

S.Y.B.B.A.(C.A.) Semester –III

Course Code: CA-301

Subject: Digital Marketing

Objectives:

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

Unit	Topic	No. of Lectures
1.	E-Commerce 1.1 Introduction 1.2 Understanding Internet Marketing 1.3 Search Engine Optimization 1.4 Search Engine Marketing 1.5 Email Marketing 1.6 Digital Display Marketing	4
2.	Introduction to New Age Media (Digital) Marketing 2.1 What is Digital Marketing 2.2 Digital vs. Real Marketing 2.3 Digital Marketing Channels 2.4 Types of Digital Marketing(Overview)-Internet Marketing ,Social Media Marketing, Mobile Marketing	4
3.	Creating Initial Digital Marketing Plan 3.1 Content management 3.2 SWOT analysis: Strengths, Weaknesses, Opportunities, andThreats 3.3 Target group analysis EXERCISE: Define a target group	4
4.	Marketing using Web Sites 4.1 Web design 4.2 Optimization of Web sites 4.3 MS Expression Web EXERCISE: Creating web sites, MS Expression	4
5.	Search Engine Optimization 5.1 SEO Optimization 5.2 Writing the SEO content EXERCISE: Writing the SEO content	4
6.	Customer Relationship Management 6.1 Introduction to CRM 6.2 CRM platform 6.3 CRM models EXERCISE: CRM strategy	4

7.	Social Media Marketing	
	7.1 Understanding Social Media Marketing	1
	7.2 Social Networking (Facebook, LinkedIn, Twitter, etc.) Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)	2
	7.3 Web analytics - levels	2
	7.4 Modes of Social Media Marketing-	
	7.4.1 Creating a Facebook page Visual identity of a Facebook page , Types of publications, Facebook Ads , Creating Facebook Ads , Ads Visibility	3
	7.4.2 Business opportunities and Instagram options Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks , Keeping up with posts	3
	7.4.3 Business tools on LinkedIn Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn	3
	7.4.4 Creating business accounts on YouTube YouTube , Advertising , YouTube Analytics	3
	7.4.5 E-mail marketing E-mail marketing plan , E-mail marketing campaign analysis , Keeping up with conversions	3
	7.5 Digital Marketing tools: Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner EXERCISE: Social Media Marketing plan. EXERCISE: Making a Facebook page and Google Ads	(20)
8.	Digital Marketing Budgeting	4
	8.1 Resource planning	
	8.2 Cost estimating	
	8.3 Cost budgeting	
	8.4 Cost control	
Total		48

Reference Books:

- 1) Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry
- 2) Advertising and Promotion: An Integrated Marketing Communications Perspective,
George Belch, San Diego University Michael Belch, San Diego University
- 3) Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker
- 4) Belch: Advertising & Promotions (TMH)
- 5) The Social Media Bible: Tactics, Tools, & Strategies for Business Success by Lon Safko
- 6) Web Analytics 2.0 – AvinashKaushik

S.Y.B.B.A(C.A) Semester – III

Course Code: CA-302

Subject : Data Structure

Objectives:

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

Unit	Topic	No. of Lectures
1	Basic Concept and Introduction to Data Structure 1.1 Pointers and dynamic memory allocation 1.2 Algorithm-Definition and characteristics 1.3 Algorithm Analysis -Space Complexity -Time Complexity - Asymptotic Notation Introduction to Data structure 1.4 Types of Data structure 1.5 Abstract Data Types (ADT) Introduction to Arrays and Structure 1.6 Types of array and Representation of array 1.7 Polynomial - Polynomial Representation - Evaluation of Polynomial - Addition of Polynomial 1.8 Self Referential Structure	5
2	Linear data structures 2.1 Introduction to Arrays - array representation 2.2 Sorting algorithms with efficiency - Bubble sort, Insertion sort, Merge sort, Quick Sort, Selection Sort 2.3 Searching techniques –Linear Search, Binary search	6
3	Linked List 3.1 Introduction to Linked List 3.2 Implementation of Linked List – Static & Dynamic representation, 3.3 Types of Linked List - Singly Linked list(All type of operation) - Doubly Linked list (Create , Display) - Circularly Singly Linked list (Create, Display) - Circularly Doubly Linked list (Create, Display) 3.4 Generalized linked list – Concept and Representation	6
4	Stacks 4.1 Introduction 4.2 Representation- Static & Dynamic 4.3 Primitive Operations on stack 4.4 Application of Stack 4.5 Conversion of Infix, prefix, postfix , Evaluation of postfix and prefix	8

	4.6 Simulating recursion using stack	
5	Queues 5.1 Introduction 5.2 Representation - Static & Dynamic 5.3 Primitive Operations on Queue 5.4 Circular queue, priority queue 5.5 Concept of doubly ended queue	4
6	Trees 6.1 Concept & Terminologies 6.2 Binary tree, binary search tree 6.3 Representation – Static and Dynamic 6.4 Operations on BT and BST – create, Insert, delete, , counting leaf, non-leaf & total nodes , 6.5 Tree Traversals (preorder, inorder, postorder) 6.6 Application - Heap sort 6.7 Height balanced tree- AVL trees- Rotations, AVL tree examples.	12
7	Graph 7.1 Concept & terminologies 7.2 Graph Representation – Adjacency matrix, adjacency list, inverse Adjacency list, adjacency multilist, orthogonal list 7.3 Degree of Graph 7.4 Traversals – BFS and DFS 7.5 Applications – AOV network – topological sort, AOE network – criticalPath	7
Total		48

Reference Books:

1. Fundamentals of Data Structures ---- By Horowitz Sahani (Galgotia)
2. Data Structures using C and C++ --- By YedidyahLangsam, Aaron M. Tenenbaum, Moshe J. Augenstein
3. Introduction to Data Structures using C---By Ashok Kamthane
4. Data Structures using C --- Bandopadhyay&Dey (Pearson)
5. Data Structures using C ---By Srivastava BPB Publication.

S.Y.B.B.A. (C.A.) Semester –III

Course Code: CA-303

Subject: Software Engineering

Objectives:

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

Unit	Topic	No. of lectures
1	Introduction to System Concepts 1.1 Definition 1.2 Basic Components 1.3 Elements of the System 1.4 Types of System 1.5 System Characteristics	4
2	Introduction to Software Engineering 2.1 Definition of Software 2.2 Characteristics of Software 2.3 Definition of Software Engineering 2.4 Need for Software Engineering 2.5 Mc Call's Quality factors 2.6 The Software Process 2.7 Software Product and Process 2.8 V& V Model	6
3	Software Development Life Cycle 3.1 Introduction 3.2 Activities of SDLC 3.3 A Generic Process Model 3.4 SDLC 3.5 Waterfall Model 3.6 Incremental Process Models 3.7 Prototyping Model 3.8 Spiral Model	8
4	Requirement Engineering 4.1 Introduction 4.2 Requirement Elicitation 4.3 Requirement Elaboration 4.4 Requirement Gathering 4.5 Feasibility study	8

	4.6 Fact Finding Techniques 4.7 SRS Format	
5	Analysis And Design Tools 5.1 Decision Tree and Decision Table 5.2 Data Flow Diagrams (DFD) (Up to 2 nd level) 5.3 Data Dictionary 5.4 Elements of DD 5.5 Advantages and Disadvantages of DD 5.6 Input and Output Design 5.7 Structured Design Concepts 5.8 Structure Chart 5.9 Coupling and Cohesion 5.10 Compulsory Case Studies on above topics	12
6	Software Testing 6.1 Definition 6.2 Software testing Process 6.3 Unit Testing 6.4 Integration Testing 6.5 System Testing	6
7	Software Maintenance and Software Re-Engineering 7.1 Maintenance definition and types 7.2 Software reengineering 7.3 Reverse Engineering 7.4 Restructuring and forward Engineering.	4
Total		48

Reference Books:

1. Software Engineering: A Practitioner's Approach- Roger S. Pressman, McGraw hill International Editions 2010(Seventh Edition)
2. System Analysis, Design and Introduction to Software Engineering (SADSE) - S. Parthasarthy, B.W. Khalkar
3. Analysis and Design of Information Systems(Second Edition) - James A. Senn, McGraw Hill
4. System Analysis and Design- Elias Awad, Galgotia Publication, Second Edition

S.Y.B.B.A.(C.A.) Semester – III

Course Code: CA- 304 (Option)

Subject: Angular - JS

Objectives:

- By the end of this course, the students should be able to Understand Client Side MVC and SPA
- Explore AngularJS Component
- Develop an AngularJS Single Page Application
- Create and bind controllers with Javascript
- Apply filter in AngularJS application

Unit	Topics	No. of Lectures
1	AngularJS Core Concepts: 1.1 What is AngularJS? 1.2 Difference between Javascript and Angular JS 1.3 Advantages of Angular 1.4 AngularJS MVC Architecture 1.5 Introduction to SPA 1.6 Setting up the environment 1.7 First App using MVC architecture	8
2	AngularJS Directives and Expressions: 2.1 Understanding ng attributes ng-app, ng-init, ng-model, ng-controller, ng-bind, ng-repeat, ng-show, ng-readonly, ng-disabled, ng-if, ng-click 2.2 Expression and Data Binding 2.3 Working with directives	10
3	AngularJS Modules, Controller, View and Scope: 3.1 Angular Modules 3.2 Angular Controller 3.3 Angular View 3.4 Scope hierarchy	10
4	Filter, Forms and Ajax Filters 4.1 Built-in filters - upper case and lower case filters, date ,currency and number formatting ,orderBy, filter ,custom filter, 4.2 Angular JS Forms - Working with AngularJS forms, model binding,	12

	form controller ,Using CSS classes, form events , custom model update triggers ,custom validation, \$http service , 4.3 Ajax implementation using \$http	
5	Dependency Injection, Services 5.1 What is dependency injection? 5.2 Understanding services 5.3 Using built-in service 5.4 Creating custom service, 5.5 Injecting dependency in service	8
Total		48

Reference Books:

1. Beginning Angular with Typescript (updated to Angular 5) by Greg Lim
2. Mastering Web Application Development with AngularJS by Pawel Kozlowski, Peter Bacon Darwin
3. <https://www.tutorialsteacher.com/angularjs/angularjs-scope>

S.Y.B.B.A.(C.A.) Semester – IV

Course Code: CA- 304(Optional)

Subject: PHP

Objectives:

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

Unit	Topic	No. of Lectures
1	PHP Basics 1.1 Setting up a development environment 1.2 Variables, numbers and strings 1.3 Calculations with PHP 1.4 Using Arrays	6
2	Control Structures and Loops 2.1 Conditional Statements 2.2 Using Loops for Repetitive tasks 2.3 Combing Loops and Arrays	7
3	Functions, Objects and Errors 3.1 PHP's Built-in functions 3.2 Creating Custom functions 3.3 Passing Values by Reference 3.4 Understanding Objects	7
4	Working with Forms 4.1 Building a Form 4.2 Processing a Form's Data 4.3 Differences between POST and GET 4.4 Preserving User Input	7
5	More with Forms 5.1 Dealing with checkboxes and radiobuttons 5.2 Retrieving values from lists 5.3 Validating and restricting data 5.4 Sending Email	7
6	Storing and Protecting Data 6.1 Setting and Reading Cookies 6.2 Protecting Online Files 6.3 Understanding Session Variables	7
7	MySQL Database Overview	7

	7.1 phpMyAdmin Overview	
	7.2 Using a MySQL Database	
	7.3 Reading and Writing Data	
Total		48

Reference Books:

1. Php: A Beginner's Guide 1st Edition McGraw-Hill Osborne Media; 1 edition by Vikram Vaswani
2. Murach's PHP and MySQL (2nd Edition) by Joel Murach and Ray Harris
3. PHP: The Complete Reference Paperback – 1 Jul 2017 by Steven Holzner (Author)

S.Y.B.B.A.(C.A.) Semester – III

Course Code: CA- 305(OPTION)

Course Title : Big Data

Objectives:

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

Unit	Topic	No. of lectures
1	INTRODUCTION TO BIG DATA 1.1 Introduction to Big Data 1.2 Types of Digital Data 1.3 Big Data Analytics 1.4 Application of Big data	5
2	INTRODUCTION TO DATA SCIENCE 2.1 Basics of Data Analytics 2.2 Types of Analytics – 2.2.1 Descriptive, 2.2.2 Predictive, 2.2.3 Prescriptive 2.2.4 Statistical Inference 2.3 Populations and samples 2.3.1 Statistical modelling, 2.3.2 Probability 2.3.3 Distribution 2.3.4 Correlation 2.3.5 Regression	10
3	INTRODUCTION TO MACHINE LEARNING 3.1 Basics of Machine Learning 3.2 Supervised Machine Learning 3.2.1 K- Nearest-Neighbours, 3.2.2 Naïve Bayes 3.2.3 Decision tree 3.2.4 Support Vector Machines	20

	3.3 Unsupervised Machine Learning 3.3.1 Cluster analysis 3.3.2 K means 3.3.3 EM Algorithm 3.3.4 Association Rule Mining 3.3.5 Apriori algorithms 3.4 Regression Analysis 3.4.1 Linear Regression 3.4.2 Nonlinear Regression	
4	DATA ANALYTICS WITH R/ WEKA MACHINE LEARNING 4.1 Introduction 4.2 Data Manipulation 4.3 Data Visualization 4.4 Data Analysis	13
Total		48

Reference Books:

1. SeemaAcharya, SubhasiniChellappan, "Big Data Analytics" Wiley 2015.
2. Jay Liebowitz, "Big Data and Business Analytics" Auerbach Publications, CRC press (2013)
3. ArvindSathi, "BigDataAnalytics: Disruptive Technologies for Changing the Game", MC Press, 2012

S.Y.B.B.A.(C.A.) Semester – III

Course Code: CA-305 (Option)

Course Title : BlockChain

PREREQUISITES:

This course is highly technical in nature and would require the student to be comfortable with coding. To prepare for the class all students MUST:

- Understanding of basic programming language like Java, or Javascript.
- Understanding of PKI and Docker.

WHAT YOU'LL LEARN

- Understand what and why of Blockchain
- Explore the major components of Blockchain
- Learn about Bitcoin, Cryptocurrency, Ethereum
- Deploy and exercise example smart contracts
- Identify a use case for a Blockchain application
- Create your own Blockchain network application

COURSE OBJECTIVES

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

1. Understand how blockchain systems (mainly Bitcoin and Ethereum) work,
2. To securely interact with them,
3. Design, build, and deploy smart contracts and distributed applications,
4. Integrate ideas from blockchain technology into their own projects.

Unit	Topic	No. of Lectures
1	Introduction To Blockchain 1.1 Digital Trust 1.2 Asset 1.3 Transactions 1.4 Distributed Ledger Technology 1.5 Types of network 1.6 Components of blockchain or DLT 1.7 Ledger 1.7.1. Blocks 1.7.2. Blockchain 1.8 PKI and Cryptography 1.8.1. Private keys 1.8.2. Public keys 1.8.3. Hashing 1.8.4. Digital Signature 1.9. Consensus	12

	<ul style="list-style-type: none"> 1.9.1. Byzantine Fault 1.9.2. Proof of Work 1.9.3. Poof of Stake 1.10. Security <ul style="list-style-type: none"> 1.10.1.DDos 1.11 Cryptocurrency 1.12.Digital Token 	
2.	How Blockchain Works <ul style="list-style-type: none"> 2.1 How Blockchain Works 2.2. Structure of Blockchain 2.3.Block 2.4. Hash 2.5. Blockchain 2.6. Distributed 2.7. Lifecycle of Blockchain 2.8. Smart Contract 2.9. Consensus Algorithm 2.10 Proof of Work 2.11 Proof of Stake 2.12 Practical Byzantine 2.13 Fault Tolerance 2.14 Actors of Blockchain 2.15 Blockchain developer 2.16 Blockchain operator 2.17 Blockchain regulator 2.18 Blockchain user 2.19 Membership service provider 2.20 Building A Small Blockchain Application 	12
3.	Introduction to Bitcoin <ul style="list-style-type: none"> 3.1 Currency 3.2 Double Spending 3.3 Cryptocurrency 3.4 P2P Payment Gateway 3.5 Wallet 3.6 Mining 	8
4.	Ethereum <ul style="list-style-type: none"> 4.1.Ethereum network 4.2. EVM 4.3.Transaction fee 4.4.Mist 4.5.Ether, gas 4.6.Solidity - Smart contracts 4.7.Truffle 4.8.Web3 4.9.Design and issue Cryptocurrency 4.10. Mining 	8

	4.11. DApps 4.12. DAO	
5	Introduction To Hyperledger Fabric V1.1 5.1. Introduction to Hyperledger 5.2 What is Hyperledger 5.3 Why Hyperledger 5.4 Where can Hyperledger be used 5.5 Hyperledger Architecture 5.6 Membership 5.7 Blockchain 5.8 Transaction 5.9 Chaincode 5.10 Hyperledger Fabric 5.11 Features of Hyperledger	8
Total		48

References:

Text Book

1. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller and Steven Goldfeder,
Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction, Princeton
University Press (July 19, 2016).

Reference Books

1. Antonopoulos, Mastering Bitcoin: Unlocking Digital Cryptocurrencies
2. Satoshi Nakamoto, Bitcoin: A Peer-to-Peer Electronic Cash System
3. DR. Gavin Wood, "ETHEREUM: A Secure Decentralized Transaction Ledger," Yellow paper. 2014.
4. Nicola Atzei, Massimo Bartoletti, and Tiziana Cimoli, A survey of attacks on Ethereum smart contracts

SavitribaiPhule Pune University
Syllabus for BBA(CA) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

AECC - Course Title: - (M)Basic Course in Environmental Awareness
Credit -2 & Hours -30

Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course content

1 Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies)

2 Environmental Pollution -Definition, Causes, effects on human, water, soil, air (Mother Earth)

- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear hazards

3 Various Government initiatives for conservation of Environment. Controlling measures)

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution. Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

4 Field work Visit / Project Report preparation

- Visit to a local area to document environmental assets - river / forest / grassland / hill / mountain.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Effects on plants, insects, birds – As Elements of ecosystem

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

OR – (Select Any One Course In Semester III – For BBA , BBA- IB , and BBA –CA)

**SavitribaiPhule Pune University
Syllabus for BBA (CA) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses**

**AECC - Course Title: - (N)Advance Course in Environmental Awareness
Credit -2 & Hours -30**

Course Objectives

- Understand current concern about our impact on the environment.
- Recognize the things they do affect the environment.
- Promote green practices at home and at work.
- Describe what is being done and what we all can do to help prevent harm to the environment.

Course Contents

- **Environmental and Ecosystem Management:**

Concept and scope, Systems of approaches, Standards – International and National, Ecomark, Environmental accounting and auditing, Green funding and taxes, Trade and environmental management. Ecosystem analysis, Modelling, Monitoring and Planning, Ecotourism and Heritage management, Eco restoration,

- **Management of solid waste**

Different types of solid wastes, Methods of disposal and management of Municipal and thermal power plant generated solid wastes, Bio medical wastes and Hazardous wastes, Recycling of wastes, Power generation and waste minimization techniques.

Sanction and enforcement bodies of environmental laws in India.

Legal, administrative and constitutional provisions for environmental protection in India; Role of Supreme Court and Green Bench of High Court; Public awareness and Government measures; Role of Pressure Groups and NGOs; Concepts and Aspects of Public Interest Litigation (PIL); Public Interest Litigation in India on different Environmental Issues.

- **National and Regional Environmental Issues Resource and its conservation;**

Ecological refugees; Conservation strategies of the environment: Mines, riverine networks; forest, soil and wild life

Current Environmental Movements in India. Silent Valley, Chipko, Narmada dam, Appiko, TehriGarwal Dam, Uttara Kannada and Almatti dam movements.

- **Environmental Ethics and Global Imperatives.**

Concepts and aspects of Environmental ethics, Anthropocentrism and Eco-centrism; Deep ecology. Global environmental problems. Green house effect, global warming and climate change, ozone layer depletion, acid rain, deforestation and loss of biodiversity, unplanned urbanization.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments/ Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.
