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**
General Component					
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
Skill Component					
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)

PO1	**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.
PO2	**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.
PO3	**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.
PO4	**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.
PO5	**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.
PO6	**Effective Citizenship and Ethics:** 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.
PO7	**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.
PO8	**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
PO9	**Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Paper Code: UBECDM-241   **Total Credits** : 04

Paper Title: SOCIAL MEDIA MARKETING   **No. of lectures** : 60

Course Objectives:

1. Understand the fundamental concepts and principles of social media marketing.

2. Analyze different social media platforms and their relevance for specific target audiences.

3. Develop a comprehensive social media marketing strategy.

4. Learn how to create engaging and effective content for social media platforms.

5. Understand the importance of analytics and data in social media marketing.

6. Gain knowledge on best practices for driving traffic and increasing conversions through social media.

7. Understand the ethical and legal considerations of social media marketing.

Course Outcomes:

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

CO2. Evaluate and select appropriate social media platforms for specific marketing goals.

CO3. Create and implement a social media marketing plan for a given target audience.

CO4. Develop effective content that aligns with the brand's tone, voice, and values.

CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.

CO6. Optimize social media channels for increased visibility and engagement.

CO7. Comply with legal and ethical guidelines when conducting social media marketing activities.

UBECDM-241: SOCIAL MEDIA MARKETING   **(60 Hours)**

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Social Media Landscape**: Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts, Word of Mouth and Viral Marketing, Consumer-generated content - Encouraged and Organic, Friends, Fans, Followers ,	08
2	**Content creation:** Blogs (compare to websites) - Personal, Corporate. Top tier platforms, such as Facebook, Twitter, LinkedIn, YouTube, etc., Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media: In-house guidelines, Copyright and Trademark Implications.	12
3	**Setting Up Tools** : Facebook Creating groups and pages ,Tips and Guidelines, Posts, Paid Promotion Ads, Contests, Google+ : Set-	16

	up and usage, Company profile, Hangouts, Authorship, YouTube Long-form video platforms , Setting up a channel, Managing content , YouTube, Twitter Set-up and usage Tips, LinkedIn : Tips and Guides, Review of profiles, Pinterest, target audience, Visual social media and bookmarking, Set-up and management, Collaborative Marketing & Crowd sourcing, Promoting social media pages in other media, Social commerce implementation, International social media channels, Best social media listening and management tools, Creating positive chatter in social media,	
4	**Linking social media accounts**, Utilizing discussion boards and social groups. Blogs, Blogger, Tumbler, Wordpress, Set-up, Services Influencers - Who are they? How to find them? How to use them to benefit your brand. **Social Media Case Studies:** Major brand case study, Small company case study, Small B2B case study, Big brand digital media site side optimization, Using social media for brand awareness, Using social media for direct response, Successful use of Pinterest, World Business.	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units.

Books recommended:

1. Social Media Marketing, Liana Li Evans, Pearson.

2. Social Media Marketing by Alan Charlesworth.

3. Social Media Marketing by Anderson, C. 2006. The Long Tail. Hyperion Books.

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		2
CO 2	1						
CO 3		3		3			
CO 4						1	
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

CO2. Evaluate and select appropriate social media platforms for specific marketing goals.

CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.

PO 2 Critical Thinking and Problem solving

CO3. Create and implement a social media marketing plan for a given target audience.

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

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.

PO 4 Research-Related Skills

CO3. Create and implement a social media marketing plan for a given target audience.

PO 5 Personal and Professional competence

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

PO 6 Effective Citizenship and Ethics

CO4. Develop effective content that aligns with the brand's tone, voice, and values.

PO 7 Environment and Sustainability

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

Paper Code: UBECDM-242

Paper Title: INTEGRATED MARKETING COMMUNICATION

Total Credits : 04

No. of lectures : 60

Course Objectives:

1. To understand and apply the fundamental concepts and principles of integrated marketing communication.
2. To analyze and evaluate various forms of communication and their effectiveness in achieving marketing objectives.
3. To develop skills in developing and implementing integrated marketing communication plans.
4. To explore and apply various communication channels and tools in integrated marketing communication strategies.
5. To understand ethical and legal considerations in integrated marketing communication.

Course Outcomes:

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

CO3. Students will develop the skills to develop and implement integrated marketing communication plans that align with overall marketing objectives.

CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

CO5. Students will understand and be able to identify ethical and legal issues in integrated marketing communication practices and propose appropriate solutions.

CO6. Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.

CO7. Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

UBECDM-242: INTEGRATED MARKETING COMMUNICATION (60 Hours)

CONTENTS OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction of IMC:** IMC components – advertising tools, promotional tools, integrated tools, refining the IMC program; The role of IMC in Digital Marketing. *Current trends in Digital Marketing.*	12

2	**Advertising:** Overview of advertising management; Advertising and IMC process; Choosing an advertising agency; Advertising planning and research; Advertising goals – building brand images, providing information, persuasion, supporting marketing efforts, encouraging action; Advertising budget; Media Selection; *Case study.*	12
3	**Sales Promotion:** The scope & role of sales promotion; Consumer oriented sales promotion; Trade oriented sales promotion; Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling , *Case study.*	12
4	**Emerging media platforms and other IMC options:** Public Relations Publicity and Corporate adverting; Creating positive image building activities; Role of internet in PR. Emerging media platforms, Internet, Mobile marketing, Sponsorships and event marketing, Trade shows and fairs, Buzz marketing. Difference between direct marketing and traditional advertising. *Case study.* **Evaluation Monitoring and Control:** Measuring the effectiveness of promotional program; Measuring the effectiveness of other program elements.	12
		48

Books recommended

Text Books

1. Integrated Advertising, Promotion and Marketing Communication by Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.
2. Advertising and Promotion by Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.

Reference Books:

1. Advertising Management by Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.
2. Advertising and Promotions, Semenik Allen, Cengage Leaning.
3. Advertising and Promotion, SHH Kazmi, Satish Batra, Excel Books.
4. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill.
5. Integrated Marketing Communication perspectives- Tata McGraw Hill, Publication.

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			2
CO 2	3					2	
CO 3							
CO 4	1						
CO 5					1		
CO 6	2		3				
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
CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.
CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

CO6. Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.

PO 2 Critical Thinking and Problem solving

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

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

CO6. Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.

PO 4 Research-Related Skills
CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

PO 5 Personal and Professional competence

CO5. Students will understand and be able to identify ethical and legal issues in integrated marketing communication practices and propose appropriate solutions.

PO 6 Effective Citizenship and Ethics

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

PO 7 Environment and Sustainability

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

Paper Code: UBECDM-243	**Total Credits** : 04
Paper Title: SOFTWARE ENGINEERING	**No. of lectures** : 60

Course Objectives:

1. To define software engineering and its importance in the software development life cycle.

2. To Identify and explain the key principles and practices of software engineering.

3. To understand the process of requirements gathering and analysis.

4. To develop skills in writing clear and unambiguous software requirements specifications.

5. To List and describe the fundamental phases of the Software Development Lifecycle (SDLC).

6. To Define and describe fundamental software engineering terminology and coding practices.

7. To understand Information Systems (IS) enables new approaches to improve efficiency and efficacy of business models.

Course Outcomes:

CO1. How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment.

CO2. An ability to work in one or more significant application domains.

CO3. Work as an individual and as part of a multidisciplinary team to develop and deliver quality software.

CO4. Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.

CO5. Demonstrate an ability to use the techniques and tools necessary for engineering practice.

CO6. Recognize the challenges and importance of software maintenance.

CO7. Implement strategies for software evolution and version control.

UBECDM-243: SOFTWARE ENGINEERING **(60 Hours)**

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introductory concepts:** Introduction, definition, objectives, Life cycle – Requirements analysis and specification. **Design and Analysis:** Cohesion and coupling, **Data flow oriented Design:** Transform centered design, Transaction centered design. Analysis of specific systems like Inventory control, Reservation system. **Object-oriented Design:** Object modeling using UML, use case diagram, class diagram, interaction diagrams: activity diagram, unified development process.	12
2	**Basic Concepts of Information System:**	12

	Role of data and information, Organization structures, Business Process, Systems Approach and introduction to Information Systems. **Types of IS:** Resources and components of Information System, integration and automation of business functions and developing business models. Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems.	
3	**Architecture & Design of IS:** Architecture, development and maintenance of Information Systems, Centralized and Decentralized Information Systems, Factors of success and failure, value and risk of IS. **Decision Making Process:** Programmed and Non- Programmed decisions, Decision Support Systems, Models and approaches to DSS.	12
4	**Introduction to Enterprise Management technologies:** Business Process Reengineering, Total Quality Management and Enterprise Management System viz. ERP, SCM, CRM and Ecommerce. **Introduction to SAD:** System Analysis and Design. Models and Approaches of Systems Development.	12
		48

Case Studies (Based on the above Units):

Books recommended:

Text Books

1. Management Information Systems, Effy OZ, Thomson Leaning/Vikas Publications.
2. Management Information Systems, James A. O'Brein, Tata McGraw-Hill.

Reference Books:

1. Clean Code by a legend of the software engineering world Robert C. Martin.
2. Software Engineering (Two Colour Edition) by Prof. K.K. Aggarwal, Prof. Yogesh Singh, New Age International (P) Ltd., Publishers.
3. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
4. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
5. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.
6. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers.
7. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education.

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			2		1	
CO 3		3					
CO 4	3		1				
CO 5					3		
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. How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment.

CO2. An ability to work in one or more significant application domains.

CO4. Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.

PO 2 Critical Thinking and Problem solving

CO3. Work as an individual and as part of a multidisciplinary team to develop and deliver quality software.

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

CO4. Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.

PO 4 Research-Related Skills

CO2. An ability to work in one or more significant application domains.

PO 5 Personal and Professional competence

CO5. Demonstrate an ability to use the techniques and tools necessary for engineering practice.

PO 6 Effective Citizenship and Ethics

CO2. An ability to work in one or more significant application domains.

PO 7 Environment and Sustainability

CO6. Recognize the challenges and importance of software maintenance.

Paper Code: UBECDM-244   **Total Credits** : 06

Paper Title: CMS PLATFORMS FOR E-COMMERCE WEBSITES   **No. of lectures**   : 90

Course Objectives:

1. Understand the basics of WordPress and its functionalities.

2. Learn to install and set up a WordPress website.

3. Develop proficiency in creating and managing different types of content in WordPress, such as pages, posts, and media.

4. Explore and customize WordPress themes to create visually appealing websites.

5. Gain knowledge of various WordPress plugins and their functionalities.

6. Learn to optimize and secure WordPress websites for better performance and protection against cyber threats.

7. Understand search engine optimization (SEO) techniques and apply them to WordPress websites.

8. Learn to analyze website traffic using WordPress analytics tools.

9. Develop skills for troubleshooting common WordPress issues and errors.

10. Gain practical experience by working on real-world WordPress projects.

Course Outcomes:

CO1. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress.

CO3. Understanding of WordPress themes and ability to customize them according to specific requirements.

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

CO6. Understanding of SEO techniques and ability to apply them to WordPress websites to improve search engine visibility.

CO7. Proficiency in using WordPress analytics tools to monitor and analyze website traffic.

CO8. Ability to troubleshoot common WordPress issues and errors.

CO9. Experience in working on real-world WordPress projects, showcasing practical skills and problem-solving abilities.

CO10.   Overall proficiency in WordPress website development and management.

UBECDM-244: CMS PLATFORMS FOR E-COMMERCE WEBSITES   (90 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Basics Wordpress – Overview** : What Is Content Management System (Cms), Features, Advantages, Disadvantages , Wordpress – Installation , System Requirements For Wordpress , Download Wordpress, Create Store Database , Set Up Wizard, Wordpress – Dashboard , Dashboard Menu, Screen Options , Welcome , Quick Draft , Wordpress News, Activity , At A Glance , **Settings:** Wordpress – General Settings , Wordpress – Writing Settings , Wordpress – Reading Settings , Wordpress – Discussion Settings , Wordpress – Media Settings , Wordpress – Permalink Settings , Wordpress – Plugin Settings ,	12
2	**Categories**: , Wordpress – Add Category , Wordpress – Edit Category , Wordpress – Delete Category , Wordpress – Arrange Categories , **Posts**: , Wordpress – Add Posts , Wordpress – Edit Posts , Wordpress – Delete Posts , Wordpress – Preview Posts , Wordpress – Publish Posts , **Media** : Wordpress – Media Library , Wordpress – Add Media , Wordpress – Insert Media , Wordpress – Edit Media , **Pages**: Wordpress – Add Pages, Title Wysiwyg Editor, Text Insertion , Publish, Page Attribute , Featured Images, Wordpress – Publish Pages , Wordpress – Edit Pages , Wordpress – Delete Pages .	12
3	**Tags** : Wordpress – Add Tags, Wordpress – Edit Tags , Wordpress – Delete Tags , **Links:** , Wordpress – Add Links , Wordpress – Edit Links , Wordpress – Delete Links , **Comments** : Wordpress – Add Comments , Wordpress – Edit Comments , Wordpress – Moderate Comments **Plugins** : Wordpress – View Plugins , Wordpress – Install Plugins , Wordpress – Customize Plugins . **Users** : Wordpress – User Roles , Wordpress – Add Users , Wordpress – User Photo , Wordpress – Edit Users , Wordpress – Delete Users , Wordpress – Personal Profile .	12
4	**Appearance** : Wordpress – Theme Management , Wordpress – Customize Theme, Wordpress – Widget Management, Wordpress – Background . **Advanced** : Wordpress – Host Transfer , Wordpress – Version Update , Wordpress – Spam Protection , Wordpress – Backup & Restore , Wordpress Files Backup, Wordpress Database Backup , Restoring Wordpress Files , Restoring Wordpress Database, Wordpress – Optimization , Wordpress – Reset Password	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units.

Books recommended:

1. WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress, Dr. Andy Williams
2. WordPress All-In-One For Dummies, Lisa Sabin-Wilson
3. https://www.tutorialspoint.com

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		
CO 2	3	3					
CO 3				2			
CO 4			3			2	
CO 5		2					
CO 6	2						
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. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress.

CO6. Understanding of SEO techniques and ability to apply them to WordPress websites to improve search engine visibility.

PO 2 Critical Thinking and Problem solving

CO2. Proficiency in creating and managing different types of content in WordPress.

CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

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

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

PO 4 Research-Related Skills

CO3. Understanding of WordPress themes and ability to customize them according to specific requirements.

PO 5 Personal and Professional competence

CO1. Ability to set up and configure a WordPress website from scratch.

PO 6 Effective Citizenship and Ethics

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

PO 7 Environment and Sustainability

CO7. Proficiency in using WordPress analytics tools to monitor and analyze website traffic.

Paper Code: UBECDM-245   **Total Credits**   : 06

Paper Title: PROGRAMMING LAB ON PHP   **No. of lectures**   : 90

Course Objectives:

1. Understand the basics of web designing using PHP, including HTML, CSS, and JavaScript integration.

2. Learn the fundamentals of PHP programming, such as variables, data types, operators, control structures, functions, and arrays.

3. Gain knowledge of database integration with PHP, including connecting to a database, executing SQL queries, and handling data retrieval and storage.

4. Develop skills in creating dynamic web pages and implementing user interaction using PHP.

5. Learn how to work with PHP frameworks and libraries to enhance web development efficiency and functionality.

6. Understand the principles of responsive web design and create websites that are mobile-friendly and compatible with different devices and screen sizes.

7. Develop problem-solving skills and learn how to identify and debug common errors and issues in web designing using PHP.

Course Outcomes:

CO1. Students will be able to design and develop responsive websites using PHP, HTML, CSS, and JavaScript.

CO2. Students will be able to create dynamic web pages and implement user interaction using PHP.

CO3. Students will be able to integrate databases with PHP and perform CRUD (Create, Read, Update, and Delete) operations.

CO4. Students will be able to use PHP frameworks and libraries to enhance web development efficiency and functionality.

CO5. Students will be able to identify and debug common errors and issues in web designing using PHP.

CO6. Students will be able to create mobile-friendly websites and ensure compatibility across different devices and screen sizes.

CO7. Students will be able to apply problem-solving skills to design and develop efficient and effective web solutions using PHP.

UBECDM-245: PROGRAMMING LAB ON PHP   (90 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to web:** HTTP basics, Introduction to Web server and Web browser: Introduction to PHP, What does PHP do?, Lexical structure, Language basics, Function and String: Defining and calling a function, Default parameters, Variable parameters, Missing parameters, Variable function, Anonymous function, Types of strings in PHP, Printing functions, Encoding and escaping, Comparing strings, Manipulating and searching strings, Regular expressions, Arrays: Indexed Vs Associative arrays, Identifying elements of an array, Storing data in arrays, Multidimensional arrays, Extracting multiple values, Converting between arrays and variables, Traversing arrays, Sorting , Action on entire arrays, Using arrays.	12
2	**Introduction to Object Oriented Programming**: Classes, Objects, Introspection, Serialization, Inheritance, Interfaces, Encapsulation, Files and directories: Working with files and directories, Opening and Closing, Getting information about file, Read/write to file, Splitting name and path from file, Rename and delete files, Reading and writing characters in file, Reading entire file, Random access to file data, Getting information on file, Ownership and permissions, Databases (PHP-PostgreSQL): Using PHP to access a database, Relational databases and SQL, PEAR DB basics, Advanced database techniques.	12
3	**Web Techniques**: Variables ,Server information ,Processing forms, Setting response headers, Maintaining state, SSL , Handling email with PHP: Email background,Internet mail protocol, Structure of an email message, Sending email with PHP, Email attachments, Email id validation and verification, PHP error handling. XML: What is XML? , XML document Structure, PHP and XML, XML parser, The document object model, The simple XML extension, Changing a value with simple XML.	12
4	**WEB DESIGNING TECHNOLOGIES(JavaScript-DHTML):**4.1) Overview of JavaScript, DHTML, Object Orientation and JavaScript, Basic Syntax (JS datatypes, JS variables), Primitives, Operations and Expressions, Screen Output and keyboard input(Verification and Validation), JS Control statements, JS Functions, JavaScript HTML DOM Events(onmouseup, onmousedown, onclick, onload, onmouseover, onmouseout). JS Strings: JS String methods,JS popup boxes(alert, confirm, prompt), Changing property value of different tags using DHTML (ex. adding innerhtml for DIV tag, changing source of image etc.). AJAX: Introduction of AJAX, AJAX web application model, AJAX –PHP framework, Performing AJAX validation, Handling XML data using php and AJAX, Connecting database using php and AJAX . PHP framework: Introduction to PHP framework, Features, Applications, One example like WORDPRESS.	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units.

Books recommended:

1. Programming PHP By RasmusLerdorf and Kevin Tatroe, O'Reilly publication

2. Beginning PHP 5 , Wrox publication

3. PHP web sevices, Wrox publication

4. AJAX Black Book, Kogent solution

5. Mastering PHP , BPB Publication

6. PHP cookbook, O'Reilly publication

7. PHP for Beginners, SPD publication

8. Programming the World Wide Web , Robert W Sebesta(3rd Edition)

9. www.php.net.in

10. www.W3schools.com

11. www.wrox.com

12. https://api.drupal.org

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	1	3	3				
CO 4			2	1			
CO 5			1		2		
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 design and develop responsive websites using PHP, HTML, CSS, and JavaScript.

CO2. Students will be able to create dynamic web pages and implement user interaction using PHP.

CO3. Students will be able to integrate databases with PHP and perform CRUD (Create, Read, Update, and Delete) operations.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to create dynamic web pages and implement user interaction using PHP.

CO3. Students will be able to integrate databases with PHP and perform CRUD (Create, Read, Update, and

Delete) operations.

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

CO3. Students will be able to integrate databases with PHP and perform CRUD (Create, Read, Update, and Delete) operations.

CO4. Students will be able to use PHP frameworks and libraries to enhance web development efficiency and functionality.

CO5. Students will be able to identify and debug common errors and issues in web designing using PHP.

PO 4 Research-Related Skills

CO4. Students will be able to use PHP frameworks and libraries to enhance web development efficiency and functionality.

PO 5 Personal and Professional competence

CO5. Students will be able to identify and debug common errors and issues in web designing using PHP.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to design and develop responsive websites using PHP, HTML, CSS, and JavaScript.

PO 7 Environment and Sustainability

CO6. Students will be able to create mobile-friendly websites and ensure compatibility across different devices and screen sizes.

Paper Code: UBECDM-246   **Total Credits**   : 06

Paper Title: INTERNSHIP-II   (Digital Business Management)   **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- 246: Internship- II (Digital Business Management)   (90 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Business Environment:** Overview of business management Economics- Introduction to Economics , Basic Economic Problem, Demand Analysis and Forecasting: Marketing overview- market competitions, Risk Analysis and Decision Making. Technology Management-	12
2	**Human Resource Management & Financial Management:** Introduction to HRM & Framework - Business Finance:	12
3	**Operation & Supply Chain Management:** Introduction to Operations Management (OM) Production Planning & Control (PPC) Supply Chain Management	12

		Supply chain integrated framework	
4	**Other Branches of Business Management:** Business Analytics (BA) Rural & Agribusiness Management (RABM) Pharma & Healthcare Management (PHM) Tourism & Hospitality Management (THM)		12
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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 **8-9 weeks (90 Hours)** 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						
CO 2	2	2				1	
CO 3	2	2	3			2	3
CO 4			2	1			2
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 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.

PO 2 Critical Thinking and Problem solving

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.

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

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.

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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.

PO 7 Environment and Sustainability

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.