic media.
4. Payment transactions in a secured network.
5. Different modes of E-Commerce like Electronic data interchange.
6. Web site establishment, electronic publishing and its importance.
7. To understand the implementation of Electronic Data Interchange (EDI) in day to day life.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Students will be able to explain the concept and significance of e-commerce in the business world.
- CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.
- CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.
- CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.
- CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.
- CO6. Students will be able to understand and apply legal and ethical considerations in e-commerce operations.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction- E-Commerce Management <ul style="list-style-type: none"> • Register Your Domain • Build Your Site • Host Your Site 	05
2	Online Payment systems <ul style="list-style-type: none"> • Accept Online Payments • Promote Your Business • Manage Your Business 	05
3	E-Commerce website design-I <ul style="list-style-type: none"> • Your website should be... • Your website should have... • Store and platforms to develop ecommerce website 	10
4	E-Commerce website design- II <ul style="list-style-type: none"> • Product information • Product names • Product images for ecommerce business must have characteristics • Product descriptions • Filed / Tabs / Attributes • Order information • Shopping cart • Shopping cart abandonment • Shipping • Payment gateways • Website securities - PCI Standard, SSL Certificate 	10
		30

Case studies: 10 Case studies should be covered in all units.

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.

3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick.
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik.
5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.
6. Advanced Web Metrics with Google Analytics by Brian Clifton.
7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						3
CO 2	2	2					
CO 3	2	2	3			3	
CO 4			2	1			
CO 5			1		2		
CO 6							
CO 7	3						3

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

PO 4 Research-Related Skills

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

PO 5 Personal and Professional competence

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

PO 6 Effective Citizenship and Ethics

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 7 Environment and Sustainability

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

**CBCS Syllabus as per NEP 2020 for F.Y.B.A ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Open Elective
Course Code	: ECD-167-OE
Course Title	: E-Commerce Management (P)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To confront students with discussions about the implications of an increasingly technological society.
2. To provide insights on how to implement marketing in a digital world.
3. Mechanism of business transactions through electronic media.
4. Payment transactions in a secured network.
5. Different modes of E-Commerce like Electronic data interchange.
6. Web site establishment, electronic publishing and its importance.
7. To understand the implementation of Electronic Data Interchange (EDI) in day to day life.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Students will be able to explain the concept and significance of e-commerce in the business world.
- CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.
- CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.
- CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.
- CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.
- CO6. Students will be able to understand and apply legal and ethical considerations in e-commerce operations.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	E-commerce hosting setup <ul style="list-style-type: none"> • Customer Registrations • Customer Transactions • Product Catalogs • Customer Orders • Order Security • Server Security 	10
2	Server Maintenance <ul style="list-style-type: none"> • Server Backup • Server downtime • Inventory Control • Shipment Methods • Payment Methods • Foreign currency • Credit Cards • Taxes issues • Offers and discounts. 	10
3	Introduction to Digital Marketing Meaning, Definition, Features, Need, Importance, Scope,	05
4	Current trends in Digital Marketing. Limitations & Challenges of Traditional marketing, Current trends in Digital Marketing.	05
	E-commerce hosting setup <ul style="list-style-type: none"> • Customer Registrations • Customer Transactions • Product Catalogs • Customer Orders • Order Security • Server Security 	10
		30

Practical: Based on above units.

Case studies: Based on above units.

Case studies: 10 Case studies should be covered in all units.

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick.
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik.
5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.
6. Advanced Web Metrics with Google Analytics by Brian Clifton.
7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						3
CO 2	2	2					
CO 3	2	2	3			3	
CO 4			2	1			
CO 5			1		2		
CO 6							
CO 7	3						3

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

PO 4 Research-Related Skills

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

PO 5 Personal and Professional competence

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

PO 6 Effective Citizenship and Ethics

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 7 Environment and Sustainability

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

**CBCS Syllabus as per NEP 2020 for F.Y.B.A ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Skill Enhancement Course
Course Code	: ECD -171-VSC
Course Title	: Marketing Skills
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To help students to understand the concept of marketing and its applications.
2. To expose the students to the latest trends in marketing.
3. To understand the role of marketing within society and within an economic system.
4. To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
5. To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
6. To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
7. To appreciate how a marketing perspective is important in your own personal and professional development.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.
- CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.
- CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.
- CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

CO6. Demonstrate effective communication skills in promoting and selling products or services.

CO7. Recognize and address ethical issues and challenges in the marketing field.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, Selling VS Marketing, The Holistic marketing, Target marketing, Approaches to Marketing. Marketing Myopia. Core concepts of Marketing. Customer VS Consumer.	10
2	Marketing Environment: Components of modern marketing information system, SWOT analysis, analyzing the marketing environment- Micro and Macro, Demand forecasting –need and techniques.	05
3	Consumer markets: Factors influencing consumer behavior, Consumer decision making process, analyzing business markets-the procurement process. Business Buying behavior. Role of customers in marketing.	10
4	Market Segmentation: Bases for Market Segmentation, Target Market Strategies, designing and managing marketing channels, STP policies, marketing mix.	05
		30

Case studies (Based on the above Units)

- 4 case studies should be conducted on each unit.

References:

1. Philip Kotler - Marketing Management.
2. J.C. Gandhi - Marketing Management.
3. William M. Pride and O.C. Ferrell – Marketing.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3					1	
CO 2	2	2			1		2
CO 3	2	2	3				
CO 4			2	1			
CO 5			1		2	3	
CO 6							
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping**PO 1 Disciplinary Knowledge**

CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

PO 2 Critical Thinking and Problem solving

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 4 Research-Related Skills

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

PO 5 Personal and Professional competence

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 6 Effective Citizenship and Ethics

CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 7 Environment and Sustainability

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CBCS Syllabus as per NEP 2020 for F.Y.B.A ECD (2023 Pattern)

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: II
Course Type	: Vocational Skill Course
Course Code	: ECD -176-SEC
Course Title	: Web Technology using HTML (P)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To learn how to combine basic HTML elements to create Web pages.
2. To understand how to use HTML tags and tag attributes to control a Web page's appearance.
3. To learn how to add absolute URLs, relative URLs, and named anchors to your Web pages.
4. To find out how to use tables and frames as navigational aids on a Web site.
5. To introduce the fundamentals of Internet, and the principles of web design.
6. To construct basic websites using HTML and Cascading Style Sheets.
7. To build dynamic web pages with validation using Java Script objects and by applying different event handling mechanisms.

Course Outcomes:

By the end of the course, students will be able to:

CO1: Understand the basic concepts and syntax of HTML and DHTML.

CO2: Create web pages using HTML tags, attributes, and elements.

CO3: Design and structure web pages using Cascading Style Sheets (CSS).

CO4: Enhance web pages through the use of DHTML effects, such as animations, transitions, and interactive elements.

CO5: Implement form validation and user input handling using HTML and DHTML.

CO6: Optimize web pages for mobile devices and different screen resolutions.

CO7: Apply best practices and adhere to web development standards in HTML and DHTML coding.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
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1	Basics in HTML: Web Programming introduction, HTML-Introduction, Basic Formatting Tags, Grouping Using Div Span, Lists, Images, Hyperlink, Table, Iframe, Form, Headers, Miscellaneous.	05
2	HTML Advanced (HTML5): HTML Doctype, Layout, Head, Meta, Scripts, Entities, URL, URL Encode, Validation, Features-New Input Types, Canvas, SVG, Audio, Video, Web Storage, Application Cache, Web Workers, SSE, Geolocation, Drag & Drop.	10
3	CSS & CSS3: CSS- Introduction, Syntax, Selectors, Color Background Cursor, Text Fonts, Lists Tables, Box Model, Display Positioning, Floats, CSS3- Introduction, Borders, Backgrounds, Text Effects, Text, Fonts, Transforms, Transitions, Animations, Multiple Columns, User Interface.	10
4	DHTML: Introduction to JavaScript: What is DHTML, JavaScript, basics, Variables, String Manipulations, Mathematical functions, statements, operators, arrays and functions.	05
		30

Practical:

Practical No.1- Display your family information with background and other formatting.

Practical No.2- Write a HTML code to generate lists.

Practical No.3- Write a HTML code to create table.

Practical No.4- Write a HTML code set of frames to show.

Practical No.5- Design the web page to display the table with hyperlink the department name for every information inside the table.

Practical No.6- HTML image Examples.

Practical No.7- Write a HTML code for to create an HTML form.

Practical No.8- Write a HTML5 code for Graphics- Canvas, SVG.

Practical No.9- Write a HTML5 code for Media- Audio, Video, YouTube.

Practical No.10- Write a HTML5 code for Geolocation.

Practical No.11- Write a CSS code for Colors(Front, Background).

Practical No.12- Write a CSS code for Borders.

Practical No.13- Write a CSS3 code for Demonstrating the Box Model.

Practical No.14- Write a CSS3 code for Table.

Practical No.15- Write a CSS3 code for Navigation Bar & Dropdowns.

Practical No.16- Write a CSS3 code for Animations.

Practical No.17- Write a DHTML code for Document.write() Method.

Practical No.18- Write a DHTML code to checks the Grade of a student according to the percentage criteria with the JavaScript and HTML DOM.

Practical No.19- Write a DHTML code for onsubmit event handler.

Practical No.20- Write a DHTML code for Mathematical operators.

References:

1. Head First HTML and CSS- Elizabeth Robson and Eric Freeman.
2. HTML and CSS Quickstart Guide- David DuRocher

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3					1	
CO 2							
CO 3	2						
CO 4		2					1
CO 5		2		1	2		
CO 6			3				3
CO 7	3		2		3		

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1: Understand the basic concepts and syntax of HTML and DHTML.

CO3: Design and structure web pages using Cascading Style Sheets (CSS).

CO7: Apply best practices and adhere to web development standards in HTML and DHTML coding.

PO 2 Critical Thinking and Problem solving

CO4: Enhance web pages through the use of DHTML effects, such as animations, transitions, and interactive elements.

CO5: Implement form validation and user input handling using HTML and DHTML.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO6: Optimize web pages for mobile devices and different screen resolutions.

CO7: Apply best practices and adhere to web development standards in HTML and DHTML coding.

PO 4 Research-Related Skills

CO5: Implement form validation and user input handling using HTML and DHTML.

CO7: Apply best practices and adhere to web development standards in HTML and DHTML coding.

PO 5 Personal and Professional competence

CO5: Implement form validation and user input handling using HTML and DHTML.

CO7: Apply best practices and adhere to web development standards in HTML and DHTML coding.

PO 6 Effective Citizenship and Ethics

CO1: Understand the basic concepts and syntax of HTML and DHTML.

PO 7 Environment and sustainability:

CO4: Enhance web pages through the use of DHTML effects, such as animations, transitions, and interactive elements.

CO6: Optimize web pages for mobile devices and different screen resolutions.