



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
 Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
 Recognized Under Sec. 2(f) of UGC Act 1956
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Course Delivery Plan-2024-25

Course Code: BA JMC-201	Course Name: DEVELOPMENT COMMUNICATION	Type: Core Course	L: 4 lectures/Week		Credits: 4
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Name of Faculty: Dr. Shivendu Kumar Rai

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CO1	Learners would have the understanding of Development Communication along with the Economic and Social Indicators,
CO2	Learners would be able to analyze & evaluate the models and paradigms of Development Communication
CO3	Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.
CO4	Learners would be able to develop the social marketing strategy & inferences for development.
CO5	Learners would be able to create Campaigns on Societal Development.

Sr. No.	Unit No.	Lecture	Lecture Outcome	Problem Solving Methodologies	Participative Learning	Experiential Learning	Mode of Delivery	ICT Tools	Mapping with / Corresponding CO	Class Material	Additional Material	Mode of Assessment	Keyword
L1.	Unit-1	Definition of Development Communication	Students would be able to understand the concept of Development Communication		Lecture With DISCUSSION		CONCEPT CLASSES	PPT	CO1	http://erp.tecnia.in/lpprerequisite.asp?course=5&sem=3&shift=1&papercode=BJMC201&paperabr=DC&paper=	Communication and Development, V.S.Gupta, Concept publications	Assignment-1	D4C,Tencia, Higher Education, Media, Development, Development Communication, Communication, Mass Communication
L2.	Unit-1	Concept of Development Communication	Students would be able to understand the concept of Development Communication		Lecture With DISCUSSION		CONCEPT CLASSES	PPT	CO1	http://erp.tecnia.in/lpprerequisite.asp?course=5&sem=3&shift=1&papercode=BJMC201&paperabr=DC&paper=	Communication and Development, V.S.Gupta, Concept publications		Tencia, Higher Education, Media, Concept of Development Communication,
L3.	Unit-1	Indicators of Development Communication	Students would be able to understand the indicators of Development Communication		DISCUSSION		PRESENTATION		CO1	http://erp.tecnia.in/lpprerequisite.asp?course=5&sem=3&shift=1&papercode=BJMC201&paperabr=DC&paper=	Communication and Development, V.S.Gupta, Concept publications		Indicators of Development, DC, C4D, Tencia, Higher Education, Media, Concept of Development Communication,
L4.	Unit-1	Communication as an Indicator of Development	Students would be able to understand the Indicators of Development Communication		Lecture With Discussion		PRESENTATION	PPT	CO2	http://erp.tecnia.in/lpprerequisite.asp?course=5&sem=3&shift=1&papercode=BJMC201&paperabr=DC&paper=	Communication and Development, V.S.Gupta, Concept publications		Development Indicators, Tencia, Higher Education, Media, Concept of Development Communication,
L5.	Unit-1	Role of ICT	Students would be able to understand Communication as an Indicator of Development				CONCEPT CLASSES	BLOGS/AUDIO AND VISUAL	CO1	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.		ICT, Role of ITC , Development Tencia, Higher Education, Media, Concept of Development Communication,

L6.	Unit-1	Development Indicators Social and Economic	Students would be able to understand the Role of ICT		Lecture With DISCUSSION				CO1,CO2	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Social Change and Development, Economic Development, Tencia, Higher Education, Media, Concept of Development Communication,
L7.	Unit-1	GDP Human Development Index	Students would be able to remember the Social and Economic Indicators of Development		Lecture With DISCUSSION		PRESENTATION	SMART BOARD/PPT	CO1,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage	Class Test With MCQ	GDP, Human Development, Human Index, Tencia, Higher Education, Media, Concept of Development Communication,
L8.	Unit-1	GNP Human Development Index	Students would be able to remember the Social and Economic Indicators of Development		Lecture With DISCUSSION		PRESENTATION	SMART BOARD/PPT	CO1,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Human Development, GDP, Indian Development Indicator, Tencia, Higher Education, Media, Concept of Development Communication,
L9.	Unit-1	Happiness Index	Students would be able to understand GDP/GNP Human Development Index		Lecture With DISCUSSION		PRESENTATION	YOUTUBE	CO1,CO2	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.		Happiness Index, UNDP, Tencia, Higher Education, Media, Concept of Development Communication,
L10.	Unit-1	Human Rights as an Indicator	Students would be able to understand Happiness Index		Lecture with DISCUSSION				CO2,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Human Rights, Human Rights Indicators, IndicatorTencia, Higher Education, Media, Concept of Development Communication,
L11.	Unit-1	Approaches to Development Communication	Students would be able to remember Human Rights as an Indicator		Lecture With PRESENTATION		CONCEPT CLASSES	PPT	CO2,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Approaches to Development Communication, Development Approaches, Tencia, Higher Education, Media, Concept of Development Communication,
L12.	Unit-1	Development Communication Diffusion of Innovation	Students would be able to remember Human Rights as an Indicator		Lecture With PRESENTATION		CONCEPT CLASSES	PPT	CO2,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Development Communication, Diffusion of Innovation, Tencia, Higher Education, Media, Concept of Development Communication,

L13.	Unit-1	Approaches to Development Communication Magic Multiplier	Students would be able to remember Approaches to Development Communication Diffusion of Innovation		PRESENTATION		CONCEPT CLASSES	PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.		Approaches to Development, Communication Magic Multiplier, Tencia, Higher Education, Media, Concept of Development Communication,
L14.	Unit-1	Communication and Social Change Gandhian Perspective	Students would be able to remember Approaches to Development Communication Diffusion of Innovation		DISCUSSION			PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage	Quiz Test	Communication and Social Change, Gandhian Perspective, Gandhi, Tencia, Higher Education, Media, Concept of Development Communication,
L15.	Unit-1	Panchayati Raj	Students would be able to understand Communication and Social Change Gandhian Perspective		DISCUSSION			PPT	CO1, CO2	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Publications.		Panchayati Raj, Panchayti Systems, Tencia, Higher Education, Media, Concept of Development Communication,
L16.	Unit-1	Case Studies Kheda	Students would be able to understand Panchayati Raj		Lecture With PRESENTATION			PPT	CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Development Communication Projects, Case Studies Kheda, Developments Case, Tencia, Higher Education, Media, Concept of Development Communication,
L17.	Unit-1	Case Studies SITE	Students would be able to understand Kheda				PRESENTATION	PPT	CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Development Communication Projects, Case Studies SITE, SITE, Tencia, Higher Education, Media, Concept of Development Communication,
L18.	Unit-1	Water Harvesting Management	Students would be able to understand SITE				CONCEPT CLASSES	PPT	CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	Assignment: 2 & 2 Field Visit Report With Group Wise on Case Study of MNREGA and NHRM	Water Harvesting Management, Development Communication Projects, Case Studies of Development, Tencia, Higher Education, Media, Concept of Development Communication,

L19.	Unit-1	MNREGA	Students would be able to remember Water Harvesting Management			Field Visit			CO1,CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.	Development Communication Projects, Case Studies of Development, MNREGA, Tencia, Higher Education, Media, Concept of Development Communication,	
L20.	Unit-1	NHRM	Students would be able to remember Water Harvesting Management			Field Visit			CO1,CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		NHRM, Development Communication Projects, Case Studies of Development, Tencia, Higher Education, Media, Concept of Development Communication,
L21.	Unit-1	Case Study of MNREGA and NHRM	Students would be able to understand MNREGA				CONCEPT CLASSES	YOUTUBE	CO1,CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Case Study of MNREGA and NHRM, Tencia, Higher Education, Media, Concept of Development Communication,
L22	Unit-1	Sustainable Development Goals	Students willd be aware		DISCUSSION		FLIP CLASSROOM	PPT	CO1,CO2,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=		Development Communication Projects, Case Studies of Development, NHRM, MNREGA, Tencia, Higher Education, Media, Concept of Development Communication,
L23.	Unit-1	Revision D4C Basic Concept	Doubt clearing session					PPT				Quiz Test	D4C, Development communication, Tencia, Higher Education, Media, Concept of Development Communication,
L24.	Unit-2	Linear Models: Rostows Demographic(Stages of Growth)	Students would be able to understand Linear and Non-Linear Models		Lecture With PRESENTATION		FLIP CLASSROOM	PPT		http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.	Extempore after Lecture Related Topic	Development Communication Linear Models: Rostows Demographic(Stages of Growth), Projects, Case Studies of Development, NHRM, MNREGA, Tencia, Higher Education, Media, Concept of Development Communication,

L25.	Unit-2	Linear Models:Transmission	Students would be able to remember Linear Models: Rostows Demographic(Stages of Growth)	CONCEPT CLASSES			CONCEPT CLASSES	PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	Case Study on Development Projects	Linear Models: Rostows Demographic(Stages of Growth) Tencia, Higher Education, Media, Concept of Development Communication,
L26.	Unit-2	Non-Linear: World System Theory	Students would be able to remember Linear Models: Transmissions		Lecture With Presentation			PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Non-Linear: World System Theory, D4C, Development Approach, Tencia, Higher Education, Media, Concept of Development Communication,
L27.	Unit-2	Non Linear Model: Non Marxist Theory	Students would be able to remember Non-Linear: World System Theory	CONCEPT CLASSES				PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Non Linear Model: Non Marxist Theory, Tencia, Higher Education, Media, Concept of Development Communication,
L27.	Unit-2	Changing Paradigms of Development	Students would be able to remember Non Linear Model: Non Marxist Theory	CONCEPT CLASSES				PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Changing Paradigms of Development, C4D, Tencia, Higher Education, Media, Concept of Development Communication,
L28.	Unit-2	Alternative Paradigm Participatory	Students would be able to understand Changing Paradigms of Development	CONCEPT CLASSES				PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Development Management, Alternative Paradigm Participatory, Tencia, Higher Education, Media, Concept of Development Communication,
L29.	Unit-2	Non-Linear: World System Theory	Students would be able to understand Alternative Paradigm Participatory		Lecture With Presentation			PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Non-Linear: World System Theory, Tencia, Higher Education, Media, Concept of Development Communication,
L30.	Unit-2	Alternative Paradigms: Participatory	Students would be able to understand Non-Linear: World System Theory	TUTORING				PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	Case Study on Development Projects	Alternative Paradigms: Participatory , Tencia, Higher Education, Media, Concept of Development Communication,
L31.	Unit-2	Alternative Paradigms: Participatory, Think local/Act global	Students would be able to understand Non-Linear: World System Theory	TUTORING			CONCEPT CLASSES	PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Alternative Paradigms: Participatory, Think local/Act global, Tencia, Higher Education, Media, Concept of Development Communication,

L32.	Unit-2	Alternative Paradigms: Think Global ActLocal	Students would be able to remember Alternative Paradigms: Participatory, Think local/Act global				PRESENTATION	YOUTUBE	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Alternative Paradigms: Think Global ActLocal, Tencia, Higher Education, Media, Concept of Development Communication,
L33.	Unit-2	Development Approach: Tutorial	Students would be able to understand Alternative Paradigms: Think Global ActLocal				PRESENTATION	YOUTUBE	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Alternative Paradigms: Think Global ActLocal, Tencia, Higher Education, Media, Concept of Development Communication,
L34.	Unit-2	Revision: Alternative Paradigms: Think Global ActLocal	Doubt clearing session		Lecture With PRESENTATION								Alternative Paradigms: Think Global ActLocal, Tencia, Higher Education, Media, Concept of Development Communication,
L35.	Unit-3	Role and Performance of Mass Media in Development	Students would be able to analyze Role and Performance of Mass Media in Development		Lecture With PRESENTATION		PRESENTATION	AUDIO/VISUAL	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage	Class PPT Presentations	Role and Performance of Mass Media, Development, Alternative Paradigms: Think Global ActLocal, Tencia, Higher Education, Media, Concept of Development Communication,
L36.	Unit-3	Development Support Communications	Students would be able to analyze Role and Performance of Mass Media in Development		Lecture With PRESENTATION		PRESENTATION	AUDIO/VISUAL	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Development Support Communications, Case Study on D4C, Tencia, Higher Education, Media, Concept of Development Communication,
L37.	Unit-3	Development Support Communications:Social Audit	Students would be able to analyze Role and Performance of Mass Media in Development		Lecture With PRESENTATION		PRESENTATION	AUDIO/VISUAL	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Development Support Communications:Social Audit, Tencia, Higher Education, Media, Concept of Development Communication,
L38.	Unit-3	Development Support Communications:Grass-root Activism	Students would be able to understand Development Support Communications:Social Audit	CONCEPT CLASSES				PPT	CO1,CO4	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.	Assignment Test-2	Development Support Communications:Grass-root Activism, Tencia, Higher Education, Media, Concept of Development Communication,

L39.	Unit-3	Development Support Communications: Whistle blowers	Students would be able to analyze Development Support Communications: Grass-root Activism				CONCEPT CLASSES	PPT	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Development Support Communications: Whistle blowers, Tencia, Higher Education, Media, Concept of Development Communication,
L40.	Unit-3	Role of NGOs in Development	Students would be able to understand Development Support Communications: Whistle blowers				CONCEPT CLASSES	PPT	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Publications.		Role of NGOs in Development, Tencia, Higher Education, Media, Concept of Development Communication,
L41.	Unit-3	Role of NGOs in Development	Students would be able to remember Role of NGOs in Development				CONCEPT CLASSES	PPT	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Role of NGOs in Development, Tencia, Higher Education, Media, Concept of Development Communication,
L42.	Unit-3	Cyber media and Development	Students would be able to remember Role of NGOs in Development			Field Visit	PRESENTATION	AUDIO/VISUAL	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Cyber media and Development, Tencia, Higher Education, Media, Concept of Development Communication,
L43.	Unit-3	Cyber media and Development: egovernance	Students would be able to remember Role of NGOs in Development			Field Visit	PRESENTATION	AUDIO/VISUAL	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Cyber media and Development: egovernance, Tencia, Higher Education, Media, Concept of Development Communication,
L44.	Unit-3	Cyber media and Development: digital democracy e-chaupal	Students would be able to understand Cyber media and Development: egovernance			Field Visit	CONCEPT CLASSES		CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	Class Test With MCQ-2	Tencia, Higher Education, Media, Concept of Development Communication,
L45.	Unit-3	Tutorials	Students would be able to understand Cyber media and Development: digital democracy e-chaupal	DISCUSSION			PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Tencia, Higher Education, Media, Concept of Development Communication,
L46.	Unit-3	Revision	Doubt clearing session					PPT	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Tencia, Higher Education, Media, Concept of Development Communication,
L47.	Unit-4	Social Marketing and Development: An Overview	Students would be able to understand Social Marketing and Development: An Overview	TUTORING			CONCEPT CLASSES	PPT	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Social Marketing , Development: An Overview, Tencia, Higher Education, Media, Concept of Development Communication,

L48.	Unit-4	Social Marketing and Development: An Overview	Students would be able to understand Social Marketing and Development: An Overview	DISCUSSION			PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage	Project Report on Development Communication	Tencia, Higher Education, Media, Concept of Development Communication,
L49.	Unit-4	Corporate Social Responsibility: Case studies in India	Students would be able to remember Corporate Social Responsibility: Case studies in India	DISCUSSION			PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Tencia, Higher Education, Media, Concept of Development Communication,
L50.	Unit-4	Corporate Social Responsibility: Case studies in India	Students would be able to remember Corporate Social Responsibility: Case studies in India	DISCUSSION		Field Visit	PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.		Tencia, Higher Education, Media, Concept of Development Communication,
L51.	Unit-4	Social change Campaign in India (Case studies)	Students would be able to remember Social change Campaign in India (Case studies)	DISCUSSION		Field Visit	PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage		Tencia, Higher Education, Media, Concept of Development Communication,
L52.	Unit-4	Social change Campaign in India (Case studies)	Students would be able to remember Social change Campaign in India (Case studies)	DISCUSSION		Field Visit	PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Publications.		Case study in development communication, Tencia, Higher Education, Media, Concept of Development Communication,
L53.	Unit-4	Development of Social Media Marketing Campaign	Students would be able to create Social Media Marketing Campaign	DISCUSSION		Field Visit	PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Social Media, Marketing Strategies,marketing campaign, Tencia,Tencia, Higher Education, Media, Concept of Development Communication,
L54.	Unit-4	Development of Social Media Marketing Campaign	Students would be able to create Social Media Marketing Campaign	DISCUSSION			PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.		Mass Media in Developments, Tencia, Higher Education, Media, Concept of Development Communication,
L56.	Unit-4	Development of social media marketing campaign	Doubt clearing session	DISCUSSION			PRESENTATION	YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	Class Test of All Units with shorts Questions	Social Media, Marketing Strategies,marketing campaign, Tencia, Higher Education, Media, Concept of Development Communication,
L57.	Unit-4	New Dimentions of D4C	Doubt clearing session	DISCUSSION				YOUTUBE	CO1,CO4,COS	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.		Tencia, Higher Education, Media, Concept of Development Communication,

L58.	Unit-1	Revision of Unit-1	Doubt clearing session	TUTORING				YOUTUBE-	CO1, CO2,CO4,	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	ICT use in Development, Tencia, Higher Education, Media, Concept of Development Communication,
L59.	Unit-2	Revision of Unit-II	Doubt clearing session	TuTORING				YOUTUBE-	CO1,CO3	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=	Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.	D4C.mTencia, Higher Education, Media, Concept of Development Communication,
L60.	Unit-3	Revision of Unit-III	Doubt clearing session	TuTORING				YOUTUBE-	CO1,CO4,CO5	http://erp.tecnia.in/CCM.asp?course=5&sem=3&shift=2&papercode=BJMC201&paperabr=DC&paper=		Students Question for DC, C4D,Tencia, Higher Education, Media, Concept of Development Communication,

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COURSE PLAN

AS PER BBA SCHEME & SYLLABUS 2021-2022 ONWARDS GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI.

Program Code:	017	Programme:	BACHELOR OF BUSINESS ADMINISTRATION (BBA)			Session:	2023-24	L	4	T/P	0	Credits	4		
Course Code:	BBA 313	Course Name:	Financial Modelling			Type:	Core / Skill Enhancement								

Objective: The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Outcome & Mapping, Course Articulation

				Apply knowledge of various functional areas of business	Develop communication and professional presentation skills	Demonstrate critical thinking and Analytical skill for business decision making	Illustrate leadership abilities to make effective and productive teams	Explore the implications and understanding the process of starting a new venture.	Imbibe responsible citizenship towards sustainable society and ecological environment.	Appreciate inclusivity towards diverse culture and imbibe universal values.	Foster Creative thinking to find innovative solutions for diverse business situations.	Apply reflective thinking and research skills using latest technological tools.	Assimilate technical functional knowledge of operations in business organization	Demonstrate strategic and proactive thinking towards business decision making.	Illustrate negotiation skills and networking abilities.
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8				
		CO1	Develop spread sheet model, tools and techniques	3	3	3	3	3	1	1	3				
		CO2	Create linked spreadsheet for decision making model	3	3	3	3	3	1	1	3				
		CO3	Apply financial models for decision making	3	3	3	3	3	1	1	3				

			Course Articulation (Average)	3	3	3	3	3	1	1	3				
Sr. No.	Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Problem Solving Methodologies	Participative Learning	Mode of Delivery	ICT Tools	Mapping with CO	Class material	Additional Material	Mode of Assessment	References	
1	L1	1	Basics of Excel	Students will able to understand about the Basics of excel			Lecture, Stimulate Discussion, Channel Thinking, Practice	https://www.youtube.com/watch?v=ByKcxsBZT2Q	PPT	CO1	PPT	https://www.youtube.com/watch?v=ByKcxsBZT2Q	QA session	Financial Modeling by Simon Beginning	
2	L2	1	Basics of Excel	Students will able to understand about the Basics of excel		Practical Applications	Flipped		PPT	CO1; CO2	PPT		Viva- voce		
3	L3	1	Commands of Excel	Students will able to understand about the commands of excel		Practical Applications	Lecture, Stimulate Discussion, Channel Thinking, Practice	https://www.youtube.com/watch?v=ShBTJrdioLo&t=5s	PPT	CO1	PPT	https://www.youtube.com/watch?v=ShBTJrdioLo&t=5s	QA Session		
4	L4	1	Commands of Excel	Students will able to understand about the commands of excel			Brainstroming, Inquiry Based Learning		PPT	CO1	PPT		Case study		
5	L5	1	Conditional Formatting	Students will able to understand about practical implication	Case Studies	Practical Applications	Flipped learning	https://www.youtube.com/watch?v=El28a08cXIU&list=PLmejDGrsgFyCV9D81ipOK2P1iqTYZ5sP1	PPT	CO1	PPT	https://www.youtube.com/watch?v=El28a08cXIU&list=PLmejDGrsgFyCV9D81ipOK2P1iqTYZ5sP1	QA Session		
6	L6	1	Formulas	Students will able to understand about practical implication		Practical Applications	Define , Evaluate and Practice		PPT	CO1	PPT		QA session		
7	L7	1	Formulas	Students will able to understand about practical implication		Practical Applications	Define , Evaluate and Practice		PPT	CO1	PPT				
8	L8	1	Formulas	Students will able to understand about practical implication			Define , Evaluate and Practice	https://www.youtube.com/watch?v=y1126PQ5zRU&t=24s	PPT	CO1	PPT	https://www.youtube.com/watch?v=y1126PQ5zRU&t=24s			

9	L9	1	Macros	Students will able to understand about practical implication					PPT	CO1	PPT		VIVA		
10	L10	1	What if analysis goal seek	Students will able to understand about macros of financial modelling			Blended learning		PPT	CO1	PPT	PPT			
11	L11	1	Data table	Students will able to understand about analysis importance			Define & Evaluate		PPT	CO1	Notes				
12	L12	1	Senario manager	Students will able to understand about the data			Define & Evaluate		PPT	CO1	PPT				
13	L13	1	Pivot table and chart	Students will able to understand about the data		Practical Applications	Brainstroming, Inquiry Based Learning		PPT	CO1	PPT				
14	L14	1	Pivot table and chart	Students will able to understand about table and charts		Practical Applications	Brainstroming, Inquiry Based Learning	https://www.youtube.com/watch?v=9NUjHBNWe9M	PPT	CO1	PPT	https://www.youtube.com/watch?v=9NUjHBNWe9M			
15	L15	1	DATA Analysis	Students will able to understand about table and charts			Flipped learning	https://www.youtube.com/watch?v=MnPVfxOTvvk	PPT	CO1	PPT	https://www.youtube.com/watch?v=MnPVfxOTvvk			
16	L16	2	Introduction to basic conpept	Students will able to understand about WACC	Case Studies				PPT	CO2	PPT			Financial Modeling for Business Owners and Entrepreneurs” by Craig W. Holden	
17	L17	2	Advanced excel to analysing Financial modelling	Students will able to understand about financialdata analysis		Practical Applications			PPT	CO2	PPT				
18	L18	2	Advanced excel to analysing Financial modelling	Students will able to understand about basic concept		Practical Applications		PPT	PPT	CO2	PPT				
19	L19	2	Advanced excel to analysing Financial modelling	Students will able to understand about advanced excel		Practical Applications			PPT	CO2	Student PPT on Topic		Student PPT on Topic		
20	L20	2	Advanced excel to analysing Financial modelling	Students will able to understand about advanced features		Practical Applications			PPT	CO2					

21	L21	2	Advanced excel to analysing Financial modelling	Students will able to understand about advanced features				https://www.youtube.com/watch?v=4mwaiA4rL4o	PPT	CO2	PPT	https://www.youtube.com/watch?v=4mwaiA4rL4o			
22	L22	2	Advanced excel to analysing Financial modelling	Students will able to understand about financial models			Define & Evaluate	PPT	PPT	CO2					
23	L23	2	Advanced excel to analysing Financial modelling	Students will able to understand about financial models			Define & Evaluate	PPT	PPT	CO2					
24	L24	2	Advanced excel to analysing Financial modelling	Students will able to understand about financial models				PPT	PPT	CO2			Class Test		
25	L25	2	Advanced excel to analysing Financial modelling	Students will able to valuation of discounted cash flow		Practical Applications		PPT	PPT	CO2		CLASS NOTES			
26	L26	2	Steps of financial model	Students will able to valuation of discounted cash flow			Brainstroming, Inquiry Based Learning	PPT	PPT	CO2		CLASS NOTES			
27	L27	2	Component of financial model	Students will able to valuation of discounted cash flow			Brainstroming, Inquiry Based Learning		PPT	CO2		CLASS NOTES	Group Presentation		
28	L28	3	Approaches to valuation discounted cash flow method	Students will able to valuation of discounted cash flow			Lecture, Stimulate Discussion, Channel Thinking, Socratic Method		PPT	CO2, CO3				Excel Modeling in Investments” by Craig W. Holden	
29	L29	3	Introduction to DCF Valuation	Students will able to valuation of discounted cash flow				https://www.youtube.com/watch?v=gLULdxrS-CU	PPT	CO2, CO3	https://www.youtube.com/watch?v=gLULdxrS-CU				
30	L30	3	Components of DCF Valuation	Students will able to comprehend dividend models			Blended Learning		PPT	CO2,CO3					
31	L31	3	Forecasting Cash Flow and Discount Rate	Students will able to comprehend dividend models					PPT	CO2, CO3					
32	L32	3	Discounting Cash Flows	Students will able to comprehend dividend models					PPT	CO2; CO3			MCQ		

33	L33	3	Discounting Cash Flows	Students will able to understand about transaction analysis					PPT	CO2; CO3					
34	L34	3	Discounting Cash Flows	Students will able to understand about transaction analysis					PPT	CO2; CO3					
35	L35	3	Discounting Cash Flows	Students will able to understand about relative valuation					PPT	CO2, CO3					
36	L36	3	Comparison with Other Valuation Methods	Students will able to understand about relative valuation					PPT	CO2, CO3					
37	L37	3	Dividend Discount Model	Students will able to understand about financial ratios				https://www.youtube.com/watch?v=TIH3_iOHX3s	PPT	CO2, CO3	https://www.youtube.com/watch?v=TIH3_iOHX3s				
38	L38	3	Dividend Discount Model	Students will able to understand about financial ratios	Case Studies		Define & Evaluation		PPT	CO2, CO3			Class Test		
39	L39	3	Dividend Discount Model	Students will able to understand about financial ratios			Define & Evaluation		PPT	CO2, CO3					
40	L40	3	Financial ratio and company analysis	Students will able to understand about financial ratios		Practical Applications		https://www.youtube.com/watch?v=76gMXQBnps&list=PLiaygP8qegQGV0S85b9xKp5Yml	PPT	CO2; CO3	https://www.youtube.com/watch?v=76gMXQBnps&list=PLiaygP8qegQGV0S85b9xKp5Yml				
41	L41	3	Market based methodsEPS and multiples	Students will able to understand about EPS	Case Studies				PPT	CO2; CO3					
42	L42	3	Market based methodsEPS and multiples	Students will able to understand about EPS			Numericals		PPT	CO2; CO3					
43	L43	3	Probabilistic analysisbest and worst case	Students will able to understand about EPS			Numericals		PPT	CO2,CO3	Student PPT on Topic		Extempore		
44	L44	3	Probabilistic analysisbest and worst case	Students will able to understand about sensitivity manager			Presentation & Class Interaction		PPT	CO2,CO3					
45	L45	4	Introduction to dividend	Students will able to understand about sensitivity manager			Presentation & Class Interaction		PPT	CO3				Financial Modeling in Excel For Dummies” by John Wiley & Sons	

46	L46	4	Time Value of Money	Students will able to understand about analysis cases			Numericals		PPT	CO3					
47	L47	4	Time Value of Money	Students will able to understand about analysis cases					PPT	CO3					
48	L48	4	Time Value of Money	Students will able to understand about analysis cases					PPT	CO3	CLASS NOTES				
49	L49	4	Capital budgeting model	Students will able to understand about dividend					PPT	CO3	CLASS NOTES				
51	L51	4	Capital Budgeting Decisions	Students will able to understand about Time value of money			Blended Learning		PPT	CO3	CLASS NOTES				
53	L53	4	Cost of capital	Students will able to understand about Time value of money					PPT	CO3	CLASS NOTES				
54	L54	4	Leverage	Students will able to understand about factors of dividend					PPT	CO3	CLASS NOTES				
55	L55	4	EPS calculation	Students will able to understand capital budgeting			Assignment		PPT	CO3	CLASS NOTES				
56	L56	4	EPS Calculation	Students will able to understand capital budgeting			Numericals		PPT	CO3					
57	L57		Revision Unit 1	Students will able to understand cost of capital			Numericals		PPT	CO1					
58	L58		Revision Unit 2	Students will able to understand cost of capital			Numericals			CO2,CO3					
59	L59		Revision Unit 3	Students will able to understand about leverage			Numericals		PPT	CO2, CO3					
60	L60	All units	Revision Unit 4	Students will able to understand about leverage			Numericals		PPT	CO3					

Suggested Reading

1. Financial Modeling for Business Owners and Entrepreneurs” by Craig W. Holden
2. Excel Modeling in Investments” by Craig W. Holden
3. Financial Modeling in Excel For Dummies” by John Wiley & Sons
4. Financial Modeling” by Simon Benninga

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COURSE PLAN

#AS PER BCA SCHEME & SYLLABUS 2021-2022 ONWARDS GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI.

Program me Code:	020	Program me:	Bachelor of Computer Applications (BCA)	Session:	2023-24	L	3	T/P	1	Credits	4			
Course Code:	BCA-203	Course Name:	Computer Organization and Architecture			Type:	Core							

LEARNING OBJECTIVES:

PREREQUISITE: Fundamentals of computer.

Course Outcome & Mapping, Course Articulation

				Understand the fundamental concepts of Computers, Software hardware and peripheral devices and evolution of computer technologies	Familiarized with Business environment and Information Technology and its Applications in different domains	Gain knowledge to identify, explain and apply functional programming and objectoriented programming techniques and use of databases to develop computer programs	Analyze, design, implement and evaluate computerized solutions to real life problems, using appropriate computing methods including web applications.	Understand the front end and backend of software applications.	Gain expertise in at least one emerging technology.	Acquire knowledge about computer networks, network devices and their configuration protocols, security concepts at various level etc	Apply techniques of software validation and reliability analysis to the development of computer programs.	Acquire Technical, Communication and management Skills to convey or present information, applications, instructions, policies, procedures, decisions, documentations etc. verbally as well as in writing.	Recognize the various issues related to society, environment, health and vivid cultures and understand the responsibilities to contribute in providing the solutions.	Acquire technical skills to lead a productive life in the society as a professional or as an entrepreneur.
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
		CO1	Able to understand the fundamentals of digital principles and able to design digital circuits by simplifying the Boolean function	3	0	0	0	0	0	3	0	0	0	3

		CO2	Implement the combinational and sequential circuits for the given specifications	3	0	0	3	0	0	3	0	0	0	3
		CO3	Able to trace the execution sequence of an instruction through the processor	3	0	0	0	0	0	3	0	0	0	3
		CO4	Demonstrate computer architecture concepts related to design of modern processors, memories and I/Os.	3	0	0	3	0	0	3	0	0	0	3
		CO5	Demonstrate the ability to classify the addressing modes, instructions set	3	0	0	3	0	0	3	0	0	0	3
			Course Articulation (Average)											
S. No.	Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment		
1	L1	1	Boolean Algebra & Logic	Student would be able to understand the concept of Boolean Algebra			Lecture through PPT	https://www.youtube.com/watch?v=VdqINp69FrE&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74	CO1	PPT	https://www.youtube.com/watch?v=kTdvoIA2ko0	Group Discussion-1		
2	L2	1	Basic Laws of Boolean Algebra	Student would be able to understand the basic laws of Boolean Algebra		Lecture through PPT	ainstromi	https://www.youtube.com/watch?v=K3W2_EYnyaA&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=2	CO1, CO2	PPT	https://www.youtube.com/watch?v=KEJdEZijxXo			
3	L3	1	Logic Gates	Students would be able to learn Logic Gates		Discussion		https://www.youtube.com/watch?v=YwzgXnAQdNU&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=4	CO3	PPT	https://www.youtube.com/watch?v=h4prlOPpNQ			
4	T1	1	Boolean Algebra, Basic Laws and Logic Gates (Tutorial 1,2 & 3)	Student will understand Boolean Algebra & Logic Gates		Discussion/ Doubt Clearing session								
5	L4	1	Simplifications of Boolean Equations using K-maps	Understand the concept of k maps		Lecture through PPT		https://www.youtube.com/watch?v=mSlj078dzPI&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=10	CO1, CO4	PPT	https://www.youtube.com/watch?v=h8PAobl4xUk	Student Presentation		
6	L5	1	Simplifications of Boolean Equations using SOP	Understand the concept of SOP & POS		Filp classroom		https://www.youtube.com/watch?v=U96m9b6SzfQ&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=21	CO2	PPT	https://www.youtube.com/watch?v=qw05VJh_f-w			

7	L6	1	Simplifications of Boolean Equations using POS	Understand the concept of SOP & POS		Filp classroom		https://www.youtube.com/watch?v=U96m9b6SzfQ&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=21	CO2	PPT	https://www.youtube.com/watch?v=qw05VJh_f-w			
8	T2	1	Simplication (Tutorial 4,5 & 6)	Student will understand simplification		Discussion/ Doubt Clearing session								
9	L7	1	Simplifications of Boolean Equations using Don't Care condition	understand the terms Don't care conditions		Filp classroom		https://www.youtube.com/watch?v=Aft2vPt9tkc&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=12	CO3	PPT	https://www.youtube.com/watch?v=6-2qBShDHCo			
10	L8	1	Arithmetic Circuits of Adder & Subtractor	Understand arithmetic Circuits		Lecture through PPT		https://www.youtube.com/watch?v=LNlGgsDjBk	CO2,CO3	PPT	https://www.youtube.com/watch?v=kGL7RE-KC_F	VIVA		
11	L9	1	Arithmetic Circuits of Parallel Binary adder/Subtractor	Understand arithmetic Circuits		Lecture through PPT		https://www.youtube.com/watch?v=3MfywPjYk4&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=16	CO1	PPT	https://www.youtube.com/watch?v=PMSkW3Z8f4E			
12	T3	2	Arithmetic Circuits (Tutorial : L7,L8 & L9)	Student will understand Arithmetic Circuits		Discussion/ Doubt Clearing session								
13	L10	2	Basics of Combinational Circuits	Understand Computational Circuits		Lecture through PPT		https://www.youtube.com/watch?v=O8yHtoqlq0Y&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=18	CO4	PPT	https://www.youtube.com/watch?v=O8yHtoqlq0Y			
14	L11	2	Multiplexers & De-Multiplexers	Understand Multiplexers & De-Multiplexers		Lecture through PPT								
15	L12	2	Decoders & Encoders	Understand Decoders & Encoders		Lecture through PPT		https://www.youtube.com/watch?v=yxZV2t-MK8&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=17	CO2	PPT	https://www.youtube.com/watch?v=W0hDfef5E1c	Questions from Assignment 1		
16	T4	2	Multiplexers & De-Multiplexers, Decoders & Encoders (Tutorial : L10,L11, & L12)	Student will understand multiplexers & De Multiplexers, Decoders & Encoders		Discussion/ Doubt Clearing session								
17	L13	2	Flip-flops	Understand Flip Flops		Lecture through PPT		https://www.youtube.com/watch?v=T10-9IU5JQ&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=22	CO1,CO3	PPT	https://www.youtube.com/watch?v=T10-9IU5JQ			
18	L14	2	S-R	Learn the concept of S-R		Lecture through PPT			CO2	PPT	https://www.youtube.com/watch?v=TWI19UruuIl			
19	L15	2	D and J-K	Learn the concept of D, J-K		Lecture through PPT			CO2	PPT	https://www.youtube.com/watch?v=TWI19UruuIl			

20	T5	2	Flips- Flops, S-R, D & J-K (Tutorial : L13,L14,L15)	Flips- Flops, S-R, D & J-K		Discussion/ Doubt Clearing session								
21	L16	2	T, Clocked Flip - Flop	learn the concept of Clocked Flip-flop		Lecture through PPT								
22	L17	2	Clocked Flip Flop	Understand clocked flip flop		Discussion/ Doubt Clearing session								
23	L18	2	Race around Condition	Understand Race around Condition		Lecture through PPT								
24	L26	2	T, Clocked Flip FLOP, Race around Condition(Tutorial : L16,L17 & L18)	Understand T, Clocked Flip FLOP, Race around Condition		Discussion/ Doubt Clearing session								
25	L19	2	Master Slave Flip - Flop	Understand Master Slave Flip Flop		Lecture through PPT		https://www.youtube.com/watch?v=be9q_9Hcips&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=29	CO1	PPT	https://www.youtube.com/watch?v=vjgnWn5PdD0	Student Presentation		
26	L20	2	Realisation of one flip flop using other flip flop	Learn about realisation of Flip Flop		FLIP CLASSROOM			CO4	PPT	https://www.youtube.com/watch?v=5t_BIROKklw			
27	L21	2	Realisation of one flip flop using other flip flop	Learn about realisation of Flip Flop		FLIP CLASSROOM			CO4	PPT				
28	T7	2	Master Slave Flip Flop and Realisation (Tutorial : L19,L20,L21)	Understand Masterslave flip flop & Realisation		Discussion/ Doubt Clearing session								
29	L22	2	Applications of Flip Flop: Latch,	learn Applications of Flip Flop: Latch		Lecture through PPT		https://www.youtube.com/watch?v=MSac_s-W0pc&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=30	CO1, CO2	PPT	https://www.youtube.com/watch?v=icFfxkg1p4o			
30	L23	2	Registers & Counters	Understand Registers & Counters		Lecture through PPT		https://www.youtube.com/watch?v=MSac_s-W0pc&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=30	CO1, CO2	PPT	https://www.youtube.com/watch?v=icFfxkg1p4o			
31	L24	3	Introduction of Data Transfer Operations	Learn the concept of data transfer operations		FLIP CLASSROOM		https://www.youtube.com/watch?v=dUzBouw0aow&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=31	CO3	PPT	https://www.youtube.com/watch?v=X5AF2dn4roA	Class Test		
32	T8	3	Registers & counters, Data Transfer operations (Tutorial : L19,L20 & L21)	Understand R & C, DTO		Discussion								

33	L25	3	Register Transfer	Understand register transfer		Lecture through PPT		https://www.youtube.com/watch?v=3p8kZpT56lQ	CO1, CO4	PPT	https://www.youtube.com/watch?v=vaiVvgitTBk			
34	L26	3	Bus Transfer	Understand Bus Transfer		Lecture through PPT		https://www.youtube.com/watch?v=5YurAgw70g0	CO2	PPT	https://www.youtube.com/watch?v=D6lxtqcPmcM			
35	L27	3	Memory Transfer	Understand Memory Transfer		Lecture through PPT		https://www.youtube.com/watch?v=5YurAgw70g0	CO2	PPT	https://www.youtube.com/watch?v=D6lxtqcPmcM			
36	T9	3	Register, Bus & Memory Transfer (Tutorial : L25, L26, L27)	Learn the concept of Register, Bus & Memory Transfer)		Discussion								
37	L28	3	Registers Operations	Understand Register Operations		Lecture through PPT								
38	L29	3	Micro - Operations	Understand Micro Operations		Lecture through PPT								
39	L30	3	Basic Computer Organizations and Design	Learn Computer Organizations		Lecture through PPT		https://www.youtube.com/watch?v=GFW9Fxf41Bc	CO3	PPT	https://www.youtube.com/watch?v=KBSCMTYaH1s	Group Discussion		
40	T10	3	Register Operations, Micro Operations and computer organization (Tutorials : L25, L26 & L27)	Understand RO, MO & CO		Discussion								
41	L31	3	Instruction Codes Registers & Computer Register	Understand Code Registers and Computer Registers		Lecture through PPT		https://www.youtube.com/watch?v=Sv1j3e-gJ9w	CO2, CO3	PPT	https://www.khanacademy.org/math/prec calculus/x9e81a4f98389efdf:matrices/x9e81a4f98389efdf:multiplying-matrices-by-matrices/v/matrix-multiplication-intro			
42	L32	3	Instruction Cycle	Understand the concept of Instruction Cycle		Lecture through PPT		https://www.youtube.com/watch?v=Wlv9MDx-8U4	CO1	PPT	https://www.youtube.com/watch?v=g0THMDrk_5Y			
43	L33	3	General Register Organization,	Understand General Register		Lecture through PPT								

44	T11	3	Registers, Instruction Cycle & General Register & Organization (Tutorial: L31,L32 & L33)	Understand Registers, Instruction Cycle & General Register & Organization		Discussion								
45	L34	3	Stack Organization	Concept of Stack Organisation		Lecture through PPT								
46	L35	3	Instruction Formats	Understand Instruction Formats		Lecture through PPT		https://www.youtube.com/watch?v=zD-RTG41EI8&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=36	CO2	PPT	https://www.youtube.com/watch?v=UNLthDzfn4o	VIVA		
47	L36	3	Addressing Modes	Understand Instruction Formats		Lecture through PPT		https://www.youtube.com/watch?v=zD-RTG41EI8&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=36	CO2	PPT	https://www.youtube.com/watch?v=UNLthDzfn4o	VIVA		
48	T12		Stack Organization, Instruction Formats & Addressing Models (Tutorial: L34,L35,L36)	Understand the steps of Formats & Models		Discussion								
49	L37	3	Addressing Modes	Understand the concept of addressing Models		Lecture through PPT		https://www.youtube.com/watch?v=zD-RTG41EI8&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=36	CO2	PPT	https://www.youtube.com/watch?v=UNLthDzfn4o	VIVA		
50	L38	4	Input-Output Organization: Peripheral Devices	Understand Priority Interrupt		FLIP CLASSROOM		https://www.youtube.com/watch?v=crC79PY87oM	CO1, CO2	PPT	https://www.youtube.com/watch?v=Y3rT6tkM8kc	Student PPT		
51	L39	4	Input-Output Interfaces	Understand the working of various input output devices		Lecture through PPT		https://www.youtube.com/watch?v=myVbSSyZtr4	CO2	PPT	https://www.youtube.com/watch?v=VACHQ9n-xSI			
52	T13	4	Addressing Modes, I/O Interfaces (Tutorials: L34,L35, L36)	Understand Addressing Modes, I/O Interfaces		Discussion								
53	L40	4	Asynchronous Data Transfer	understand the concept of asynchronous data transfer		FLIP CLASSROOM		https://www.youtube.com/watch?v=y1KxDbjU_Y&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=41	CO1	PPT	https://www.youtube.com/watch?v=EHdi72VVvB4			
54	L41	4	Modes of Transfer and Priority Interrupt	understand the concept of asynchronous data transfer		FLIP CLASSROOM		https://www.youtube.com/watch?v=y1KxDbjU_Y&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=41	CO1	PPT	https://www.youtube.com/watch?v=EHdi72VVvB4			
55	L42	4	Direct Memory Access (DMA)	Understand the working of various input output devices		Lecture through PPT		https://www.youtube.com/watch?v=2XC2b_3hkVw	CO1,CO3	PPT	https://www.youtube.com/watch?v=M0F4cc2dkV8			

56	T14	4	Asynchronous Data Transfer, MOT & Priority Interrupt, DMA(Tutorials: L40,41,42)	Understand Asynchronous Data Transfer, MOT, Priority Interrupt, DMA		Discussion								
57	L43	4	Memory Organization & Main Memory	Learn the concept of direct memory organization		Lecture through PPT		https://www.youtube.com/watch?v=cLIFiu-l28Y&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=47	CO3	PPT	https://www.youtube.com/watch?v=LqsDmPfkMXU			
58	L44	4	Auxiliary Memory & Associative Memory	Learn internal organization of auxiliary memory		Lecture through PPT		https://www.youtube.com/watch?v=8ED4jGPj_oQ&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=44	CO2, CO3	PPT	https://www.youtube.com/watch?v=zQPr-IYhFDA			
59	L45	4	Cache Memory & Virtual Memory	Learn Cache Memory		Lecture through PPT		https://www.youtube.com/watch?v=L8NUUuFaCb5k&list=PLftJ4X48yC1nRU3-6h0P30rWoT-hznf74&index=45	CO1					
60	T15	4	Memory Organization, Main Memory, Auxiliary Memory, Associative Memory, Cache Memory, Virtual Memory(Tutorials: L43,44,45)	Understand Memory Organization, Main Memory, Auxiliary Memory, Associative Memory, Cache Memory, Virtual Memory		Discussion								

Suggested Readings (Latest Edition)

TEXT BOOKS:

TB1	Morris Mano, Computer System Architecture, 3rd Edition, Prentice-Hall of India
TB2	Morris Mano, "Digital Logic and Computer Design", PHI Publications, 2002

REFERENCES:

RB1	R. P. Jain, "Modern Digital Electronics", TMH, 3rd Edition, 2003
RB2	William Stallings, Computer Organization and Architecture, 4th Edition, Prentice Hall
RB3	Subrata Ghosal, "Computer Architecture and Organization", Pearson 2011
RB4	Malvino, "Digital Computer Electronics: An Introduction to Microcomputers", Pearson Education, 2004

Course Outcome Mapping/ Course Evaluation													
				Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices	Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.	Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.	Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.	Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.	Identify and recommend the information technology based interventions to achieve organizational goals	Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.	Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.	Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.	
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
		CO1	Appreciation of concept of project activity as distinct from routine activities and their role in business decision making.	2	2		1	1		1			

		CO2	Capacity to generate new project ideas and evaluate the same for sustainable growth of business.		2	3	3	2		2			
		CO3	Ability to plan and execute large scale projects with time and cost efficiency.		3	3	3	3		2			
		CO4	General awareness of project life cycle and specific requirement of different stages of projects.	2	2	2	2	3		1	2		
		CO5	Acquaintance with project scheduling, monitoring, control, and termination of projects.	2	3	3	3	3					
		CO6	Acquisition of skills necessary to manage risk associated with project activities.	2	3	3	3	3		2	2	2	
			Course Articulation (Average)	6.3	2.5	2.3	2.5	2.5		1.3	0.7	0.3	
S. No.	Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	Mode of Delivery	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment
1	L 1	I	Project Identification and Selection Introduction	Student will be able to Describe the various concept, significance and implication of project management	Live project on process of setting start-ups	Case Study based practical orientation	Brainstorming	Two-way communication	https://www.youtube.com/watch?v=uWP1saYpY7U	CO1,CO2	PPT/ Notes	Researchgate , SSRN , Google Scholar	Classroom Observation and Question Answer

2	L 2	I	Project Identification Process	Student will be able to Describe various tools and techniques of project identification		Case Study based practical orientation	Stimulate discussion	Discussion	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
3	L 3	I	Generation and Screening of Project Ideas	Student will be able to understand how to generate new ideas of projects		Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
4	L 4	I	Monitoring the environment and identifying investment opportunities	Student will be able to understand how to identify opportunities and threats operating in external environment, strengths and weakness operating in internal environment.		Case Study based practical orientation	Group Discussion	Discussion	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
5	L 5	I	Monitoring the environment and identifying investment opportunities	Student will be able to understand how to identify opportunities and threats operating in external environment, strengths and weakness operating in internal environment.		Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
6	L 6	I	Project Initiation	Student will understand how to decide to start a particular project		Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
7	L 7	I	Pre-Feasibility Study	Students will be able to decide whether it is useful to start a project		Case Study based practical orientation	Question/ Answer round	Q/A	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
8	L 8	I	Feasibility Analysis- Technical, Market Financial, Economic	Student will be able to understand the tools and techniques of market, technical and financial feasibility analysis	Practical exercise on cost/benefit analysis of project	Case Study based practical orientation		Lecturer	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
9	L 9	I	Project Break-even point and its managerial implications	Students will be able to calculate BEP of Project and its implication		Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer

10	L 10	I	Revision	Student will be able to evaluate themselves		Doubt clearing session		Lecturer	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
11	L 11	II	Project Planning and Recourse Consideration	Students will be able to understand the process project planning and resource allocation		Case Study based practical orientation		Lecturer	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
12	L 12	II	Introduction, Project Planning, Need of Project Planning	Students will be able to understand importance of project planning		Case Study based practical orientation	presentation	Presentation by Students	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
13	L 13	II	Project Life Cycle, Roles, Responsibility and Team Work	Students will learn different stages of project life cycle		Case Study based practical orientation	Quiz	MCQs	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Assignment/Viva
14	L 14	II	Project Planning Process	students will be able to understand the process of project planning		Case Study based practical orientation	Flip class	Presentation by Students	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
15	L 15	II	Resources Considerations in Projects	students will learn the requirements of resources for project		Case Study based practical orientation	Class debate	Discussion	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
16	L 16	II	Resource Allocation	students will learn the methods of resource allocation		Case Study based practical orientation	Brainstorming	Discussion	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
17	L 17	II	Scheduling, Project Cost Estimate and Budgets	Students will be able to calculate time and cost estimation of projects		Case Study based practical orientation	Group Discussion	Discussion	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
18	L 18	II	Project Scheduling/Network Techniques in Project Management	Student will be able to understand need and importance of network techniques		Case Study based practical orientation		Lecturer	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
19	L 19	II	CPM and PERT Analysis	Student will be able to understand the process of PERT and CPM analysis	Practical exercise on PERT/CPM analysis	Case Study based practical orientation	presentation	Presentation by Students	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
20	L 20	II	Float Times; Crashing of Activities	students will learn how to calculate float time		Case Study based practical orientation	Quiz	MCQs	https://www.youtube.com/watch?v=WPIsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer

21	L 21	II	Contraction of Network for Cost Optimization, Updating	students will be able to understand how to complete a project with minimum cost		Case Study based practical orientation		Lecturer	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
22	L 22	II	Cost Analysis of Resources Allocation	students will learn different ways of cost analysis		Case Study based practical orientation		Lecturer	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
23	L 23	II	Revision/Assignment-1	To evaluate the progress of student performance	Assignment based on practical orientation				https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes		Classroom Observation and Question Answer
24	L 24	III	Organizational Structure and Quality Issues	Students will be able to understand organisational structure and quality issues in respect of project management		Case Study based practical orientation	Brainstorming	Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
25	L 25	III	Introduction, Concept of Organizational Structure	Students will be able to understand need and importance of organisation structure		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
26	L 26	III	Roles and Responsibilities of Project Leader	students will be able to understand roles and responsibilities of project leader		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
27	L 27	III	Relationship between Project Manager and Line Manager	students will understand relationship between project manager and line manager		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
28	L 28	III	Leadership Styles for Project Managers	Students will learn different types of leadership styles		Case Study based practical orientation	Flip class	Presentation by Students	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
29	L 29	III	Conflict Resolution	Students will be able to learn various measures to resolve conflicts		Case Study based practical orientation	Group Discussion	Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Assignment/Viva
30	L 30	III	Team Management and Diversity Management	Students will learn need and importance of team management		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=uWPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	MCQs

31	L 31	III	Change management, Project Quality Management	Students will learn need and importance of change management		Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
32	L 32	III	Quality Concepts, Value Engineering process	Students will be able to understand how to ensure quality in projects		Case Study based practical orientation	Class debate	Discussion	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
33	L 33	III	Revision	Student will be able to evaluate themselves		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
34	L 34	IV	Project Risk Management, performance management and control	Students will learn the concept of risk management		Case Study based practical orientation	Brainstorming	Discussion	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
35	L 35	IV	Introduction, types of Risks	Students will be able to describe different types of risks		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
36	L 36	IV	Role of Risk Management in Overall Project Management	Students will be learn the need and importance of risk management in PM		Case Study based practical orientation		Tutorial	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
37	L 37	IV	Steps in Risk Management	Students will learn the process of risk management		Doubt-clearing session	presentation	Presentation by Students	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Assignment/Viva
38	L 38	IV	Risk Identification, Risk Analysis	students will be able to understand the parameters to identify risks			Quiz	MCQs	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
39	L 39	IV	Reducing Risks, Project Performance Measurement	Students will learn measures to reduce risk	Practical measures to reduce risk associated with projects	Research Paper analysis	Role playing	Presentation by Students	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
40	L 40	IV	Performance Measurement Matrix	Students will learn how to evaluate performance of project		Case Study based practical orientation		Group Discussion	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
41	L 41	IV	Productivity, Project Performance Evaluation	Students will learn how to calculate the productivity of project		Case Study based practical orientation	Brainstorming	Lecture	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
42	L 42	IV	Benefits and Challenges of Performance Measurement and Evaluation	Students will learn opportunities and challenges in performance measurement		Case Study based practical orientation		Discussion	https://www.youtube.com/watch?v=WPlsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer

43	L 43	IV	Controlling the Projects-Project Execution, Project Control Process	Students will learn the process of controlling project execution		Case Study based practical orientation	Group Discussion	Discussion	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Classroom Observation and Question Answer
44	L 44	IV	Rivision/Assignment-2	To evaluate the progress of student performance	Assignment based on practical orientation	Case Study based practical orientation		Lecture	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	MCQs
45	L 45	IV	Previous Years Question Paper Discussion	Discuss the previous year question papers and clearing the doubts of students		Doubt clearing session	presentation	Presentation by Students	https://www.youtube.com/watch?v=uWPIsaYpY7U	CO1,CO2,CO3, CO4, CO5, CO6	PPT/ Notes	Researchgate, SSRN, Google Scholar	Assignment/Viva

Suggested Readings : (Latest Editions)

1. Chandra, P. Projects: Planning, Analysis, Selection, Financing, Implementation, and Review, McGraw Hill Education.
2. Pinto, J.F., Project Management: Achieving Competitive Advantage, Pearson Education.
3. Panneerselvam. R., & Senthilkumar. P. Project Management, PHI Learning Pvt. Ltd.
4. Larson, E., & Grey, C. Project Management: The Managerial Process, McGraw Hill Education.
5. Choudhury, S., Project Management, Tata Mc Graw Hill Publishing Company.
6. Evaluation with Strategic Planning, Networking and Control, Vikas Publishing House Pvt. Ltd.

TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE 'A' INSTITUTE

COURSE PLAN

AS PER BBA SCHEME & SYLLABUS 2021-2022 ONWARDS GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI.

LTC	314	Programme:	Master of computer applications			Session:	2023-24	L	4	T/P	0	Credits	4	4	
Course Code:	MCA - 128	Course Name:	Digital Marketing			Type:	Core		Faculty Name	Ms. Chahat Malhotra					

Objective: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing

Course Outcome & Mapping, Course Articulation

				Demonstrate competencies in fundamentals of computing , computing specialization, mathematics and domain knowledge , suitable for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements	Identify , formulate and analyze complex real-life problems in order to arrive at computationally viable conclusions using fundamentals of mathematics , computer sciences management and relevant domain disciplines	design efficient solutions for complex , real world problems to design systems , components processes that meet the specifications with suitable consideration to public health, safety , cultural, societal and environmental considerations.	ability to research , analyze and investigate complex computing problems, through design of experiments , analysis and interpretation of data and synthesis of the information to arrive at valid conclusions	Create , select, adapt and apply appropriate technologies and tools to a wide range of computational activities while understanding their limitations	Ability To perform professional practices in an ethical way , keeping in the mind cyber regulations and laws, responsibilities and norms of professional computing practices	ability to engage in independent learning for continuous self - development as a computing professional	ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work , as a member and leader in a team , to manage projects in multidisciplinary environments.	ability to effectively communicate with technical community and with the society at large about complex computing activities by being able to understand and write effective reports , design documentation , make effective presentations with the capability of giving and taking clear instructions.	ability to recognize and assess societal, environmental, health, safety, legal and cultural issues within local and global contexts and the consequential responsibilities applicable to professional computing practices.	ability to work in multi-disciplinary team collaboration both as a member and leader , as per need.	ability to apply innovation to track a suitable opportunity to create value and wealth for the betterment of the individual and society at large.
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

		CO1	Interpret Digital marketing preliminaries	3	3	3	1	3	3	3	2	3	3	3	3
		CO2	build effective digital marketing strategies for different products and services	3	3	3	1	3	3	3	3	3	3	3	3
		CO3	make appropriate use of varied digital marketing platforms like E- Mail, facebook, Twitter , YouTube, Pinterest etc as per given scenario.	3	3	3	3	3	3	3	3	3	3	3	3
		CO4	Apply and analyze the concept of search engine optimization (SEO), SEM and mobile marketing to given scenarios.	3	3	3	2	3	3	3	3	3	3	3	3
		CO5	Analyze specific trends using google analytics	3	3	3	2	3	3	3	3	3	3	3	3
		CO6	Create Effective Display ads and search engine advertising	3	2	2	3	2	2	2	2	3	3	3	3
			Course Articulation (Average)	3	2.83	2.83	2.16	2.83	2.83	2.83	2.66	3	3	3	3
Sr. No.	Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Problem Solving Methodologies	Participative Learning	Mode of Delivery	ICT Tools	Mapping with CO	Class material	Additional Material	Mode of Assessment	References	
1	L1	1	evolution of digital marketing	Student will be able to Recognize the purpose of course.			Brainstorming		E-Book/Online research papers	CO1	mailchimp.com		Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
2	L2	1	role of internet Current trends	Student will be able to describe the concept, significance and scope of digital marketing		case study			E-Book/Online research papers	CO1	mailchimp.com and books	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
3	L3	1	info Graphics	Student will be able to understand differences between e-marketing and traditional marketing		Two way communication	Group Discussion		E-Book/Online research papers	CO1	wikipedia.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Group Discussion	Judy Strass, E-marketing, Pearson publication	

4	L4	1	Implications for business and society	Student will be able to understand the tools and techniques of digital marketing			Quiz		E-Book/Online research papers	CO2	wikipedia.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Quiz	Judy Strass, E-marketing, Pearson publication	
5	L5	1	Emergence of digital marketing as a tool	Student will be able to understand role and uses of Business to business marketing					E-Book/Online research papers	CO2	ggsipu.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
6	L6	1	Drivers of the new marketing environment	Student will be able to understand role and uses of Business to consumer marketing		Doubts clearing session			E-Book/Online research papers	CO2	selectcreatives.co	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Quiz	Judy Strass, E-marketing, Pearson publication	
7	L7	1	Internet marketing strategy	Student will be able to understand need and importance of digital marketing			Role play		E-Book/Online research papers	CO2	esource.dbs.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
8	L8	1	digital marketing strategy	Student will be able to understand the various steps involved in the internet marketing strategy					E-Book/Online research papers	CO2	marketingcharts.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
9	L9	1	drivers of the new marketing environment	Student will be able to understand how to identify opportunities and threats operating in external environment, strengths and weakness operating in internal environment in respect of digital marketing					E-Book/Online research papers	CO2	marketingcharts.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

10	L10	1	Digital marketing Strategy	The students will be able to clarify their doubts related to theory concepts or Numerical Problems from Unit-1	Live start - up Proposal	Doubts clearing session	Brainstorming		E-Book/Online research papers	CO1,CO2	business.adobe.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
11	L11	1	POEM framework	Student will be able to evaluate themselves			Lecture, Stimulate discussion		E-Book/Online research papers	CO2	www.oom.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
12	L12	1	Digital landscape	Student will be able to communicate in front of class					E-Book/Online research papers	CO2	opentextbc.ca	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
13	L13	1	POEM Framework	students will get exposure of real scenario of digital marketing	Live project on opportunities and challenges regarding digital marketing				E-Book/Online research papers		book notes	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Assignment No. 1	Judy Strass, E-marketing, Pearson publication	
14	L14	1	Digital Marketing plan	student will be able to understand the meaning and importance of marketing Mix					E-Book/Online research papers		books notes of mohammed rafi	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
15	L15	1	Digital Marketing Models	Students will be able to understand components of marketing mix in context of e-marketing					E-Book/Online research papers		book notes of Judy strass e-marketing	Mohammed, Rafi, Internet marketing, TataMcGraw hill	group discussion	Judy Strass, E-marketing, Pearson publication	
16	L16	2	Introduction of online buyer behaviour	Students will be able to comprehend the meaning and need of studying online buyer behaviour		Detailed discussion on each question			E-Book/Online research papers	CO2	book notes of Judy strass e-marketing	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

17	L17	2	Internet marketing strategy	Students will be able to understand internet marketing mix			Brainstorming		E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
18	L18	2	internet marketing opportunities and challenges	Students will be able to understand digital marketing framework		two way communication			E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Case Study	Judy Strass, E-marketing, Pearson publication	
19	L19	2	Email Marketing	Basic Of Email-Marketing.			Lecture, Stimulate discussion		E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and two-way communication	Judy Strass, E-marketing, Pearson publication	
20	L20	2	Search Engine Advertising	Search advertisement , ad placement , Ad- Ranks	hands-on session				E-Book/Online research papers		mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and two-way communication	Judy Strass, E-marketing, Pearson publication	
21	L21	2	Display Marketing	Types of Display Ads, Buying Models , Programmable digital marketing , analytical tools		Case study			E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
22	L22	2	Display Marketing	Trends in Digital advertising			quiz		E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Individual Presentation	Judy Strass, E-marketing, Pearson publication	
23	L23	2	Creating ad Campaigns	Students will able to creating ad campaigns , campaign report generation		Doubts clearing session	Lecture, Stimulate discussion		E-Book/Online research papers	CO3	www.spiceworks.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Case Study	Judy Strass, E-marketing, Pearson publication	
24	L24	2	Test 2	Students will able to understand display ad campaigns , campaign reports					E-Book/Online research papers	CO3	instapage.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Assignment 2	Judy Strass, E-marketing, Pearson publication	

25	L25	2	Activity in Digital Marketig	students understoodd about you- tube marketing and trends in digital advertising	live project on determinants of service quality of e-shopping				E-Book/Online research papers		mallory.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
26	L26	2	Search Engine Advertising	student s understood about ad creating and ad placements			Lecture, Stimulate discussion		E-Book/Online research papers	CO3	google bard notes	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
27	L27	3	Social media marketing	Student will be able to understood about role of influencer			Group Discussion		E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Quiz	Judy Strass, E-marketing, Pearson publication	
28	L28	3	E-mail marketing	Student will be able to understand about e-mail marketing	hands-on session with live example		Lecture, Stimulate discussion		E-Book/Online research papers	CO3	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
29	L29	3	Tools and plans	Students learn about social media platforms		Doubts clearing session	Lecture, Stimulate discussion		E-Book/Online research papers	CO3	mailchoimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
30	L30	3	facebook marketing	introduction to facebook marketing			Brainstorming		E-Book/Online research papers	CO3,CO4	sendpulse.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
31	L31	3	Facebook marketing	Creating advertising campaigns					E-Book/Online research papers	CO3,CO4	sendpulse.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

32	L32	3	Facebook Marketing	adverts , Facebbok Marketing Tools.					E-Book/Online research papers	CO3,CO4	aendpulse.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation	Judy Strass, E-marketing, Pearson publication	
33	L33	3	LinkedinMarketing	introduction and importance of linkedin marketing					E-Book/Online research papers	CO3,CO4	www.upwork.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
34	L34	3	LinkedinMarketing	framing linked in strategy					E-Book/Online research papers	CO3,CO4	www.upwork.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
35	L35	3	LinkedinMarketing	Content strategy		Case study			E-Book/Online research papers	CO3,CO4	www.upwork.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
36	L36	3	SEM	students will be able to comprehend search engine marketing (SEM)					E-Book/Online research papers	CO3,CO4	deshbandhucollege.ac.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
37	L37	3	Twitter Marketing	How twitter marketing					E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
38	L38	3	content marketing	students will be able to understand essential of content marketing					E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
39	L39	3	Instagram and snapchat	Digital marketing through through instagram and snapchat			Lecture, Stimulate discussion		E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

40	L40	3	Mobile Marketing	mobile advertising		Doubts clearing session			E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Case Study	Judy Strass, E-marketing, Pearson publication	
41	L41	3	Mobile Marketing	forms of Mobile marketing					E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Assignment 3	Judy Strass, E-marketing, Pearson publication	
42	L42	3	Mobile marketing	Features , Mobile Campaign Development					E-Book/Online research papers	CO3,CO4	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Extempore	Judy Strass, E-marketing, Pearson publication	
43	L43	3	Mobile marketing	development , Mobile3 advertising analytics	hands-on session with live example		quiz		E-Book/Online research papers		mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
44	L44	4	Search Engine Optimizatiopn	Students understood about basics of SEO					E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
45	L45	4	SEO	Students learnt how to use internet and search engines		Case study			E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class observation	Judy Strass, E-marketing, Pearson publication	
46	L46	4	SEO	Search engine and its working pattern			Brainstorming		E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
47	L47	4	SEO	Students will be able to understand On-Page and off page	hands-on session	Detailed discussion on each question	quiz		E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

48	L48	4	SEM	students understood about basics of search engine marketing	hands-on session				E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
49	L49	4	SEO	students understood about search engine and its working a patterns					E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
50	L50	4	SEO	Students learn about SEO tactics					E-Book/Online research papers	CO4,CO5	mailchimp.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Viva Voce	Judy Strass, E-marketing, Pearson publication	
51	L51	4	Web analytics	Students understood about social media metrics			Lecture, Stimulate discussion		E-Book/Online research papers	CO4,CO5	book notes of Judy strass e-marketing	Mohammed, Rafi, Internet marketing, TataMcGraw hill		Judy Strass, E-marketing, Pearson publication	
52	L52	4	Web analytics	Students understood about google analytics			Brainstorming		E-Book/Online research papers	CO4,CO5	researchgate.net	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
53	L53	4	Google adwords	students understood how to use google adwords					E-Book/Online research papers		www.slideshare.net	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
54	L54	4	data collection for web analytics	students understood how to collect data for web analytics		Doubts clearing session			E-Book/Online research papers	CO4,CO5	link.springer.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Class Participation through Case Study	Judy Strass, E-marketing, Pearson publication	
55	L55	4	Test-4	Student will be able to evaluate themselves			Lecture, Stimulate discussion		E-Book/Online research papers	CO4,CO5	questions prepared	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Assignment No. 4	Judy Strass, E-marketing, Pearson publication	

56	L56	4	Web analytics	students understood about multichannel distribution					E-Book/Online research papers	CO4,CO5	mppolytechnic.ac.in	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
57	L57	4	Previous years question papers	Students will be able to understand the exam patterns of PM					E-Book/Online research papers	CO6	questions prepared	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
58	L58	4	Clearing all doubt of entire syllabus	Students will clear their doubts related to any topic of project management		doubts clearing session	Lecture, Stimulate discussion		E-Book/Online research papers	CO6	discussion done	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
59	L59	4	universal analytics	Students understood about universal analytics			Brainstorming		E-Book/Online research papers	CO6	optimizesmart.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	
60	L60	4	Tracking Code	Students were able to clear about how to track the code			viva-voce		E-Book/Online research papers	CO6	omniconvert.com	Mohammed, Rafi, Internet marketing, TataMcGraw hill	Classroom Observation and Question Answer	Judy Strass, E-marketing, Pearson publication	

Suggested Readings (Latest Editions):

Seema Gupta - Digital Marketing , MC Graw Hill

Chaffey d , Eills - Chadwick F. Johnston & Kand Mayer R , "Internet bMarketing

Puneet singh Bhatia , "b Fundamentals of Digital Marketing , Pearson , 2nd edition