

## B. Voc in E-Commerce & Digital Marketing

Course Structure and Syllabus (Pattern- 2022)

(With effects from 2023-24)

### SECOND YEAR

Semester-III			Semester-IV		
Subject Code	Name Of The Subject	Credits	Subject Code	Name Of The Subject	Credits
<b>General Component</b>					
UBECDM- 231	Fundamentals of Management	4	UBECDM- 241	Social Media Marketing	4
UBECDM- 232	Marketing Management	4	UBECDM- 242	Integrated Marketing Communication	4
UBECDM- 233	Hardware Networking & System Administration	4	UBECDM- 243	Software Engineering	4
<b>Skill Component</b>					
UBECDM- 234	Digital marketing	6	UBECDM- 244	CMS platforms for E-Commerce Websites	6
UBECDM- 235	Programming Lab on C & OOP through C++	6	UBECDM- 245	Programming Lab on PHP	6
UBECDM- 236	Internship- I	6	UBECDM- 246	Internship-II	6

## Programme Specific Outcomes (PSOs)

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

PSO1	<b>Disciplinary Knowledge:</b> 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	<b>Critical Thinking and Problem solving:</b> 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	<b>Social Competence Exhibit thoughts and ideas effectively in writing and orally;</b> 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	<b>Research-Related Skills:</b> 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	<b>Personal and Professional competence:</b> 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	<b>Effective Citizenship and Ethics:</b> Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PSO7	<b>Environment and Sustainability:</b> Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of, and need for sustainable development.

**Paper Code** : UBECDM- 231

**Total Credits** : 04

**Paper Title** : Fundamentals of Management

**No. of lectures** : 60

**Course Objectives:**

1. To introduce students to the fundamental concepts, theories, and principles of management.
2. To develop students' understanding of various management functions, including planning, organizing, leading, and controlling.
3. To enhance students' decision-making and problem-solving skills in a management context.
4. To expose students to different organizational structures, cultures, and environments.
5. To foster students' understanding of the ethical and social responsibilities associated with management.
6. To cultivate students' ability to work effectively in teams and to communicate and interact with others in a managerial role.
7. To encourage critical thinking and analysis of real-world management scenarios.
8. To equip students with the knowledge and skills necessary to become effective managers in the dynamic business landscape.

**Course Outcomes:**

- CO1. Develop an understanding of the fundamental concepts, theories, and principles of management.
- CO2. Demonstrate proficiency in the various management functions, including planning, organizing, leading, and controlling.
- CO3. Apply decision-making and problem-solving skills in a management context.
- CO4. Analyze and evaluate different organizational structures, cultures, and environments.
- CO5. Recognize and address ethical and social responsibilities associated with management.
- CO6. Demonstrate effective teamwork and interpersonal communication skills in a managerial role.
- CO7. Analyze and critically evaluate real-world management scenarios.
- CO8. Apply acquired knowledge and skills to become effective managers in the dynamic business landscape.

**UBECDM-231 / FUNDAMENTALS OF MANAGEMENT (60 Hours)**

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Unit 1 Nature of Management</b> Meaning, Definition, Nature, Importance & Functions, Process of Management, Management as an Art, Science & Profession- Management as social System, Concept of Management VS Administration VS Organization, Universality of management.	12
<b>2</b>	<b>Unit 2 Evolution of management Thoughts</b>	12

	Contribution of F.W.Taylor, Henry Fayol, George Elton Mayo, Chester Barnard & Peter Drucker to the management thought Various approaches to management (i.e. School of management thought) Indian management Thoughts.	
<b>3</b>	<b>Unit 3 Functions of Management: Part – I</b> Planning –Meaning –Need & Importance, types levels – advantages & limitations; Forecasting- Need & Techniques; Decision making – Types - Process of rational decision making & techniques of decision making. Organizing – Elements of organizing & process Types of organizations, Delegation of authority – Need, difficulties in delegation – Decentralization. Staffing – Meaning & importance	12
<b>4</b>	<b>Unit 4 Functions of Management : Part –II</b> Direction - Nature – Principles of Communication – Types & Importance Motivation - Importance – Theories, Leadership – Meaning - Styles, qualities & functions of leaders , Co-ordination - Need – Importance, Controlling – Need, nature, Importance, Process & techniques	12
		<b>48</b>

**Practical (Based on the above Units):**

- Industrial Visits / Local Visits To Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector.

**Recommended Books:**

1. Essential of Management - Harold Koontz and Itenz Wiebritch- McGraw-Hill International
2. Management Theory & Practice – J.N. Chandan
3. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House
4. Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
5. Business Organization & management – Dr. Y.K. Bhushan.
6. Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.

7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and management by Talloo by Tata Mc Graw Hill
9. Business Environment and policy – A book on Strategic Management/ Corporate Planning By Francis Cherunilam, Himalaya Publishing House.
10. Business Organization & Management – C.B. Gupta

***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	3					
CO 3	1	2	3			2	
CO 4			2				
CO 5			1		2		
CO 6				1			
CO 7							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. Develop an understanding of the fundamental concepts, theories, and principles of management.

CO2. Demonstrate proficiency in the various management functions, including planning, organizing, leading, and controlling.

CO3. Apply decision-making and problem-solving skills in a management context.

**PO 2 Critical Thinking and Problem solving**

CO2. Demonstrate proficiency in the various management functions, including planning, organizing, leading, and controlling.

CO3. Apply decision-making and problem-solving skills in a management context.

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

CO3. Apply decision-making and problem-solving skills in a management context.

CO4. Analyze and evaluate different organizational structures, cultures, and environments.

CO5. Recognize and address ethical and social responsibilities associated with management.

**PO 4 Research-Related Skills**

CO6. Demonstrate effective teamwork and interpersonal communication skills in a managerial role.

**PO 5 Personal and Professional competence**

CO1. Develop an understanding of the fundamental concepts, theories, and principles of management.

CO5. Recognize and address ethical and social responsibilities associated with management.

**PO 6 Effective Citizenship and Ethics**

CO3. Apply decision-making and problem-solving skills in a management context.

**PO 7 Environment and Sustainability**

CO7. Analyze and critically evaluate real-world management scenarios.

**Paper Code** : UBECDM- 232

**Total Credits** : 04

**Paper Title** : MARKETING MANAGEMENT

**No. of lectures** : 60

**Course Objectives:**

- 1 To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
- 2 To emphasize the need, importance and process of Marketing Planning and Control.
- 3 To sensitize the students to the dynamic nature of Marketing Function.
4. To provide students with a comprehensive understanding of marketing concepts, theories, and principles.
5. To develop students' knowledge and skills in the application of marketing strategies and tactics.
6. To enhance students' ability to analyze market trends and make informed marketing decisions.
7. To promote critical thinking and problem-solving skills through case studies and real-world marketing scenarios.
8. To foster creativity and innovation in developing marketing plans and campaigns.

**Course Outcomes:**

- CO1. Understand the fundamental concepts and theories of marketing management.
- CO2. Analyze market trends and consumer behavior to identify target markets and market segments.
- CO3. Develop marketing strategies and tactics that align with business objectives and target markets.
- CO4. Apply marketing research techniques to gather data and make informed marketing decisions.
- CO5. Create and implement marketing plans and campaigns that effectively reach target audiences.
- CO6. Evaluate the effectiveness of marketing initiatives and make adjustments to optimize results.
- CO7. Demonstrate effective communication skills in presenting marketing strategies and plans.
- CO8. Understand legal and ethical considerations in marketing management.
- CO9. Work effectively as a member of cross-functional marketing teams.
- CO10. Use technology and marketing tools effectively to leverage marketing efforts.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<p><b>Product :-</b>Meaning, Definition, Levels of Product, Product mix, Product Quality, Design, Features of Product</p> <p>New Product Development &amp; Product Life Cycle</p> <p>Branding: Introduction to Branding, Product Vs. Brand, Trademarks;</p> <p>Packaging &amp; Labeling: Meaning &amp; role of Packaging &amp; Labeling, Primary, Secondary &amp; Shipment packages</p>	10
2	<p><b>Price:</b></p> <p>Pricing Basics: Meaning, Importance and Factors influencing pricing decisions, Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, Selecting final price.</p> <p>Adapting the Price: Geographical pricing, Price discounts &amp; allowances, Promotional pricing, Differentiated pricing,</p>	8
3	<p><b>Place &amp; Promotion:-</b> A] Place:- Meaning &amp; importance, Types of distribution channels. Factor affecting choice franchising. Channel Options: Introduction to Wholesaling, Retailing, Direct marketing and selling.</p> <p>B] Promotion:- Meaning, elements of promotion mix. Advertisement, Publicity, Personal selling, Public relation, Selling Process – AIDAS theory selling process, techniques of sale promotion.</p>	14
4	<p><b>Services Marketing</b></p> <p>Services Marketing: Introduction, Features / characteristics of service marketing, Importance of service marketing, Problems in marketing services, The differences between product marketing and service marketing, Types and examples of services,</p> <p>Extended marketing mix: process, physical evidence and people</p> <p>Classification &amp; Applications of Service Marketing</p>	16
		<b>48</b>



**Practical (Based on the above Units):**

- Industrial Visits / Local Visits To Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector.

**Recommended Books:****1 Text Books**

1. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13thEdition
2. Marketing Management by Rajan Saxena, TMGH, 4th Edition
3. Marketing Management by Dr D B Bharati & Rohan Dahivale

**2 Reference Books**

4. MKTG- CENGAGE Learning- Lamb/Hair/Sharma
5. Principles of Marketing by Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13thEdition
6. Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel Books
7. Marketing Management by Ramaswamy & Namakumari, Macmillan, 4 th Edition.

***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	1	3	2				
CO 3			3				
CO 4							
CO 5				2	1		3
CO 6		1					
CO 7	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. Understand the fundamental concepts and theories of marketing management.

CO2. Analyze market trends and consumer behavior to identify target markets and market segments.

CO3. Demonstrate effective communication skills in presenting marketing strategies and plans.

**PO 2 Critical Thinking and Problem solving**

CO2. Analyze market trends and consumer behavior to identify target markets and market segments.

CO6. Evaluate the effectiveness of marketing initiatives and make adjustments to optimize results.

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

CO2. Analyze market trends and consumer behavior to identify target markets and market segments.

CO3. Demonstrate effective communication skills in presenting marketing strategies and plans.

CO7. Demonstrate effective communication skills in presenting marketing strategies and plans.

**PO 4 Research-Related Skills**

CO5. Create and implement marketing plans and campaigns that effectively reach target audiences.

**PO 5 Personal and Professional competence**

CO5. Create and implement marketing plans and campaigns that effectively reach target audiences.

**PO 6 Effective Citizenship and Ethics**

CO1. Understand the fundamental concepts and theories of marketing management.

**PO 7 Environment and Sustainability**

CO5. Create and implement marketing plans and campaigns that effectively reach target audiences.

**Paper Code** : UBECDM233

**Total Credits** : 04

**Paper Title** : Hardware Networking and System Administration

**No. of lectures** : 60

**Course Objectives:**

1. To enable students about basic concept of Hardware Networking.
2. To aware students about the elements of System Administration.
3. To Identify and describe essential hardware components.
4. To demonstrate knowledge of computer architectures and system components.
5. To explain networking fundamentals and protocols.
6. To design and implement basic network configurations.
7. To install and configure operating systems.
8. To manage user accounts, permissions, and system resources.

**Course Outcomes:**

CO1. Analyze the impact of Hardware Networking and System Administration on business models and strategy.

CO2. Identify and describe key hardware components.

CO3. Explain computer architectures and system components.

CO4. Explain networking fundamentals and protocols.

CO5. Design and implement basic network configurations.

CO6. Install and configure operating systems.

CO7. Manage user accounts, permissions, and system resources.

UBECDM233 / Hardware Networking and System Administration (60 Hours)

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Information Technology Infrastructure:</b> Information Systems Architecture and Networking Devices – Networks Types - Topologies of Networks- Advantages & Disadvantages <b>Hardware devices (only introduction of each point):</b> Motherboard, Modem, Types of Modem, RJ45 Connector,	16

	Ethernet, Card, Router, Switch, Gateway, Wi-Fi Card, Universal Serial Bus (USB), Distributors, Types of ports, How to Buy a Computer? Computer Network Models, Computer Network Security, Transmission Media in Computer Network, Client Server Model, Application Protocols in Computer Network	
<b>2</b>	<b>System Administration:</b> Introduction to System software and application software, Types of OS, Types of Application , OS installation, Application installation; Roles of system Administrator / Typical system administration tasks; Resolving problems and troubleshooting; What is the difference between Network Administrator and System Administrator?	10
<b>3</b>	<b>Network Administration:</b> Roles of Network Administrator, Files and devices management, Network Services, TCP/IP Model, Directory Services, File Services, Communication Services, Application Services, Network Security: Security, Privacy, Digital Signature, PGP, Types of Firewall, Types of filters, Devices sharing- computer, printer, Biometric, FAX, Remote access.	12
<b>4</b>	<b>DOS &amp; LINUX COMMANDS:</b> Introduction to DOS, DOS basic and Advance commands, Introduction to Linux, Linux basics and advance commands;	10
		<b>48</b>

#### **Practicals (Based on the above Units):**

- Industrial Visits / Local Visits To Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector.

#### **Books recommended**

- 1.Computer Hardware And Networking, Nirali Publication, Ashish A. Ukidve, Shrikant S. Velankar, Yogesh S. Chaudhary, Umakant S. Shirshetti
- 2.Fundamentals of Computer Networks, Vinra Publication
- 3.Computer Hardware Basics, Faculty Notes Publication
- 4.Networking, Nirali Prakashan, Dr. Ms. Manisha Bharambe

### *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			1			1
CO 2							
CO 3		3				2	
CO 4	2						
CO 5			3		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. Analyze the impact of Hardware Networking and System Administration on business models and strategy.

CO2. Identify and describe key hardware components.

##### **PO 2 Critical Thinking and Problem solving**

CO3. Explain computer architectures and system components.

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

CO1. Analyze the impact of Hardware Networking and System Administration on business models and strategy.

##### **PO 4 Research-Related Skills**

CO1. Analyze the impact of Hardware Networking and System Administration on business models and strategy.

##### **PO 5 Personal and Professional competence**

CO5. Design and implement basic network configurations.

##### **PO 6 Effective Citizenship and Ethics**

CO3. Explain computer architectures and system components.

##### **PO 7 Environment and Sustainability**

CO1. Analyze the impact of Hardware Networking and System Administration on business models and strategy.

**Paper Code** : UBECDM- 234

**Total Credits** : 06

**Paper Title** : Digital Marketing

**No. of lectures** : 90

**Course Objectives:**

1. To understand the fundamentals of digital marketing and its role in today's business environment.
2. To explore different digital marketing channels and strategies.
3. To learn how to develop effective digital marketing campaigns.
4. To understand the importance of data analytics in digital marketing.
5. To learn how to use different digital marketing tools and platforms.
6. To understand the ethical and legal considerations in digital marketing.
7. To develop critical thinking and problem-solving skills in the context of digital marketing.

**Course Outcomes:**

CO1.Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.

CO2.Students will be able to analyze and evaluate different digital marketing channels and strategies.

CO3.Students will be able to develop and execute effective digital marketing campaigns.

CO4.Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.

CO5.Students will be able to use different digital marketing tools and platforms to create and manage digital marketing campaigns.

CO6.Students will be able to identify and address ethical and legal issues in digital marketing.

CO7.Students will be able to apply critical thinking and problem-solving skills to real-world digital marketing challenges.

**UBECDM- 234 / DIGITAL MARKETING (60 Hours)**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Digital Marketing Courses Overview</b> What is Digital Marketing?, Why Digital Marketing?, Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing vs. Traditional Marketing, Various Digital marketing platforms & Techniques, Latest Digital Marketing Trends	12

<b>2</b>	<b>Search Engine and its basics</b> What is Search Engine? How Search Engine Works?, Why search engine? optimization essential for Digital Marketing?, Types of Search Engines, What is Spiders?, What is crawling?, What is Indexing? Methods and techniques of SEO.	10
<b>3</b>	<b>Social Media Marketing</b> What is Social Media? History of Social Media Marketing , Importance of Social Media, SMO Strategy for Business, SMO – Key Concepts, Business Profile Creation, Brand Awareness, Social Engagement, Viral Marketing . Different social media platforms.	16
<b>4</b>	<b>Current trends in Digital Marketing</b> Google Adsense, Adwords & Analytics, Online Display Advertising, Video Marketing, Mobile Promotions, Lead Generation for Business, Content Marketing, Affiliate Marketing, Podcasting, Voice over and Audio ads, E-Mail marketing, Freelancing Projects, Blogging, E-Commerce websites development through wordpress framework.	10
		<b>48</b>

**Practical (Based on the above Units):**

Industrial Visits / Local Visits To Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector.

**Recommended Books:**

**1 Text Books**

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

## **2 Reference Books**

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.

### **THE PRACTICALS SHALL BE COVERED ON FOLLOWING CONCEPTS:**

1. Product and /or Service Description
2. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
3. Website Purpose
4. Target Customer
5. Market Description/Competitive Analysis
6. SWOT Analysis
7. Unique Selling Proposition or Value Proposition
8. Revenue Generation
9. Web Marketing Medium Suggestion(s) (How will you get there?)
10. New Website / Web Redesign
11. Search Engine Marketing
12. E-mail
13. Online Advertising
14. Social Media
15. Affiliate Marketing
16. Website optimization/analytics
17. Viral Marketing
18. Traditional Media
19. Online Networking
20. Marketing Execution Plan
21. Budget
22. Tracking and Analysis (how can you tell when you're there, or what's working?)



**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		1	3			
CO 2	2						
CO 3		3					
CO 4					3	1	
CO 5							
CO 6	3						
CO 7							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. Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.

CO2. Students will be able to analyze and evaluate different digital marketing channels and strategies.

CO6. Students will be able to identify and address ethical and legal issues in digital marketing.

**PO 2 Critical Thinking and Problem solving**

CO3. Students will be able to develop and execute effective digital marketing campaigns.

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

CO1. Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.

**PO 4 Research-Related Skills**

CO1. Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.

**PO 5 Personal and Professional competence**

CO4. Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.

**PO 6 Effective Citizenship and Ethics**

CO4. Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.

**PO 7 Environment and Sustainability**

CO7. Students will be able to apply critical thinking and problem-solving skills to real-world digital marketing challenges.

**Paper Code** : UBECDM- 235

**Total Credits** : 06

**Paper Title** : Programming Lab on C+ & OOP through C++

**No. of lectures** : 90

**Course Objectives:**

1. To understand concepts of C programming and data structures
2. To understand concepts about searching and sorting techniques
3. To understand basic concepts about stacks, queues, lists, trees and graphs
4. To introduces object oriented programming concepts using the C++ language.
5. To introduces the principles of data abstraction, inheritance and polymorphism
6. To introduces exception handling, formatted I/O and Unformatted I/O

**Course Outcomes:**

- CO1. Analyze algorithms and algorithm correctness, searching and sorting techniques.
- CO2. Describe linked list, stack, queue tree and graph operation
- CO3. Understand and apply c programming concepts.
- CO4. Students will be able to develop logics which will help them to create programs, applications in C.
- CO5. Understand basic data structures such as arrays, linked lists, stacks and queues.
- CO6. Have knowledge of tree and graphs concepts.
- CO7. To be capable to identity the appropriate data structure for given problem.
- CO8. To develop applications for a range of problems using OOP's techniques

UBECDM- 235 / PROGRAMMING LAB ON C+ & OOP THROUGH C++ (60 Hours)

**PRACTICALS ON C+ PROGRAMMING**

1. Basic Declarations and Expressions
2. Basic Algorithm
3. Variable Type
4. Input, Output
5. Conditional Statement
6. For Loop
7. Array
8. Pointer
9. Linked List
10. Stack

11. Queue
12. Numbers
13. String
14. Date Time
15. Math
16. Function
17. Callback Function
18. Recursion
19. File Handling
20. Search and Sorting

### **PRACTICALS ON OOP THROUGH C++ PROGRAMMING**

1. Basics programs of C++ without Class
2. Functions- call by value, call by reference, default argument and constant argument
3. Inline function
4. Basic programs using Class
5. Array of object, object as a function argument
6. Friend function
7. Constructor & destructor
8. Inheritance
9. Polymorphism- function overloading, operator overloading
10. File Handling
11. Template- class template & function template

### **Reference Books:**

1. C Programming Absolute Beginner's Guide by Greg Perry and Dean Miller
2. Let Us C by Yashavant -P-Kanetkar
3. Data Structure Using C - Radhakrishanan and Shrivastav
4. Practical Approach to Data Structures by Hanumanthappa
5. Object oriented programming with C++ -by E Balagurusamy
6. Object Oriented Programming in C++ by Dr. G. T. Thampi, Dr. S. S. Mantha, Dream Tech.
7. Object Oriented Programming with C++ by Robert Lafore

### **Website Reference Link:**

1. Data Structures By D Samantha.pdf :  
<https://docs.google.com/file/d/0BRaWa38E8KsdHd6QV8zRmw1NIE/view>

2. Download Data Structure eBooks for Free : <https://www.pdfdrive.com/datastructure-books.html>
3. Data Structure and Algorithms : [https://www.tutorialspoint.com/data\\_structures](https://www.tutorialspoint.com/data_structures)
4. Learn Data Structures and Algorithms : <https://www.programiz.com/dsa>
5. W3Schools CPP Tutorial : [https://www.w3schools.com/cpp/cpp\\_oop.asp](https://www.w3schools.com/cpp/cpp_oop.asp)
6. CPP Tutorials Point: [https://www.tutorialspoint.com/cplusplus/cpp\\_object\\_oriented.htm](https://www.tutorialspoint.com/cplusplus/cpp_object_oriented.htm)
7. CPP geeks for geeks : <https://www.geeksforgeeks.org/object-oriented-programming-in-cpp/> 4. CPP Tutorials Point : <https://www.javatpoint.com/cpp-oops-concepts>

### *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	2						
CO 2	1	3			2		1
CO 3				1			
CO 4	3	2	3				
CO 5							
CO 6		1			3		
CO 7						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. Analyze algorithms and algorithm correctness, searching and sorting techniques.

CO2. Describe linked list, stack, queue tree and graph operation.

CO4. Students will be able to develop logics which will help them to create programs, applications in C.

#### **PO 2 Critical Thinking and Problem solving**

CO2. Describe linked list, stack, queue tree and graph operation.

CO4. Students will be able to develop logics which will help them to create programs, applications in C.

CO6. Have knowledge of tree and graphs concepts.

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

CO4. Students will be able to develop logics which will help them to create programs, applications in C.

**PO 4 Research-Related Skills**

CO3. Understand and apply c programming concepts.

**PO 5 Personal and Professional competence**

CO2. Describe linked list, stack, queue tree and graph operation.

CO6. Have knowledge of tree and graphs concepts.

**PO 6 Effective Citizenship and Ethics**

CO7. To be capable to identify the appropriate data structure for given problem.

**PO 7 Environment and Sustainability**

CO2. Describe linked list, stack, queue tree and graph operation.

**Paper Code** : UBECDM- 236

**Total Credits** : 06

**Paper Title** : Internship- I (Digital Marketing)

**No. of lectures** : 90

**Course Objectives:**

1. To understand the fundamentals of digital marketing and its role in today's business environment.
2. To explore different digital marketing channels and strategies.
3. To learn how to develop effective digital marketing campaigns.
4. To understand the importance of data analytics in digital marketing.
5. To learn how to use different digital marketing tools and platforms.
6. To understand the ethical and legal considerations in digital marketing.
7. To develop critical thinking and problem-solving skills in the context of digital marketing.

**Course Outcomes:**

- CO1. Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.
- CO2. Students will be able to analyze and evaluate different digital marketing channels and strategies.
- CO3. Students will be able to develop and execute effective digital marketing campaigns.
- CO4. Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.
- CO5. Students will be able to use different digital marketing tools and platforms to create and manage digital marketing campaigns.
- CO6. Students will be able to identify and address ethical and legal issues in digital marketing.
- CO7. Students will be able to apply critical thinking and problem-solving skills to real-world digital marketing challenges.

UBECDM- 236 / Internship- I (Digital Marketing) (60 Hours)

**PROJECT BASED ON DIGITAL MARKETING:**

The Internship may or may not have a Functional Focus, i.e. the student may take up a Internship in his/her intended area of specialization or in any other functional area of management. Ideally the Internship should exhibit a cross-functional orientation. Internship can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. Internship may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the Internship shall sensitize the students to the demands of the workplace.

Each student shall maintain a Internship Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured Internship report based on work done during this period. The student shall submit the Internship Progress Diary along with the Internship Report.

The Internship report must reflect 8 weeks of work and justify the same. The Internship report should be well documented and supported by –

1. Institute's Certificate
2. Certificate by the Company OR Certain Authority
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Methodology & analysis (in case of research projects only)
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project
10. Contribution to the host organization
11. References

**THE INTERNAL & EXTERNAL VIVA-VOCE SHALL EVALUATE THE INTERNSHIP BASED ON:**

1. Adequacy of work undertaken by the student
2. Application of concepts learned
3. Understanding of the organization and business environment
4. Analytical capabilities
5. Technical Writing & Documentation Skills
6. Outcome of the project – sense of purpose
7. Utility of the project to the organization

8. Variety and relevance of learning experience

**NOTE:**

**Copies of Internship report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.**

**THE PROJECT SHALL INCLUDE THE FOLLOWING:**

1. Company Overview
2. Product and/or Service Description
3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
4. Website Purpose
5. Target Customer
6. Market Description/Competitive Analysis
7. SWOT Analysis
8. Unique Selling Proposition or Value Proposition
9. Revenue Generation
10. Web Marketing Medium Suggestion(s) (How will you get there?)
11. New Website/Web Redesign
12. Search Engine Marketing
13. E-mail
14. Online Advertising
15. Social Media
16. Affiliate Marketing
17. Website optimization/analytics
18. Viral Marketing
19. Traditional Media



20. Online Networking

21. Marketing Execution Plan

22. Budget

23. Tracking and Analysis (how can you tell when you're there, or what's working?)

***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				2		
CO 2		3	2				2
CO 3	3			1			
CO 4			3				1
CO 5						1	
CO 6	1						
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 demonstrate a comprehensive understanding of digital marketing principles and concepts.

CO3. Students will be able to develop and execute effective digital marketing campaigns.

CO6. Students will be able to identify and address ethical and legal issues in digital marketing.

**PO 2 Critical Thinking and Problem solving**

CO2. Students will be able to analyze and evaluate different digital marketing channels and strategies.

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

CO2. Students will be able to analyze and evaluate different digital marketing channels and strategies.

CO4. Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.

**PO 4 Research-Related Skills**

CO3. Students will be able to develop and execute effective digital marketing campaigns.

**PO 5 Personal and Professional competence**

CO1. Students will be able to demonstrate a comprehensive understanding of digital marketing principles and concepts.

**PO 6 Effective Citizenship and Ethics**

CO5. Students will be able to use different digital marketing tools and platforms to create and manage digital marketing campaigns.

**PO 7 Environment and Sustainability**

CO2. Students will be able to analyze and evaluate different digital marketing channels and strategies.

CO4. Students will be able to use data analytics tools to measure and analyze the performance of digital marketing campaigns.