A.T.V.V. Mandal's

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Academic Year 2020 – 2021

Subject: CA - 301 Digital Marketing **Class : S.Y.B.B.A(CA)**

Semester III

Unit	Topics
1	**E-Commerce**
2	**Introduction to New Age Media (Digital) Marketing**
3	**Creating Initial Digital Marketing Plan**
4	**Marketing using Web Sites**
5	**Search Engine Optimization**
6	**Customer Relationship Management**
7	Social Media Marketing
8	**Digital Marketing Budgeting**

Objectives

1. The aim of this syllabus is to give knowledge about using digital marketing in and as business.
2. To make SWOT analysis, SEO optimization and use of various digital marketing tools.

Outcomes:

1. **Understand** the fundamentals and strategic importance of digital marketing in modern business practices.
2. **Apply** digital marketing concepts to real-world business scenarios, including running marketing campaigns and evaluating performance.
3. **Conduct** SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess a brand's digital presence and market position.
4. **Implement** SEO (Search Engine Optimization) techniques to improve website visibility and ranking on search engines.

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Academic Year 2020 – 2021

Subject: CA – 302 DataStructure **Class : S.Y.B.B.A(CA)**

Semester III

Unit	Topics
1	**Basic Concept and Introduction to Data Structure**
2	**Linear data structures**
3	**Linked List**
4	**Stacks**
5	**Queues**
6	**Trees**
7	**Graph**

Objectives:

1. To understand the concepts of ADTs
2. To learn linear data structures – lists, stacks, and queues
3. To understand sorting, searching, and hashing algorithms
4. To apply Tree and Graph structures

Outcomes:

1. Understand concepts of Abstract Data Types (ADTs).
2. Use linear data structures like lists, stacks, and queues.
3. Apply sorting, searching, and hashing techniques.
4. Implement tree and graph data structures.

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Academic Year 2020 – 2021

Subject: CA – 303 Software Engineering **Class : S.Y.B.B.A(CA)**

Semester III

Unit	Topics
1	**Introduction to System Concepts**
2	**Introduction to Software Engineering**
3	**Software Development Life Cycle**
4	**Requirement Engineering**
5	**Analysis And Design Tools**
6	**Software Testing**
7	**Software Maintenance and Software Re-Engineering**

Objectives:

1. To understand System concepts.
2. To understand Software Engineering concepts.
3. To understand the applications of Software Engineering concepts and Design in Software Development.

Outcomes:

1. Explain the basic concepts and characteristics of systems.
2. Describe key principles and methodologies of Software Engineering.
3. Apply Software Engineering concepts and design techniques in the development of software systems.

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Academic Year 2020 – 2021

Subject: CA – 304 PHP **Class : S.Y.B.B.A(CA)**

Semester III

Unit	Topics
1	PHP Basics
2	Control Structures and Loops
3	Functions, Objects and Errors
4	Working with Forms
5	More with Forms
6	Storing and protecting
7	My SQL Database Overview

Objectives:

1. Understand how server-side programming works on the web.
2. Using PHP built-in functions and creating custom functions
3. Understanding POST and GET in form submission.
4. How to receive and process form submission data.
5. Read and process data in a MySQL database.

Outcomes:

1. Explain the working of server-side programming in web development.
2. Use built-in and user-defined functions in PHP effectively.
3. Demonstrate form data handling using POST and GET methods.
4. Receive, validate, and process form submissions in PHP.
5. Perform basic operations to read and manipulate data from a MySQL database.

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Academic Year 2020 – 2021

Subject: CA – 305 Big Data **Class : S.Y.B.B.A(CA)**

Semester III

Unit	Topics
	Introduction To Big Data
	Introduction To Data Science
	Introduction To Machine Learning
	Data Analytics With R/Weka Machine Learning

Objectives:

1. To enable learners to develop expert knowledge and analytical skills in current and developing areas of analysis statistics, and machine learning
2. To enable the learner to identify, develop and apply detailed analytical, creative, problem-solving skills.
3. Provide the learner with a comprehensive platform for career development, innovation, and further study.

Outcomes:

1. Develop expertise in statistics and machine learning.
2. Apply analytical and problem-solving skills effectively.
3. Prepare for careers, innovation, and higher studies.

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Academic Year 2020 – 2021

Subject: CA – 401 Networking **Class : S.Y.B.B.A(CA)**

Semester IV

Unit	Topics
1	**Introduction to Computer Network**
2	**Network Models**
3	**Transmission Media**
4	**Wired and Wireless LAN**
5	**Network Devices**
6	Network Security

Objectives:

1. To gain knowledge about Computer Networks concepts.
2. To know about working of networking models, addresses, transmission medias and connectivity devices.
3. To acquire information about network security and cryptography.

Outcomes

1. Understand key concepts of computer networks.
2. Explain networking models, addressing, media, and devices.
3. Apply basic knowledge of network security and cryptography.

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Academic Year 2020 – 2021

Subject: CA – 402 Object Oriented Concept in CPP **Class : S.Y.B.B.A(CA)**

Semester IV

Unit	Topics
1	Introduction to C++
2	Beginning with C++
3	Classes and Objects
4	Constructors and Destructors
5	Inheritance
6	Polymorphism
7	Managing console, I/O operations
8	Working with Files
9	Templates

Objectives:

1. Acquire an understanding of basic object-oriented concepts and the issues involved in effective class design.
2. Enable students to write programs using C++ features like operator overloading, constructor and destructor, inheritance, polymorphism, and exception handling.

Outcomes

1. Understand fundamental object-oriented programming concepts and class design principles.
2. Develop C++ programs using features like operator overloading, constructors/destructors, inheritance, polymorphism, and exception handling.

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Academic Year 2020 – 2021

Subject: CA – 403 Operating System **Class : S.Y.B.B.A(CA)**

Semester IV

Unit	Topics
1	Introduction to Operating System
2	System Structure
3	Process Management
4	CPU Scheduling
5	Process Synchronization
6	Deadlock
7	Memory Management
8	File System
9	I/O System

Objectives

1. To know the services provided by Operating System
2. To know the scheduling concept
3. To understand design issues related to memory management and various related algorithms.
4. To understand design issues related to File management and various related algorithms.

Outcomes

1. Understand the core services of an Operating System.
2. Explain CPU scheduling concepts and algorithms.
3. Apply memory management techniques and algorithms.
4. Understand file management methods and related algorithms.

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Academic Year 2020 – 2021

Subject: CA – 404 Advance PHP **Class : S.Y.B.B.A(CA)**

Semester IV

Unit	Topics
1	**Introduction to Object Oriented Programming in PHP**
2	**Web Techniques**
3	**XML**
4	**Ajax with PHP**
5	Introduction to Web Services
6	**PHP Framework (Joomla / Druple)**

Objectives

1. To know & understand concepts of internet programming.
2. Understand how server-side programming works on the web.
3. Understanding How to use PHP Framework (Joomla / Druple)

Outcomes

1. Understand the fundamentals of internet programming.
2. Explain the working of server-side web programming.
3. Use PHP frameworks like Joomla or Drupal effectively.

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Academic Year 2020 – 2021

Subject: CA – 407 J Query **Class : S.Y.B.B.A(CA)**

Semester IV

Unit	Topics
1	J Query Introduction
2	HTML Manipulation
3	Effects and Events

Objectives:

1. To get hands-on experience on JavaScript and jQuery.
2. To learn how to work with binding events to the controls in JavaScript.
3. To learn how to download jQuery library and refer it to the Html page.
4. To learn the importance of $(document).ready(function(){ });
5. To learn selecting the Html elements by name, attribute name, id or by content.
6. To Learn Traversing of Html elements.
7. To learn handling different events for different Controls.

Outcomes

1. Students will be able to use JavaScript and jQuery to manipulate HTML elements and handle events effectively.
2. Students will understand how to download and reference the jQuery library, and utilize for DOM initialization.
3. Students will be capable of selecting, traversing, and binding events to HTML elements using various jQuery methods.

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