



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 -IV

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

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

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

E-COMMERCE & DIGITAL MARKETING (ECDM)

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

Eligibility criteria : 12th Pass (any stream)

Preamble

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

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

dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

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

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

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

Programme Specific Outcomes (PSOs)

Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Bachelor of Vocation (B.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

PO1	Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
PO2	Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
PO3	Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
PO4	Industry Relevance and entrepreneurial abilities: The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
PO5	Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
PO6	Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
PO7	Research and Innovations: Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
PO8	Global Perspective: In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
PO9	Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
PO10	Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

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. Sunil J. Pawar	Chairman
2.	Prof. Mahesh Phule	Member
3.	Prof. Dr. Pravin Yadav	Vice-Chancellor Nominee
4.	Prof. Dr. Anup Mule	Expert from other University
5.	Prof. Dr. Ashish Malani	Expert from other University
6.	Mr. Vilas Borate	Industry Expert
7.	Prof. Snehal Takawane	Member
8.	Mr. Sarthak Devkule	Meritorious Alumni
9.	Miss. Shruti Erande	Student Representative
10.	Mr. Aniket Surawade	Student Representative

Course & Credit Structure for S.Y. B.Voc. E-Commerce (2023 Pattern as per NEP-2020)

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/ Practical	02
	Field Project (FP)	ECD-235-FP	Field Project (FP)	Practical	02
	Generic IKS Course (IKS)	ECD-245-IKS	Common	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- SEC	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)	Practical	02
Total Credits Semester-IV					22
Cumulative Credits Semester III + Semester IV					46

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Major Mandatory
Course Code	: ECD-251-MJM
Course Title	: Social Media Marketing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understanding Social Media Fundamentals to gain a comprehensive understanding of social media platforms, their unique characteristics, and how they fit into the broader marketing landscape.
2. To content Creation and Strategy to learn how to create engaging, high-quality content that resonates with target audiences. Develop skills in content strategy, including planning, creation, and distribution.
3. To audience Analysis and Targeting to understand how to analyse and identify target audiences on various social media platforms. Learn how to create audience personas and refine messaging for different demographics.
4. To platform Mastery to acquire practical skills in using major social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) for marketing, including post creation, advertising options, and analytics.
5. To building and Engaging Community to learn strategies for building a loyal brand community on social media, fostering engagement, and encouraging user-generated content.
6. To analytics and Measurement to develop the ability to measure and analyse social media performance using various tools and metrics. Learn how to interpret data to inform future strategies.
7. To paid Advertising Strategies to understand the different types of social media advertising and how to create effective ad campaigns that drive conversions and ROI.

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

CO1. Students will gain knowledge about various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and their specific audiences, features, and best practices.

CO2. Students will learn to create engaging and relevant content tailored to different platforms, including text posts, images, videos, and stories.

CO3. Participants will be able to develop effective social media marketing strategies aligned with business goals, including identifying target audiences and setting measurable objectives.

CO4. Students will learn how to use social media analytics tools to measure performance, track campaigns' success, and derive actionable insights to optimize future efforts.

CO5. Learners will understand the importance of community management and will develop skills to engage with followers, respond to inquiries, and foster positive brand interactions.

CO6. Students will explore the fundamentals of social media advertising, including creating, managing, and optimizing ad campaigns, and understanding budgeting and bidding strategies.

CO7. Participants will understand how social media contributes to brand identity and will learn techniques for building and maintaining a strong brand presence online.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Social Media Landscape: Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts, Word of Mouth and Viral Marketing, Consumer-generated content -Encouraged and Organic, Friends, Fans, Followers , Blogs (compare to websites) - Personal, Corporate. Top tier platforms, such as Facebook, X(Twitter), LinkedIn, YouTube, etc, Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media: In-house guidelines, Copyright and Trademark Implications.	8

2	Social Media Strategy and Tactics: Getting an organization ready for Social Media, Defining the social media goals, Content Management, Know your audience; what are they doing, Touch point analysis, Scheduling; Creating content, Managing content programs, Planning Worksheets, Everyone in the organization has a stake in social media strategy, incorporating blogs into social media strategies, Role of AI in social media promotion, prompts strategies.	8
3	Social Media Conversations: Return on Conversations versus Return on Investments, Conversation happens with or without you, Understanding each community, the social media conversation, social media listening tools, the connection between PR efforts and social media, professional ethics matter, define who owns the conversation, branding and messaging consistency, transparency, building trust and relationships.	6
4	Setting Up Tools: <ul style="list-style-type: none"> • Facebook: Creating groups and pages, Tips and Guides, Posts, Paid Promotion Ads, Contests, • Google+: Set-up and usage, Company profile, Hangouts, Authorship, • YouTube: Long-form video platforms, Setting up a channel, Managing content, YouTube, • X(Twitter) Set-up and usage Tips. • LinkedIn: Tips and Guides, Review of profiles, • Pinterest: Get a Pinterest account, Set up your profile. • Instagram: Introduction to Instagram Setting Up Your Instagram Account, Content Creation Basics. • Blogger: Introduction to Blogging, Choosing Your Niche and Target Audience. 	8
		30

Practical (Based on the above Units):

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

References:**1 Text Books**

1. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, and Deborah E. Edwards-Bennett.
2. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk.
3. "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald.

4. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
5. "Social Media Marketing for Dummies" by Shiv Singh and Stephanie Diamond.
6. "Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit" by Joe Pulizzi and Robert Rose

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will gain knowledge about various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and their specific audiences, features, and best practices.

CO2. Students will learn to create engaging and relevant content tailored to different platforms, including text posts, images, videos, and stories.

PO 2 Critical Thinking and Problem solving

CO2. Students will learn to create engaging and relevant content tailored to different platforms, including text posts, images, videos, and stories.

CO3. Strategy Development: Participants will be able to develop effective social media marketing strategies aligned with business goals, including identifying target audiences and setting measurable objectives

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

CO4. Students will learn how to use social media analytics tools to measure performance, track campaigns' success, and derive actionable insights to optimize future efforts.

PO 4 Research-Related Skills

CO5. Learners will understand the importance of community management and will develop skills to engage with followers, respond to inquiries, and foster positive brand interactions.

CO6. Students will explore the fundamentals of social media advertising, including creating, managing, and optimizing ad campaigns, and understanding budgeting and bidding strategies.

PO 5 Personal and Professional competence

CO7. Participants will understand how social media contributes to brand identity and will learn techniques for building and maintaining a strong brand presence online.

PO 6 Effective Citizenship and Ethics

CO1. Students will gain knowledge about various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and their specific audiences, features, and best practices.

PO 7 Environment and Sustainability

CO6. Students will explore the fundamentals of social media advertising, including creating, managing, and optimizing ad campaigns, and understanding budgeting and bidding strategies.

CO7. Participants will understand how social media contributes to brand identity and will learn techniques for building and maintaining a strong brand presence online.

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Major Mandatory
Course Code	: ECD-252-MJM
Course Title	: Integrated Marketing Communication
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To provide an overview of the range of tools available for Marketing Communications
2. To provide an understanding of the basic principles of planning and execution in Marketing Communications
3. To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
4. To sensitize students to the various facets of advertising, public relation and promotion management.
5. To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

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

CO1 Students will develop a comprehensive understanding of marketing communication theories, principles, and practices.

CO2 Students will learn to think strategically about how to integrate various marketing communication tools and channels to deliver a consistent message.

CO3 Students will be able to analyze various communication channels (e.g., digital, print, social media) and select the most appropriate ones for specific marketing objectives.

CO4 Students will gain skills in designing and developing integrated marketing communication campaigns that align with organizational goals.

CO5 Students will learn to identify and segment target audiences, understanding their needs and preferences to tailor communication effectively.

CO6 Students will develop skills in creating compelling content that resonates with audiences across different platforms and formats.

CO7 Students will understand how to measure and evaluate the effectiveness of integrated marketing communication campaigns using various metrics and analytical tools.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction of IMC: IMC components – advertising tools, promotional tools, integrated tools, refining the IMC program; The role of IMC in Digital Marketing. Current trends in Digital Marketing, Role of AI in IMC.	6
2	Advertising: Overview of advertising management; Advertising and IMC process; Choosing an advertising agency; Advertising planning and research; Advertising goals – building brand images, providing information, persuasion, supporting marketing efforts , encouraging action; Advertising budget; Media Selection; Case study.	8
3	Sales Promotion: The scope; role of sales promotion; Consumer oriented sales promotion; Trade oriented sales promotion; Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling, Case study.	8
4	Emerging media platforms and other IMC options: Public Relations Publicity and Corporate advertng; Creating positive image building activities; Role of internet in PR. Emerging media platforms, Internet, Mobile marketing, Sponsorships and event marketing, Trade shows and fairs, Buzz marketing. Difference between direct marketing and traditional advertising. Case study. Evaluation Monitoring and Control: Measuring the effectiveness of promotional program; Measuring the effectiveness of other	8

	program elements.	
		30

Practical (Based on the above Units):

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

References:**Recommended Books:**

1. Integrated Advertising, Promotion and Marketing Communication by Clow, Kenneth & Black,

Donald, Pearson Education, New Delhi.

2. Advertising and Promotion by Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.

Reference Books:

1. Advertising Management by Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.

2. Advertising and Promotions, Semenik Allen, Cengage Learning

3. Advertising and Promotion, SHH Kazmi, Satish Batra, Excel Books

4. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill

5. Integrated Marketing Communication perspectives- Tata McGraw Hill, Publication

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO6 Students will develop skills in creating compelling content that resonates with audiences across different platforms and formats.

PO 2 Critical Thinking and Problem solving

CO2 Students will learn to think strategically about how to integrate various marketing communication tools and channels to deliver a consistent message.

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

CO1 Students will develop a comprehensive understanding of marketing communication theories, principles, and practices.

PO 4 Research-Related Skills

CO7 Students will understand how to measure and evaluate the effectiveness of integrated marketing communication campaigns using various metrics and analytical tools.

PO 5 Personal and Professional competence

CO4 Students will gain skills in designing and developing integrated marketing communication campaigns that align with organizational goals.

CO5 Students will learn to identify and segment target audiences, understanding their needs and preferences to tailor communication effectively.

PO 6 Effective Citizenship and Ethics

CO7 Students will understand how to measure and evaluate the effectiveness of integrated marketing communication campaigns using various metrics and analytical tools.

PO 7 Environment and Sustainability

CO1 Students will develop a comprehensive understanding of marketing communication theories, principles, and practices.

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Major Mandatory
Course Code	: ECD-253-MJM
Course Title	: Web Designing using JavaScript
No. of Credits	: 02
No. of Teaching Hours	: 30

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:

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

- 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.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
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 Iterating through arrays and objects 1.4.3 Functions Function declaration and expression Parameters and return values Scope and closures	08
2	Working with Arrays and Objects 2.1 Arrays Creating and manipulating arrays Array methods (push, pop, shift, unshift, etc.) Iterating through arrays 2.2 Objects Creating and working with objects Object properties and methods Object -oriented programming concepts 2.3 JSON (JavaScript Object Notation) Introduction to JSON Parsing and stringify Working with JSON data	08
3	Document Object Model (DOM) and Events 3.1 Introduction to the DOM DOM structure and hierarchy Accessing and manipulating DOM elements DOM manipulation methods 3.2 Events Event handling Event types (click, submit, keypress, etc.) Event propagation and delegation 3.3 AJAX and Fetch API Introduction to asynchronous programming Making HTTP requests with Fetch Handling responses and errors	08
4	Advanced JavaScript Concepts 4.1 ES6 and Beyond Let and const declarations Arrow functions Template literals 4.2 Promises	06

	Introduction to promises Chaining and handling errors Async/await syntax 4.3 Modules and Bundlers Introduction to ES6 modules Using module syntax	
		30

References:

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		
CO6		3		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 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 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.

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Major Mandatory
Course Code	: ECD-254-MJM
Course Title	: CMS platforms for E-Commerce Websites
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the basics of WordPress and its functionalities.
2. To learn to install and set up a WordPress website.
3. To develop proficiency in creating and managing different types of content in WordPress, such as pages, posts, and media.
4. To explore and customize WordPress themes to create visually appealing websites.
5. To gain knowledge of various WordPress plugins and their functionalities.
6. To learn to optimize and secure WordPress websites for better performance and protection against cyber threats.
7. To understand search engine optimization (SEO) techniques and apply them to WordPress websites.
8. Learn to analyze website traffic using WordPress analytics tools.
9. To develop skills for troubleshooting common WordPress issues and errors.
10. To gain practical experience by working on real-world WordPress projects.

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

- CO1. Ability to set up and configure a WordPress website from scratch.
- CO2. Proficiency in creating and managing different types of content in WordPress.

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

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

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

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

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

CO8. Ability to troubleshoot common WordPress issues and errors.

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

CO10. Overall proficiency in WordPress website development and management.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	<p>Basics Wordpress – Overview : What Is Content Management System (Cms), Features, Advantages, Disadvantages , Wordpress – Installation , System Requirements For Wordpress , Download Wordpress, Create Store Database , Set Up Wizard, Wordpress – Dashboard , Dashboard Menu, Screen Options , Welcome , Quick Draft , Wordpress News, Activity , At A Glance ,</p> <p>Settings: Wordpress – General Settings , Wordpress – Writing Settings , Wordpress – Reading Settings , Wordpress Discussion Settings , Wordpress – Media Settings , Wordpress – Permalink Settings , Wordpress – Plugin Settings ,</p>	8
2	<p>Categories: Wordpress – Add Category , Wordpress – Edit Category , Wordpress – Delete Category , Wordpress – Arrange Categories , Posts: , Wordpress – Add Posts , Wordpress – Edit Posts , Wordpress – Delete Posts , Wordpress – Preview Posts , Wordpress – Publish Posts , Media : Wordpress – Media Library , Wordpress – Add Media , Wordpress – Insert Media , Wordpress – Edit Media , Pages: Wordpress – Add Pages, Title Wysiwyg Editor, Text Insertion , Publish, Page Attribute , Featured Images, Wordpress – Publish Pages , Wordpress – Edit Pages , Wordpress – Delete Pages .</p>	6

3	Tags : Wordpress – Add Tags, Wordpress – Edit Tags , Wordpress – Delete Tags , Links: , Wordpress – Add Links , Wordpress – Edit Links , Wordpress – Delete Links , Comments : Wordpress – Add Comments , Wordpress – Edit Comments , Wordpress – Moderate Comments Plugins : Wordpress – View Plugins , Wordpress – Install Plugins , Wordpress – Customize Plugins . Users : Wordpress – User Roles , Wordpress – Add Users , Wordpress – User Photo , Wordpress – Edit Users , Wordpress – Delete Users , Wordpress – Personal Profile .	8
4	Appearance : Wordpress – Theme Management , Wordpress – Customize Theme, Wordpress – Widget Management, Wordpress – Background . Advanced : Wordpress – Host Transfer , Wordpress – Version Update , Wordpress – Spam Protection , Wordpress – Backup & Restore , Wordpress Files Backup, Wordpress Database Backup , Restoring Wordpress Files , Restoring Wordpress Database, Wordpress – Optimization , Wordpress – Reset Password.	8
		30

Practical (Based on the above Units):

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

References:

1. WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress, Dr. Andy Williams.
2. "E-Commerce Platform Architecture: Concepts and Applications" by João Gama and Manuel C. Oliveira
3. "Shopify for Dummies" by Paul Mladjenovic
4. "Building E-Commerce Sites with WooCommerce: A Complete Guide" by Mark R. Linton
5. WordPress All-In-One For Dummies, Lisa Sabin-Wilson 3. <https://www.tutorialspoint.com>.
6. <https://www.javatpoint.com>

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		
CO6		3		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. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress. CO6. Understanding of SEO techniques and ability to apply them to WordPress websites to improve search engine visibility.

PO 2 Critical Thinking and Problem solving

CO2. Proficiency in creating and managing different types of content in WordPress. CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Minor
Course Code	: ECD-261-MN
Course Title	: Blogging
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

- 1.To understanding Blogging Platforms to learn about various blogging platforms (like WordPress, Blogger, Medium) and their features, including how to set up and manage a blog.
- 2.To content Creation to develop skills in creating engaging and relevant content for a target audience. This includes writing techniques, storytelling, and multimedia integration (such as images, videos, and infographics).
- 3.To audience Engagement to understand strategies for building and growing an audience. This could involve learning about SEO (Search Engine Optimization), social media promotion, and community engagement.
- 4.To marketing and Monetization To explore methods for marketing a blog, including using analytics to track performance. Study different monetization strategies like affiliate marketing, sponsored.
5. To students will learn how to design a visually appealing and user-friendly blog layout.
- 6.To students will develop skills to critically analyze their own and others' blogs to identify areas for improvement.
- 7.To students will understand the legal and ethical issues related to blogging, such as copyright, privacy, and fair use.

Course Outcomes:

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

CO1. Students will have a comprehensive understanding of the basics of blogging, including terminology, platforms, and content creation strategies.

CO2. Students will develop skills in writing engaging, clear, and well-structured blog posts that cater to their target audience.

CO3. Students will learn how to use SEO techniques and digital marketing strategies to increase the visibility of their blog posts and attract a larger audience.

CO4. Students will gain proficiency in using blogging platforms (such as WordPress, Blogger, or Medium) and basic web design principles to customize their blogs.

CO5. Students will be able to engage with their audience through comments, social media, and other interactive tools, and use analytics to measure and improve blog performance.

CO6 Students will understand various methods to monetize their blog, including affiliate marketing, sponsored content, and advertising.

CO7 Students will be aware of the ethical and legal aspects of blogging, such as copyright issues, plagiarism, and the importance of maintaining credibility.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction of Blogging: What is a Blog? Why we use Blogs? History of Blogging Advantages of Blog Disadvantages of blog. Blogging for Different Purposes - Personal branding, business promotion, storytelling, etc.	08
2	Choosing Your Niche Market: Setting Goals for Your Blog, Establishing purpose and audience Identifying Your Niche - Exercises for brainstorming and refining blog topics - Understanding Your Audience - Creating reader personas - Importance of targeting your audience	08
3	Setting Up Your Blog - Choosing a Blogging Platform - Comparison of platforms (WordPress, Blogger, Wix, etc.) - Domain Names and Hosting - How to choose a domain name - Overview of hosting options and setting up your blog	08

	Optimizing for SEO - Basic SEO principles (keywords, meta descriptions, etc.) - Tools to help with SEO tactics	
4	Content Creation - Writing Engaging Blog Posts - Structure of a blog post (headline, introduction, body, conclusion) - Importance of storytelling Promoting Your Blog - Social Media Strategies - Using social media platforms to drive traffic to your blog - Best practices for sharing content - Email Marketing Basics - Building an email list	06
		30

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

References:

1 Text Books:

1. "ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income" by Darren Rowse and Chris Garrett.
2. "Blogging for Dummies" by Amy Lupold Bair
3. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatric
4. "The Ultimate Guide to Blogging: How to Start a Blog, Increase Traffic, and Make Money Online" by J.R. Fisher
5. "Blogging All-in-One For Dummies" by Susan Gunelius
6. "The Bloggers' Guide to Online Marketing" by Mike Allton
7. "How to Blog for Profit: Without Selling Your Soul" by Ruth Soukup

Mapping of Program Outcomes with Course Outcomes

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

CO2. Students will develop skills in writing engaging, clear, and well-structured blog posts that cater to their target audience.

PO 2 Critical Thinking and Problem solving

CO2. Students will develop skills in writing engaging, clear, and well-structured blog posts that cater to their target audience.

CO3 Students will learn how to use SEO techniques and digital marketing strategies to increase the visibility of their blog posts and attract a larger audience.

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

CO5. Students will be able to engage with their audience through comments, social media, and other interactive tools, and use analytics to measure and improve blog performance.

PO 4 Research-Related Skills

PO 5 Personal and Professional competence

CO5. Students will be able to engage with their audience through comments, social media, and other interactive tools, and use analytics to measure and improve blog performance.

PO 6 Effective Citizenship and Ethics

CO7. Students will be aware of the ethical and legal aspects of blogging, such as copyright issues, plagiarism, and the importance of maintaining credibility.

PO 7 Environment and Sustainability

CO5. Students will be able to engage with their audience through comments, social media, and other interactive tools, and use analytics to measure and improve blog performance.

CO6. Students will understand various methods to monetize their blog, including affiliate marketing, sponsored content, and advertising.

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Minor
Course Code	: ECD-262-MN
Course Title	: WordPress Farmwork
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the basics of WordPress and its functionalities.
2. To learn to install and set up a WordPress website.
3. To develop proficiency in creating and managing different types of content in WordPress, such as pages, posts, and media.
4. To explore and customize WordPress themes to create visually appealing websites.
5. To gain knowledge of various WordPress plugins and their functionalities.
6. To learn to optimize and secure WordPress websites for better performance and protection against cyber threats.
7. To understand search engine optimization (SEO) techniques and apply them to WordPress websites.
8. Learn to analyze website traffic using WordPress analytics tools.
9. To develop skills for troubleshooting common WordPress issues and errors.
10. To gain practical experience by working on real-world WordPress projects.

Course Outcomes:

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

- CO1. Ability to set up and configure a WordPress website from scratch.
- CO2. Proficiency in creating and managing different types of content in WordPress.

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

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

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

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

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

CO8. Ability to troubleshoot common WordPress issues and errors.

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

CO10. Overall proficiency in WordPress website development and management.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Basics Wordpress – Overview : What Is Content Management System (Cms), Features, Advantages, Disadvantages , Wordpress – Installation , System Requirements For Wordpress , Download Wordpress, Create Store Database , Set Up Wizard, Wordpress – Dashboard , Dashboard Menu, Screen Options , Welcome , Quick Draft , Wordpress News, Activity , At A Glance , Settings: Wordpress – General Settings , Wordpress – Writing Settings , Wordpress – Reading Settings , Wordpress – Discussion Settings , Wordpress – Media Settings , Wordpress – Permalink Settings , Wordpress – Plugin Settings ,	08
2	Categories: , Wordpress – Add Category , Wordpress – Edit Category , Wordpress – Delete Category , Wordpress – Arrange Categories , Posts: , Wordpress – Add Posts , Wordpress – Edit Posts , Wordpress – Delete Posts , Wordpress – Preview Posts , Wordpress – Publish Posts , Media : Wordpress – Media Library , Wordpress – Add Media , Wordpress – Insert Media , Wordpress – Edit Media , Pages: Wordpress – Add Pages, Title Wysiwyg Editor, Text Insertion , Publish, Page Attribute , Featured Images, Wordpress – Publish Pages , Wordpress – Edit Pages , Wordpress – Delete Pages .	08
3	Tags : Wordpress – Add Tags, Wordpress – Edit Tags , Wordpress – Delete Tags , Links: , Wordpress – Add Links ,	08

	Wordpress – Edit Links , Wordpress – Delete Links , Comments : Wordpress – Add Comments , Wordpress – Edit Comments , Wordpress – Moderate Comments Plugins : Wordpress – View Plugins , Wordpress – Install Plugins , Wordpress – Customize Plugins . Users : Wordpress – User Roles , Wordpress – Add Users , Wordpress – User Photo , Wordpress – Edit Users , Wordpress – Delete Users , Wordpress – Personal Profile .	
4	Appearance : Wordpress – Theme Management , Wordpress – Customize Theme, Wordpress – Widget Management, Wordpress – Background . Advanced : Wordpress – Host Transfer , Wordpress – Version Update , Wordpress – Spam Protection , Wordpress – Backup & Restore , Wordpress Files Backup, Wordpress Database Backup , Restoring Wordpress Files , Restoring Wordpress Database, Wordpress – Optimization , Wordpress – Reset Password	06
		30

Practical (Based on the above Units):

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

References:

1. WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress, Dr. Andy Williams.
2. WordPress All-In-One For Dummies, Lisa Sabin-Wilson 3. <https://www.tutorialspoint.com>.
3. <https://www.tutorialspoint.com>
4. "WordPress for WooCommerce: A Complete Guide to Creating Your E-Commerce Store" by Kathy Brown

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	2	
CO5					3		
CO6		3		1			
CO7		1					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. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress. CO6. Understanding of SEO techniques and ability to apply them to WordPress websites to improve search engine visibility.

PO 2 Critical Thinking and Problem solving

CO2. Proficiency in creating and managing different types of content in WordPress. CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Open Elective
Course Code	: ECD-266-OE
Course Title	: Digital Marketing Tools
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To identify and Understand Digital Marketing Tools To recognize a variety of digital marketing tools (e.g., email marketing platforms, social media management tools, SEO analytics, and content management systems) and their respective roles in a comprehensive digital marketing strategy.
2. To evaluate Tool Effectiveness To assess the effectiveness and suitability of different digital marketing tools based on specific business goals, target audience, and budget considerations.
3. To implement Digital Marketing Strategies To apply digital marketing tools to design, execute, and manage effective online marketing campaigns across various channels, including social media, email, PPC advertising, and content marketing.
4. To analyze Data and Metrics To utilize analytics tools to track, measure, and interpret key performance indicators (KPIs) for digital marketing campaigns, employing data-driven insights to optimize marketing efforts.
5. To enhance Online Presence To develop skills to use tools for SEO, SEM, and social media optimization to enhance brand visibility and engagement in the digital landscape.
6. To collaborate and Communicate To work effectively in teams to create integrated digital marketing campaigns, leveraging various tools for project management, collaboration, and communication.
7. To stay Updated on Industry Trends To cultivate a mindset of continuous learning to stay abreast of emerging tools and technologies in digital marketing, adapting strategies to leverage those innovations effectively.

Course Outcomes:

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

CO1. Grasp the fundamentals of digital marketing and its role in the broader marketing strategy.

CO2. Gain hands-on experience with major digital marketing platforms like Google Analytics, Google Ads, Facebook Ads Manager, HubSpot, Mailchimp, and others.

CO3. Understand the principles of creating engaging and effective content tailored for various digital channels.

CO4. Understand the principles of creating engaging and effective content tailored for various digital channels.

CO5. Understand techniques for improving the effectiveness of digital marketing efforts in converting leads into customers.

CO6. Develop comprehensive digital marketing strategies that integrate multiple tools and channels.

CO7. Recognize the importance of privacy, data protection, and ethical practices in digital marketing.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Social Media Landscape: Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts, Word of Mouth and Viral Marketing, Consumer-generated content - Encouraged and Organic, Friends, Fans, Followers, Blogs (compare to websites) - Personal, Corporate. Top tier platforms, such as Facebook, Twitter, LinkedIn, YouTube, etc., Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media: In-house guidelines, Copyright and Trademark Implications.	08
2	Introduction to SEO (Search Engine Optimization): 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, Canonical tag, Site links, Keyword mapping, Introduction to WordPress	08
3	Introduction to Email Marketing •What is email marketing	08

	<ul style="list-style-type: none"> •The role of email marketing •What is needed to succeed at email marketing • Introduction to Advanced Email Marketing • Fundamentals of Email Marketing • Email Best Practices and Myths • Bulk Email concept • Things you can do with Emails 	
4	Introducing Google Analytics: Why Google analytics? How Google Analytics works, Google Analytics setup, How to set up views with filters	6
		30

References:

Recommended Books:

- 1."Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
- 2."Building a StoryBrand: Clarify Your Message So Customers Will Listen" by Donald Miller.
- 3."The New Rules of Marketing and PR" by David Meerman Scott
- 4."Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit" by Joe Pulizzi and Robert Rose. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- 5."Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown
- 6."Traction: How Any Startup Can Achieve Explosive Customer Growth" by Gabriele Weinberg and Justin Mares

Mapping of Program Outcomes with Course Outcomes

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

CO3.Understand the principles of creating engaging and effective content tailored for various digital channels.

CO4.Understand the principles of creating engaging and effective content tailored for various digital channels.

PO 2 Critical Thinking and Problem solving

CO6.Develop comprehensive digital marketing strategies that integrate multiple tools and channels.

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

CO3.Understand the principles of creating engaging and effective content tailored for various digital channels.

PO 4 Research-Related Skills

CO2.Gain hands-on experience with major digital marketing platforms like Google Analytics, Google Ads, Facebook Ads Manager, HubSpot, Mailchimp, and others.

PO 5 Personal and Professional competence

CO6.Develop comprehensive digital marketing strategies that integrate multiple tools and channels.

PO 6 Effective Citizenship and Ethics

CO7.Recognize the importance of privacy, data protection, and ethical practices in digital marketing.

PO 7 Environment and Sustainability

CO2.Gain hands-on experience with major digital marketing platforms like Google Analytics, Google Ads, Facebook Ads Manager, HubSpot, Mailchimp, and others.

**CBCS Syllabus as per NEP 2020 for S.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	: IV
Course Type	: Skill Enhancement Course(SEC)
Course Code	: ECD-271-SEC
Course Title	: Programming Lab on PHP
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the basics of web designing using PHP, including HTML, CSS, and JavaScript integration.
2. To learn the fundamentals of PHP programming, such as variables, data types, operators, control structures, functions, and arrays.
3. To gain knowledge of database integration with PHP, including connecting to a database, executing SQL queries, and handling data retrieval and storage.
4. To develop skills in creating dynamic web pages and implementing user interaction using PHP.
5. To learn how to work with PHP frameworks and libraries to enhance web development efficiency and functionality.
6. To understand the principles of responsive web design and create websites that are mobile-friendly and compatible with different devices and screen sizes.
7. To develop problem-solving skills and learn how to identify and debug common errors and issues in web designing using PHP.

Course Outcomes

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

- CO1. Students will be able to design and develop responsive websites using PHP, HTML, CSS, and JavaScript.
- CO2. Students will be able to create dynamic web pages and implement user interaction using PHP.

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

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

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

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

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

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction of PHP and Function: Introduction to PHP, What does PHP do?, Lexical structure, Language basics, Function and String: Defining and calling a function, Default parameters, Variable parameters, Missing parameters, Variable function, Anonymous function, Types of strings in PHP, Printing functions, Encoding and escaping, Comparing strings, Manipulating and searching strings, Regular expressions,	10
2	Introduction to Object Oriented Programming: PHP - What is OOP?, PHP OOP - Classes and Objects, Constructor, Destructor, Inheritance, Class Constants, Abstract Classes, Interfaces, Static Methods Static Properties, PHP Namespaces, PHP Iterables.	08
3	Web Techniques: PHP Forms: Form Handling, Form Validation, Forms - Required Fields, Forms - Validate E-mail and URL, Complete Form Example PHP XML: XML Parsers, SimpleXML Parser, SimpleXML - Get Node/Attribute	08
4	WEB DESIGNING TECHNOLOGIES: AJAX: Introduction of AJAX, AJAX web application model, AJAX –PHP framework, Performing AJAX validation, Handling XML data using php and AJAX, Connecting database using php and AJAX Advance PHP: Date, Time, file handling and cookies.	04
		30

References:

1. Programming PHP By RasmusLerdorf and Kevin Tatroe, O'Reilly publication
2. Beginning PHP 5 , Wrox publication
3. PHP web sevices, Wrox publication
4. AJAX Black Book, Kogent solution
5. Mastering PHP , BPB Publication 6. PHP cookbook, O'Reilly publication
- 6."PHP & MySQL: Server-side Web Development" by Jon Duckett
- 7."PHP Objects, Patterns, and Practice" by Mika Schwartz

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	1	2					
CO4		3	3				
CO5			2	1			
CO6			1		2		1
CO 7							

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

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

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

PO 2 Critical Thinking and Problem solving

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

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

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

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

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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