

TITLE

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.

PREAMBLE

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”.

NEED FOR THE CURRICULUM

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. Specifically, the triggers for the comprehensive revamp of the curriculum are -

a) New Skills & Competencies desired due to dynamic business environment:

Jobs of today were perhaps not created about 5 years ago. This aspect has a direct linkage with contents and structure of syllabus across the *Knowledge, Skills and Attitude (KSA) dimensions*, which calls for frequent and meaningful updating of the curriculum.

b) Concerns expressed by the Industry:

The industry has expressed concerns about the need for improvement in the *communication skills, interpersonal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude* of the B.VOC- ECDM graduates. *Newer and innovative evaluation methods* are necessary to address these concerns of the industry.

c) Application Orientation:

There is a pressing need to *imbibe application oriented thinking*, based on sound knowledge of management theories, principles and concepts. Management education needs to move out of the classrooms and instead focus on *group activity, field work, experiential learning, etc.* This can be achieved only through a radical change in the evaluation pattern and course delivery methodology.

d) Changing mindset of the Learner:

The profile of the students for the management programme, their learning styles and the outlook towards higher education has undergone a gradual transformation. The expectations of the students from the B.VOC- ECDM programme have changed over the last decade.

e) Integrate a basket of skill sets:

B.VOC- ECDM colleges are expected to imbibe varied aspects of 'learning beyond the syllabus through innovative curriculum design, contemporary syllabus, effective delivery and comprehensive evaluation.

f) Entrepreneurial aspirations and preparedness for the same:

The youth now aspires to become masters of their own and wish to start up their new ventures. These will create further growth opportunities.

Specifically the following skill sets are in focus:

- i. Reading & Listening Skills
- ii. Problem Definition & Problem Solving Skills
- iii. Application of Technology Tools
- iv. Mastery of Analytics (Quantitative Aspects)
- v. Sensitization to Cross-Functional skills
- vi. Sensitization to Cross-Cultural skills
- vii. Sensitization to Global perspectives
- viii. Peer-based Learning - Working in groups
- ix. Learning by application and doing – Experiential learning
- x. Team building basics and its orientation

B.VOC- ECDM PROGRAMME OBJECTIVES

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.

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.

B. Voc in E-Commerce & Digital Marketing

Course Structure and Syllabus (Pattern- 2022)

(With effects from 2024-25)

THIRD YEAR

Semester-V			Semester-VI		
Subject Code	Name Of The Subject	Credits	Subject Code	Name Of The Subject	Credits
General Component					
UBECDM-351	Entrepreneurship Development	4	UBECDM-361	Legal Aspects in Digital Marketing	4
UBECDM-352	Marketing Research	4	UBECDM-362	Services Management	4
UBECDM-353	Search Engine Optimization	4	UBECDM-363	Business Analytics	4
Skill Component					
UBECDM-354	Graphics Design for Digital Marketing	6	UBECDM-364	Advance Digital Marketing	6
UBECDM-355	Programming Lab on JavaScript and TypeScript	6	UBECDM-365	Google Services	6
UBECDM-356	Internship-III (Social Media Marketing)	6	UBECDM-366	Internship-IV (Advance Digital Marketing)	6

Semester-V

Paper Code : UBECDM-351

Total Credits : 04

Paper Title : ENTREPRENEURSHIP DEVELOPMEN

No. of lectures : 60

Course Objectives:

1. To provide students with a comprehensive understanding of entrepreneurship and the skills needed to successfully start and manage a business.
2. To introduce students to the key concepts and principles of entrepreneurship, including opportunity recognition, innovation, and risk management.
3. To develop students' critical thinking and problem-solving skills through hands-on exercises and case studies.
4. To foster students' creativity and encourage them to think outside the box in order to identify and exploit business opportunities.
5. To enhance students' knowledge of the legal, financial, and marketing aspects of starting and running a business.
6. To equip students with the necessary skills to develop a comprehensive business plan and implement it effectively.
7. To provide students with an understanding of the challenges and opportunities associated with entrepreneurial ventures in different sectors and industries.

Course Outcomes:

- CO1. Students will be able to demonstrate a deep understanding of the key concepts and theories of entrepreneurship.
- CO2. Students will be able to identify and evaluate business opportunities using a systematic approach.
- CO3. Students will be able to develop and implement a comprehensive business plan.
- CO4. Students will be able to demonstrate effective communication and teamwork skills in a business context.
- CO5. Students will be able to apply strategic thinking and problem-solving skills to real-world business situations.
- CO6. Students will be able to analyze and evaluate the financial viability of a business venture.
- CO7. Students will be able to access and manage the risks associated with entrepreneurial ventures.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Concept and Definitions: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development; Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs. Entrepreneur, Entrepreneurial Process. Steps of entrepreneurial	12

	process: Deciding – Developing – Moving – Managing – Recognizing. <i>Women Entrepreneurs</i>	
2	Small Enterprises and Enterprise Launching New Ventures Successfully: Definition of Small Scale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection. Project Report Preparation: Methods of Project Appraisal - requirements of financial institutions, projected financial statement preparation. Government strategies for SME.	12
3	Role of Support Institutions and Management of Small Business: Director of Industries; DIC;SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board. DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, proceduresfor obtaining contract from Railways, Defence, P & T etc., SIDBI.	12
4	Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.	12
		48

Practical based on:

- *SME Project report preparation / Assignments on SME Project report preparation*
- *SME Project report preparation consultation through Banks/ Business Enterprises/ organizations.*
- *Case studies to be prepared on successful Entrepreneurs.*

Books recommended:

Text Books:

1. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
2. Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.
3. Cases in Entrepreneurship by Morse and Mitchell, Sage South Asia Edition.
4. Entrepreneurship – Indian Cases on Change Agents by K Ramchandran, TMGH.

5. Entrepreneurship – The engine of growth, edited by Mark Rice and Timothy Habbershon, Published by Praeger Perspectives.

Reference Books:

1. Entrepreneurship: New Venture Creation by David H. Holt
2. Entrepreneurship Development New Venture Creation by Satish Taneja, S.L.Gupta
3. Project management by K. Nagarajan.
4. Entrepreneurship: Strategies and Resources by Marc J. Dollinger
5. The Culture of Entrepreneurship by Brigitte Berger.
6. Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
7. Entrepreneurship As Strategy by G. Dale Meyer, Kurt A. Heppard
8. New Vistas of Entrepreneurship: Challenges & Opportunities by A. Sahay,M.S.Chhikara
9. Entrepreneurship and Small Business Management by Siropolis

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3			3				
CO4				1			
CO5					2		
CO6						1	
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 deep understanding of the key concepts and theories of entrepreneurship.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to identify and evaluate business opportunities using a systematic approach.

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

CO3. Students will be able to develop and implement a comprehensive business plan.

PO 4 Research-Related Skills

CO4. Students will be able to demonstrate effective communication and teamwork skills in a business context.

PO 5 Personal and Professional competence

CO5. Students will be able to apply strategic thinking and problem-solving skills to real-world business situations.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to analyze and evaluate the financial viability of a business venture.

PO 7 Environment and Sustainability

CO7. Students will be able to assess and manage the risks associated with entrepreneurial ventures.

Paper Code : UBECDM-352

Total Credits : 04

Paper Title : **MARKETING RESEARCH**

No. of lectures : 60

Course Objectives:

1. To provide students with an understanding of the importance and methods of marketing research in decision-making processes.
2. To familiarize students with various research techniques and tools used in marketing research.
3. To enable students to apply marketing research concepts and techniques to real-world business scenarios.
4. To enhance students' critical thinking and problem-solving skills in the context of marketing research.
5. To develop students' ability to analyze and interpret marketing research data and draw meaningful insights.
6. To cultivate students' written and oral communication skills in presenting research findings to stakeholders.

Course Outcomes:

- CO1. Identify the role and significance of marketing research in the overall marketing process.
- CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.
- CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.
- CO4. Analyze and interpret marketing research data using appropriate statistical techniques and software.
- CO5. Generate actionable insights and recommendations based on research findings to aid decision-making in marketing.
- CO6. Communicate effectively in written and oral formats to present research findings to stakeholders.
- CO7. Develop critical thinking skills to evaluate research studies and assess their validity and reliability.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Research Design – Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Research process – Management dilemma (problem) – decision problem – research problem – hypothesis statement.	12

2	Data Design Methods – Methods of collecting Market Information - Secondary data – sources –Primary data – Questionnaire design, Observation method of primary data collection, Web based primary data collection Research techniques – a) Based on questioning: Focus groups, Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation	12
3	Sampling – sampling methods – sampling and non sampling errors – sample size calculation– population and sample size - large and small samples - Data analysis and interpretation.	12
4	Report writing – forms of report – fundamentals of a good report.	12
		48

Books Recommended:

1. Marketing Research, Concept & Cases – Cooper Schindler.
2. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
3. Marketing Research – Nargundkar.
4. Marketing Research – Beri
5. Marketing Research – Measurement & Methods – Donald S.Tull, Del I.Hawkins
6. Marketing Research –Aakar, Kumar, Day

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Identify the role and significance of marketing research in the overall marketing process.

PO 2 Critical Thinking and Problem solving

CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.

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

CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.

PO 4 Research-Related Skills

CO4. Analyze and interpret marketing research data using appropriate statistical techniques and software.

PO 5 Personal and Professional competence

CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.

PO 6 Effective Citizenship and Ethics

CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.

PO 7 Environment and Sustainability

CO1. Identify the role and significance of marketing research in the overall marketing process.

Paper Code : UBECDM-353

Total Credits : 04

Paper Title : SEARCH ENGINE OPTIMIZATION

No. of lectures : 60

Course Objectives:

1. Understand the basic principles and concepts of search engine optimization (SEO).
2. Gain knowledge of the various techniques, tools, and strategies used in SEO.
3. Learn how to conduct keyword research and analysis to effectively optimize websites.
4. Understand the importance of on-page optimization and learn how to optimize web pages for search engines.
5. Learn how to design and optimize website architecture for better search engine visibility.
6. Gain knowledge of off-page optimization techniques such as link building and social media marketing.
7. Understand the role of content marketing in SEO and learn how to create compelling and SEO-friendly content.

Course Outcomes:

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

CO2. Gain practical skills in conducting keyword research and analysis for effective SEO.

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

CO6. Learn how to analyze and interpret SEO analytics and reports to measure and improve SEO performance.

CO7. Stay updated with the latest trends and updates in the field of SEO to adapt and implement effective strategies.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to SEO (Search Engine Optimization):	12

	Introduction/Basic SEO, Basic html5 , On Page:Meta Tags,Alt Tags, Anchor text, Sitemaps html/xml, Internal Links, Off Page: Links submissions ,PPT Submissions, Social Bookmarking, Image / Infographics Submission, Video Submissions, Blogs, Articles Submissions, Advance SEO, Google Analytics, Google Webmaster, Google Tag Manager, Htaccess file, Robot.txt, Canonicaltag, Site links, Keyword mapping, Introduction to Wordpress	
2	Introduction to SEM (Search Engine Marketing): Google Adwords/Pay par click, Create campaign, Bidding strategies , Types of adds, Settings, Add groups, Manage multiple account, Remarketing, Conversion tracking, Conversion optimizer, Link Google analytics and Adwords, Payment method and settings, Google Adwords certification, Facebook Advertising, LinkedIn Advertising, You Tube Advertising	12
3	SMM/SMO(Search Media Marketing/Search Engine Optimization): Introduction, Importance, Types of accounts, Social platforms intro, Type of social platforms and their uniqueness: Facebook, Twitter, LinkedIn, Youtube, Pinterest	12
4	Email Marketing: Introduction, Tips to maximize email marketing, Know your audience , Craft your Message, Choose the right format, HTML emails, Email tracking Mobile SEO: Latest Mobile Devices, Latest Operating version systems, Responsive Design, User Friendly, Mobile Friendly, Similar URLs as to your Desktops, Avoid common mistakes, Configure for other devices.	12
		48

Practical (Based on the above Units): Laboratory Practical based on the above units

Books recommended

1. SEO for Dummies, 6th Edition, By Peter Kent
2. SEO for Growth, By John Jantsch and Phil Singleton

3.The Art of SEO, Mastering Search Engine Optimization, By Eric Enge, Stephan Spencer and Jessie Stricchiola

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							3
CO6	3						
CO7							

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

CO2. Gain practical skills in conducting keyword research and analysis for effective SEO.

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

CO6. Learn how to analyze and interpret SEO analytics and reports to measure and improve SEO performance.

PO 2 Critical Thinking and Problem solving

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

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

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

PO 4 Research-Related Skills

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

PO 5 Personal and Professional competence

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

PO 6 Effective Citizenship and Ethics

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

PO 7 Environment and Sustainability

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

Paper Code : UBECDM-354 **Total Credits** : 06
Paper Title : **GRAPHICS DESIGN FOR DIGITAL MARKETING** **No. of lectures** : 90

Course Objectives:

1. To provide students with an understanding of the principles and techniques of graphic design for digital marketing.
2. To develop students' skills in using industry-standard graphic design software to create visually compelling and effective digital marketing materials.
3. To enhance students' creativity and ability to generate innovative ideas for designing digital marketing materials.
4. To instill in students a strong sense of aesthetic sensibility and attention to detail in graphic design for digital marketing.
5. To equip students with the knowledge and skills to effectively communicate ideas and messages through visual design in the context of digital marketing.

Course Outcomes:

- CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.
- CO2. Students will be proficient in using industry-standard graphic design software, such as Adobe Photoshop, Illustrator, and InDesign, to design digital marketing materials.
- CO3. Students will demonstrate the ability to generate innovative and creative ideas for designing digital marketing materials.
- CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.
- CO5. Students will effectively communicate ideas and messages through visual design in the context of digital marketing.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to Graphics design Applications and softwares for Graphics design: Logo Maker, PixArt, Pixel_Lab, Adobe photoshop, BG remover, Image searchman, PhotoRoom, Snapseed, Font converter,	12
2	Fundamentals of Image making Introduction to Image Editing Design and Visualization	12
3	Process of Image Editing / Fundamentals of Shape and Color Color Theory and Color Modes Advance Retouching and Restoration Image Compositing and Manipulation / Fundamentals of	12

	Composition Automation / GIF Animation Filters and Advance Plugins	
4	Latest trends in graphics design (introduction) Online image editing software- Canva, Figma, PixaBay.com, TinyEye, Corel Draw, InDesign, Adobe Dreamweaver, Illustrator, Vector Graphics for Designers	12
		48

Books recommended:

1. Looking Beyond: Graphics Of Satyajit Ray (2012)
2. Designing Brand Identity, Publisher: Wiley , Author: Alina Wheeler
3. Branding: In Five and a Half Steps, Publisher: Thames and Hudson
4. The Elements of Typographic Style , Publisher: Hartley & Marks

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.

CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.

PO 2 Critical Thinking and Problem solving

CO2. Students will be proficient in using industry-standard graphic design software, such as Adobe Photoshop, Illustrator, and InDesign, to design digital marketing materials.

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

CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.

PO 4 Research-Related Skills

CO3. Students will demonstrate the ability to generate innovative and creative ideas for designing digital marketing materials.

CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.

PO 5 Personal and Professional competence

CO5. Students will effectively communicate ideas and messages through visual design in the context of digital marketing.

Paper Code : UBECDM-355

Total Credits : 06

Paper Title : PROGRAMMING LAB ON JAVASCRIPT AND TYPESCRIPT No. of lectures: 90

Course Objectives:

1. To introduce students to the fundamentals of JavaScript programming language.
2. To familiarize students with the basic syntax and concepts of JavaScript.
3. To teach students how to manipulate the DOM (Document Object Model) using JavaScript.
4. To help students understand how to interact with HTML elements using JavaScript.
5. To provide students with the skills to develop interactive web applications using JavaScript.
6. To incorporate external JavaScript libraries into their web projects.
7. To debug and troubleshoot JavaScript code efficiently.

Course Outcomes:

- CO1. Students will be able to write and understand basic JavaScript code.
CO2. Students will be able to apply JavaScript concepts in manipulating the DOM.
CO3. Students will be able to create interactive web pages using JavaScript.
CO4. Students will be able to use JavaScript to validate form inputs and handle user events.
CO5. Students will be able to incorporate external JavaScript libraries into their web projects.
CO6. Students will be able to debug and troubleshoot JavaScript code efficiently.
CO7. Students will be able to demonstrate a basic understanding of JavaScript best practices and coding conventions.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	1.1 Introduction to JavaScript History and evolution Setting up the development environment Hello World in JavaScript 1.2 Variables and Data Types Declaring and initializing variables Data types: strings, numbers, booleans Dynamic typing 1.3 Operators and Expressions Arithmetic, comparison, and logical operators Operator precedence Expressions and statements 1.4 Control Flow and Functions 1.4.1 Conditional Statements if, else if, else statements switch statement 1.4.2 Loops for, while, do-while loops break and continue statements	12

	<p>Iterating through arrays and objects</p> <p>1.4.3 Functions</p> <p>Function declaration and expression</p> <p>Parameters and return values</p> <p>Scope and closures</p>	
2	<p>Working with Arrays and Objects</p> <p>2.1 Arrays</p> <p>Creating and manipulating arrays</p> <p>Array methods (push, pop, shift, unshift, etc.)</p> <p>Iterating through arrays</p> <p>2.2 Objects</p> <p>Creating and working with objects</p> <p>Object properties and methods</p> <p>Object-oriented programming concepts</p> <p>2.3 JSON (JavaScript Object Notation)</p> <p>Introduction to JSON</p> <p>Parsing and stringify</p> <p>Working with JSON data</p>	12
3	<p>Document Object Model (DOM) and Events</p> <p>3.1 Introduction to the DOM</p> <p>DOM structure and hierarchy</p> <p>Accessing and manipulating DOM elements</p> <p>DOM manipulation methods</p> <p>3.2 Events</p> <p>Event handling</p> <p>Event types (click, submit, keypress, etc.)</p> <p>Event propagation and delegation</p> <p>3.3 AJAX and Fetch API</p> <p>Introduction to asynchronous programming</p> <p>Making HTTP requests with Fetch</p> <p>Handling responses and errors</p>	12
4	<p>Advanced JavaScript Concepts</p> <p>4.1 ES6 and Beyond</p> <p>Let and const declarations</p> <p>Arrow functions</p> <p>Template literals</p> <p>4.2 Promises</p> <p>Introduction to promises</p> <p>Chaining and handling errors</p> <p>Async/await syntax</p> <p>4.3 Modules and Bundlers</p> <p>Introduction to ES6 modules</p> <p>Using module syntax</p>	12

	Introduction to bundlers (e.g., Webpack) Introduction to TypeScript	
		48

Books recommended:

1. "Eloquent JavaScript: A Modern Introduction to Programming" by Marijn Haverbeke
2. "JavaScript: The Good Parts" by Douglas Crockford
3. "You Don't Know JS" series by Kyle Simpson
4. "JavaScript: The Definitive Guide" by David Flanagan
5. "Head First JavaScript Programming" by Eric Freeman and Elisabeth Robson
6. "Speaking JavaScript" by Axel Rauschmayer
7. "Programming JavaScript Applications" by Eric Elliott
8. "JavaScript: The Web Technologies Series" by David Sawyer McFarland
9. "Node.js Design Patterns" by Mario Casciaro
10. "Learning React: A Hands-On Guide to Building Web Applications Using React and Redux" by Kirupa Chinnathambi.

Mapping of Program Outcomes with Course Outcomes

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

CO7				2			
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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 write and understand basic JavaScript code.

CO2. Students will be able to apply JavaScript concepts in manipulating the DOM.

PO 2 Critical Thinking and Problem solving

CO5. Students will be able to incorporate external JavaScript libraries into their web projects.

CO6. Students will be able to debug and troubleshoot JavaScript code efficiently.

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

CO3. Students will be able to create interactive web pages using JavaScript.

PO 4 Research-Related Skills

CO6. Students will be able to debug and troubleshoot JavaScript code efficiently.

CO7. Students will be able to demonstrate a basic understanding of JavaScript best practices and coding conventions.

PO 5 Personal and Professional competence

CO3. Students will be able to create interactive web pages using JavaScript.

CO4. Students will be able to use JavaScript to validate form inputs and handle user events.

CO5. Students will be able to incorporate external JavaScript libraries into their web projects.

Paper Code : UBECDM-356 **Total Credits** : 06
Paper Title : INTERNSHIP-III (SOCIAL MEDIA MARKETING) **No. of lectures** : 90

Course Objectives:

1. Understand the importance of marketing research in decision-making and strategic planning.
2. Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.
3. Learn about different types of marketing research methodologies and techniques.
4. Gain an understanding of ethical considerations in marketing research.
5. Develop critical thinking and problem-solving skills through practical application of marketing research concepts.
6. Enhance communication skills through the presentation and interpretation of research findings.

Course Outcomes:

CO1: Understand the importance of marketing research in decision-making and strategic planning.

CO2: Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.

CO3: Learn about different types of marketing research methodologies and techniques.

CO4: Gain an understanding of ethical considerations in marketing research.

CO5: Develop critical thinking and problem-solving skills through practical application of marketing research concepts.

CO6: Enhance communication skills through the presentation and interpretation of research findings.

PROJECT ON SOCIAL MEDIA MARKETING:

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

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?)

Recommended Books:

1 Text Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick

4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

2 Reference Books

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.

6. Advanced Web Metrics with Google Analytics by Brian Clifton.

7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1: Understand the importance of marketing research in decision-making and strategic planning.

PO 2 Critical Thinking and Problem solving

CO2: Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.

CO3: Learn about different types of marketing research methodologies and techniques.

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

CO3: Learn about different types of marketing research methodologies and techniques.

PO 4 Research-Related Skills

CO1: Understand the importance of marketing research in decision-making and strategic planning.

CO4: Gain an understanding of ethical considerations in marketing research.

PO 5 Personal and Professional competence

CO5: Develop critical thinking and problem-solving skills through practical application of marketing research concepts.

PO 6 Effective Citizenship and Ethics

CO6: Enhance communication skills through the presentation and interpretation of research findings.