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

SY B.VOC Semester -III

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 2024-2025

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AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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

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AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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

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

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

Sem	Course Type	Course Code	Course Title	Theory / Practical	Credits
III	Major Mandatory	ECD-201-MJM	Basics of Digital Marketing	**Theory**	02
	Major Mandatory	ECD-202-MJM	Marketing Management	**Theory**	02
	Major Mandatory	ECD-203-MJM	Web designing using CSS	**Practical**	02
	Major Mandatory	ECD-204-MJM	Social Media Graphics using Canva	**Practical**	02
	Minor	ECD-211-MN	E-Commerce website designs	**Theory**	02
	Minor	ECD-212-MN	Digital marketing Overview	**Practical**	02
	Open Elective (OE)	ECD-216-OE	Case studies on E-Commerce	**Theory**	02
	Vocational Skill Course (VSC)	ECD-221-VSC	Programming Lab on C	**Practical**	02
	Ability Enhancement Course (AEC)	ECD-231-AEC	Marathi / Hindi / Sanskrit	**Theory**	02
	Co-curricular Course (CC)	ECD-239-CC	To be selected from the basket	**Theory**	02
	Field Project (FP)	ECD-235-FP	Field Project (FP)	**Theory**	02
	Generic IKS Course (IKS)	ECD-245-IKS	Indian Knowledge System (Generic)	**Theory**	02
			Total Credits Semester-III		**24**
IV	Major Mandatory	ECD-251-MJM	Social Media Marketing	**Theory**	02
	Major Mandatory	ECD-252-MJM	Integrated Marketing Communication	**Theory**	02
	Major Mandatory	ECD-253-MJM	Web designing using JavaScript	**Practical**	02
	Major Mandatory	ECD-254-MJM	CMS platforms for E-Commerce Websites	**Practical**	02
	Minor	ECD-261-MN	Blogging	**Theory**	02
	Minor	ECD-262-MN	Wordpress framework	**Practical**	02
	Open Elective (OE)	ECD-266-OE	Digital Marketing Tools	**Theory**	02
	Skill Enhancement Course (SEC)	ECD-271-VSC	Programming Lab on PHP	**Practical**	02
	Ability Enhancement Course (AEC)	ECD-281-AEC	Marathi / Hindi / Sanskrit	**Theory**	02
	Co-curricular Course (CC)	ECD-289-CC	To be selected from the basket	**Theory**	02
	Community Engagement Project (CEP)	ECD-295-CEP	Community Engagement Project (CEP)	**Theory**	02
			Total Credits Semester-IV		**22**
			Cumulative Credits Semester III + Semester IV		**46**

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   : S.Y.B. Voc.

Semester   : III

Course Type   : Major Mandatory

Course Code   : ECD-201-MJM

Course Title   : Basics of Digital Marketing

No. of Credits   : 02

No. of Teaching Hours   : 30

Course Objectives:

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

Course Outcomes:

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

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.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	**Digital Marketing Courses Overview** 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
2	**Search Engine and its basics** 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
3	**Social Media Marketing** 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
4	**Current trends in Digital Marketing** 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

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Practical (Based on the above Units):

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

References:

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, CengageDigiMarketing: 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 AvinashKaushik

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)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1		1	3			
CO2	2						
CO3		3					
CO4					3	1	
CO5							
CO6	3						
CO7							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.

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AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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   : S.Y.B. Voc.

Semester   : III

Course Type   : Major Mandatory

Course Code   : ECD-202-MJM

Course Title   : Marketing Management

No. of Credits   : 02

No. of Teaching Hours   : 30

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.

Course Outcomes:

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

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

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

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AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	**Product :-**Meaning, Definition, Levels of Product, Product mix, Product Quality, Design, Features of Product New Product Development & Product Life Cycle Branding: Introduction to Branding, Product Vs. Brand, Trademarks; Packaging & Labeling: Meaning & role of Packaging & Labeling, Primary, Secondary & Shipment packages	10
2	**Price:** 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. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing,	4
3	**Place & Promotion:-** A] Place:- Meaning & importance, Types of distribution channels. Factor affecting choice franchising. Channel Options: Introduction to Wholesaling, Retailing, Direct marketing and selling. B] Promotion:- Meaning, elements of promotion mix.	8

	Advertisement, Publicity, Personal selling, Public relation, Selling Process – AIDAS theory selling process, techniques of sale promotion.	
4	**Services Marketing** 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, Extended marketing mix: process, physical evidence and people Classification &Applications of Service Marketing	8
		30

Practical (Based on the above Units):

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

References:

Recommended Books:

    1 Text Books

    1. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha, Pearson , 13thEdition

    2. Marketing Management by RajanSaxena, TMGH, 4th Edition

    3. Marketing Management by Dr D B Bharati&RohanDahivale

2 Reference Books

    4. MKTG- CENGAGE Learning- Lamb/Hair/Sharma

    5. Principles of Marketing by Philip Kotler, Gary Armstrong, PrafullaAgnihotri, EhasanHaque, 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)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2	1	3	2				
CO3			3				
CO4							
CO5				2	1		3
CO6		1					
CO7	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.

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 : S.Y.B. Voc.

Semester : III

Course Type : Major Mandatory

Course Code : ECD-203-MJM

Course Title : Web designing using CSS

No. of Credits : 02

No. of Teaching Hours : 30

Course Objectives:

1. To introduce students to the fundamental concepts of Cascading Style Sheets (CSS) and its role in web development.
2. To familiarize students with the syntax and structure of CSS for styling and manipulating web elements.
3. To teach students how to use CSS to enhance the design and layout of websites.
4. To provide hands-on experience with applying CSS to create visually appealing and responsive web pages.
5. Toexplore advanced CSS techniques such as animations, transitions, and CSS frameworks.
6. To understand the basics of CSS syntax and how to apply styles to HTML elements.
7. To Differentiate between inline, internal, and external stylesheets and know when to use each.

Course Outcomes:

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

CO1. Students will be able to demonstrate an understanding of the purpose and benefits of using CSS in web development.

CO2. Students will be able to write CSS code to style HTML elements, including text, fonts, colors, backgrounds, and borders.

CO3. Students will be able to use CSS selectors and properties to apply styling to specific elements on a webpage.

CO4. Students will be able to create responsive layouts using CSS media queries and Flexbox/Grid techniques.

CO5. Students will be able to incorporate advanced CSS features such as animations, transitions, and CSS frameworks into their web projects.

CO6. Students will be able to troubleshoot and debug CSS code to improve the performance and functionality of web pages.

CO7. Students will be able to collaborate with team members to effectively implement CSS styles and design elements in a coordinated manner.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	**Introduction to CSS:** What is CSS?, Why use CSS?, CSS syntax, CSS selectors, CSS units **CSS Box Model:** Understanding the box model, Margin, border, padding, Display properties, Positioning, Floats	05
2	**CSS Text Styling:** Text properties (font-size, font-family, color, etc.), Text alignment, Text decoration, Text transformation **CSS Colors and Gradients:** Using colors in CSS, Color values (RGB, HEX, HSL), Gradients in CSS **CSS Backgrounds:** Setting background images,Repeat and position background images,Background properties (background-color, background-size, etc.) **CSS Fonts and Web Typography:** Using Google Fonts,Font properties (font-weight, font-style, text-transform),Web-safe fonts	10
3	**CSS Flexbox:**	10

	Introduction to Flexbox Flexbox properties (flex-direction, justify-content, align-items, etc.) **CSS Grid:** Grid properties (grid-template-columns, grid-template-rows, grid-gap) Responsive grid layouts **CSS Transitions and Animations:** Transition properties (transition-duration, transition-property, etc.), Animation properties (animation-name, animation-duration, etc.), Keyframes	
4	**Introduction to CSS3:** Features of CSS3, CSS3 selectors, CSS3 pseudo-classes, CSS3 pseudo-elements	05
		30

Practical:

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

Practical No.2- Write a CSS code for Colors(Front, Background).

Practical No.3- Write a CSS code for Borders.

Practical No.4- Write a CSS code for Demonstrating the Box Model.

Practical No.5- Write a CSS code for Table.

Practical No.6- Write a CSS code for Navigation Bar & Dropdowns.

Practical No.7- Write a CSS code for Animations.

Practical No.8- Write a CSS code for a webpage?

Practical No.9- Write a CSS code forcenter a div element horizontally and vertically.

Practical No.10- Write a CSS code forto create a responsive design using CSS media queries.

Practical No.11- Write a CSS code forto create animations on a webpage.

Practical No.12- Write a CSS code fora text bold or italic.

Practical No.13- Write a CSS code forto create a CSS grid layout.

Practical No.14- Write a CSS code forto create a sticky footer.

Practical No.15- Write a CSS code for change the color of links.

Practical No.16- Write a CSS code forto create a hover effect on a button.

References:

1. Head First HTML and CSS- Elizabeth Robson and Eric Freeman.
2. HTML and CSS Quickstart Guide- David DuRocher.
3. CSS Pocket Reference5e: Visual Presentation for the Web - Eric A. Meyer.
4. HTML & CSS: The Complete Reference, Fifth Edition Thomas A. Powell

E-Resources links:
1. https://www.tutorialspoint.com
2. https://www.w3schools.com
3. https://www.guru99.com
4. https://www.geeksforgeeks.org

Mapping of Program Outcomes with Course Outcomes

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

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 an understanding of the purpose and benefits of using CSS in web development.

CO2.Students will be able to write CSS code to style HTML elements, including text, fonts, colors, backgrounds, and borders.

PO 2 Critical Thinking and Problem solving

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

CO2. Students will be able to write CSS code to style HTML elements, including text, fonts, colors, backgrounds, and borders.

CO3. Students will be able to use CSS selectors and properties to apply styling to specific elements on a webpage.

CO4. Students will be able to create responsive layouts using CSS media queries and Flexbox/Grid techniques.

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

CO5. Students will be able to incorporate advanced CSS features such as animations, transitions, and CSS frameworks into their web projects.

PO 4 Research-Related Skills

CO5. Students will be able to incorporate advanced CSS features such as animations, transitions, and CSS frameworks into their web projects.

CO6. Students will be able to troubleshoot and debug CSS code to improve the performance and functionality of web pages.

PO 5 Personal and Professional competence

CO1. Students will be able to demonstrate an understanding of the purpose and benefits of using CSS in web development.

PO 6 Effective Citizenship and Ethics

CO7. Students will be able to collaborate with team members to effectively implement CSS styles and design elements in a coordinated manner.

PO 7 Environment and sustainability:

CO6. Students will be able to troubleshoot and debug CSS code to improve the performance and functionality of web pages.

CO7. Students will be able to collaborate with team members to effectively implement CSS styles and design elements in a coordinated manner.

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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   : S.Y.B. Voc.

Semester   : III

Course Type   : Major Mandatory

Course Code   : ECD-204-MJM

Course Title   : Social Media Graphics using Canva

No. of Credits   : 02

No. of Teaching Hours   : 30

Course Objectives:

1. Understand the key principles of graphic design and how they can be applied to social media
2. Create visually appealing graphics using design software such as Adobe Photoshop or Canva
3. Identify and utilize best practices for optimizing graphics for various social media platforms
4. Evaluate and analyze the effectiveness of social media graphics in engaging and attracting audiences
5. Develop a comprehensive social media graphics strategy for a specific target audience

Course Outcomes:

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

CO1 Students will be able to demonstrate an understanding of the fundamental principles of graphic design and how they apply to social media.

CO2 Students will be able to use various design tools and software to create visually appealing graphics for social media platforms.

CO3 Students will be able to analyze and apply branding guidelines to ensure consistency and coherence in their social media graphics.

CO4 Students will be able to optimize social media graphics for different platforms and understand their specific requirements.

CO5 Students will be able to evaluate the effectiveness of social media graphics in promoting engagement and driving traffic.

CO6 Students will be able to collaborate with other team members to incorporate feedback and revisions into their social media graphics.

CO7 Students will be able to create a cohesive portfolio showcasing their skills in creating social media graphics.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction to Social Media Graphics Overview of the importance of visual content in social media, Key principles of graphic design and how they apply to social media, Design Tools and Software, Basic design techniques and tools for creating social media graphics	8
2	**Introduction to Canva** Welcome to Canva! , Logging / Setup Canva Account, Layouts & Templates, Get you setup with your Canva & account, Adding pages to a design, Image, Text features and Charts, Album cover, Youtube thumbnail, Twitter header, Facebook post, Ebook cover, Documents, Data and charts, Presentation slides	4
3	**Fonts, Colors, and Images** Typography and font pairing , Using icons effectively , Organising the dashboard , Sharing designs , Adding links , Upgrading to Canva for Work , Brand colors , Custom filter codes , Color codes , Color scheme , Introduction to the color wheel; creating a color palette , How to use grids; transparency; photo filters Section	10
4	**Advanced Techniques** Brand Kit , Magic Resize , Paid Elements , Folders for Elements , Background Remover , Teams, Exporting and Scheduling , Learn more advanced techniques , Learn how to create a logo from scratch	8
		48

Practical (Based on the above Units):

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

References: **24**

Recommended Books:

1. "Canva: A Beginner's Guide to Graphic Design" by Andrew D. Brookshire
2. "Canva for Work: Design Beautiful Graphics with Canva" by Lisa Larson-Kelley
3. "Canva Workbook: Design Your Brand's Graphics with Ease" by Rachel Rofé

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   : S.Y.B. Voc.

Semester   : III

Course Type   : Minor

Course Code   : ECD-211-MN

Course Title   : E-Commerce Website designs

No. of Credits   : 02

No. of Teaching Hours   : 30

Course Objectives:

1. To understand the basics of e-commerce, including its history, concept, and significance in the business world.
2. To develop an understanding of the various types of e-commerce business models and their characteristics.
3. To explore the technological infrastructure required for e-commerce operations, including web hosting, payment gateways, and security measures.
4. To learn about the process of creating and managing an online store, including product selection, pricing, and inventory management.
5. To understand the role of digital marketing in e-commerce and the various strategies used to attract and retain customers.
6. To gain knowledge about legal and ethical considerations in e-commerce, including consumer protection and privacy laws.
7. To explore the challenges and opportunities associated with international e-commerce expansion.

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 Lectures
1	Introduction- E-Commerce Management • Register Your Domain • Build Your Site • Host Your Site • Accept Online Payments • Promote Your Business • Manage Your Business	15
2	E-Commerce website design • Your website should be... • Your website should have... • Store and platforms to develop ecommerce website • 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	15
3	E-commerce hosting setup • Customer Registrations • Customer Transactions • Product Catalogs	15

	• Customer Orders • Order Security • Server Security • Server Maintenance • Server Backup • Server downtime • Inventory Control • Shipment Methods • Payment Methods • Foreign currency • Credit Cards • Taxes issues • Offers and discounts.	
4	Introduction to Digital Marketing Meaning, Definition, Features, Need, Importance, Scope, Limitations & Challenges. Traditional marketing vs. Digital Marketing.	15
		60

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

References:

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, CengageDigiMarketing: 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 AvinashKaushik

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						3
CO2	2	2					
CO3	2	2	3			3	
CO4			2	1			
CO5			1		2		
CO6							
CO7	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	: S.Y.B. Voc.
Semester	: III
Course Type	: Minor
Course Code	: ECD-212-MN
Course Title	: Digital marketing Overview
No. of Credits	: 02
No. of Teaching Hours	: 30

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:

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

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.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	**Digital Marketing Courses Overview** 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
2	**Search Engine and its basics** 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
3	**Social Media Marketing** 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
4	**Current trends in Digital Marketing** 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-	10

	Commerce websites development through wordpress framework.	
		48

Practical (Based on the above Units):

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

References:

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, CengageDigiMarketing: 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 AvinashKaushik

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)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1		1	3			
CO2	2						
CO3		3					
CO4					3	1	
CO5							
CO6	3						
CO7							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.

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 : **S.Y.B. Voc.**

Semester : III

Course Type : Open Elective

Course Code : ECD -216-OE

Course Title : Case studies on E-Commerce

No. of Credits : 02

No. of Teaching Hours : 30

Course Objectives:

1. To understand the basics of e-commerce, including its history, concept, and significance in the business world.
2. To develop an understanding of the various types of e-commerce business models and their characteristics.
3. To explore the technological infrastructure required for e-commerce operations, including web hosting, payment gateways, and security measures.
4. To learn about the process of creating and managing an online store, including product selection, pricing, and inventory management.
5. To understand the role of digital marketing in e-commerce and the various strategies used to attract and retain customers.
6. To gain knowledge about legal and ethical considerations in e-commerce, including consumer protection and privacy laws.
7. To explore the challenges and opportunities associated with international e-commerce expansion.

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	**General Sites** Amazon, Flipkart, , Myntra, Reliance Digital, , Nykaa, First Cry, Book MyShow, Snapdeal, , e-Bay, Alibaba, IndiaMart	10
2	**Clothing and garments** Jabong, Shopclues	4
3	**Food and hotel sites** Zomato Swiggy	10
4	**Pharmaceutical** 1Mg	6

Case studies (Based on the above Units)
- 2 case studies should be conducted on each topic.

References:

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, CengageDigiMarketing: 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 AvinashKaushik

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						3
CO2	2	2					
CO3	2	2	3			3	
CO4			2	1			
CO5			1		2		
CO6							
CO7	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	: S.Y.B. Voc.
Semester	: III
Course Type	: Vocational Skill Course
Course Code	: ECD -221-VSC
Course Title	: Programming lab on'C'
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

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

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

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.

Topics and Learning Points

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

Practical:

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

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10. File Handling
11. Template- class template &function template

References:

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/0BRaWa38E8KsdHd6QV8zRmw1NlE/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

4. Learn Data Structures and Algorithms : https://www.programiz.com/dsa

5. W3Schools CPP Tutorial :https://www.w3schools.com/cpp/cpp_oop.asp

6. CPP Tutorials Point:
https://www.tutorialspoint.com/cplusplus/cpp_object_oriented.htm

7. CPP geeks for geeks : https://www.geeksforgeeks.org/object-orientedprogramming- in-cpp/ 4. CPP Tutorials Point : https://www.javatpoint.com/cpp-oops-concepts

Mapping of Program Outcomes with Course Outcomes

Course	Programme Outcomes (POs)

Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	1	3			2		1
CO3				1			
CO4	3	2	3				
CO5							
CO6		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 identity the appropriate data structure for given problem.

PO 7 Environment and Sustainability

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

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   : S.Y.B. Voc.

Semester   : III

Course Type   : Field Project

Course Code   : ECD-235-FP

Course Title   : Field Project

No. of Credits   : 02

No. of Teaching Hours   : 30

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:

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

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.

Topics and Learning Points

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?)

Practical (Based on the above Units):

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

References:

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, CengageDigiMarketing: 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 AvinashKaushik

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.

Mapping of Program Outcomes with Course Outcomes

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

CO4					3	1	
CO5							
CO6	3						
CO7							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.

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