



Vivekanand Education Society's College of Arts, Science & Commerce (Autonomous)

Syllabus |

For the

Program: F.Y.B.Sc. Sem - I & II

CBCS Course: Computer Science

(Choice Based and Credit System with effect from the academic year 2022-23)

Sr. No.	Heading	Particulars	
1.	Title of the Course	F.Y.B.Sc. Sem. I & II (Computer Science)	
2.	Eligibility for Admission	Ordinance no. O.5719 Circular no. UG/284 of 2007 dated 16 th June 2007	
3.	Passing Marks	40%	
4.	Ordinances / Regulations (if, any)	As applicable for all B.Sc. Courses	
5.	Number of years / Semesters	Three years – Six Semesters	
6.	Level	P.G./ U.G. / Diploma / Certificate (Strike out which is not applicable)	
7.	Pattern	Yearly / Semester, Choice Based (Strike out which is not applicable)	
8.	Status	New /Revised	
9.	To be implemented from Academic year	From the Academic Year <u>2022 – 2023</u>	
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Since 1962

Preamble

The rise of Information and Communication Technology (ICT) has profoundly affected modern society. Increasing applications of computers in almost all areas of human endeavor has led to vibrant industries with concurrent rapid change in technology.

As the computing field advances at a rapid pace, the students must possess a solid foundation that allows and encourages them to maintain relevant skills as the field evolves. Specific languages and technology platforms change over time. Thus students must continue to learn and adapt their skills throughout their careers. To develop this ability, students will be exposed to multiple programming languages, tools, paradigms and technologies as well as the fundamental underlying principles throughout this programme.

The programme offers required courses such as programming languages, data structures, computer architecture, algorithms, database systems, operating systems, software engineering; as well as specialized courses like artificial intelligence, machine learning, internet of things, distributed computing, information security, multimedia, web technologies, mobile programming and other current topics in computer science.

The core philosophy of this programme is to –

- Form strong foundations of Computer Science
- Nurture programming, analytical & design skills for the real world problems.
- Inculcate research interest among the students
- Introduce emerging trends to the students in a gradual way.
- Groom the students for the challenges of ICT industry

The main aim of this programme is to deliver a modern curriculum that will equip graduates with strong theoretical and practical backgrounds to enable them to excel in the workplace and to be lifelong learners. Not only does it prepare the students for a career in the Software industry, it also motivates them towards further studies and research opportunities. Graduating students can thus take up postgraduate programmes in CS leading to research as well as R&D, can be employable at IT industries, or can adopt a business management career.

In the first year i.e. for semester I & II, the basic foundation of important skills required for software development is laid. The syllabus proposes to have four core subjects of Computer science and two core courses of Mathematics-Statistics. All core subjects are proposed to have theory as well as practical tracks. While the Computer Science courses will form fundamental skills for solving computational problems, the Mathematics & Statistics course will inculcate research-oriented acumen. Ability Enhancement Courses on Soft Skill Development will ensure an overall and holistic development of the students. The syllabus design for further semesters encompasses more advanced and specialized courses of Computer Science.

We sincerely believe that any student taking this programme will get a strong foundation and exposure to basics, advanced and emerging trends of the various subjects discussed. We hope that the students' community and teachers fraternity will appreciate the treatment given to the courses in the syllabus. We wholeheartedly thank all the experts who shared their valuable feedback and suggestions in order to improvise the contents; we have sincerely attempted to incorporate each of them.

Programme Structure for B.Sc. Computer Science

Programme Duration	06 Semesters spread across 3 years
Total Credits required for successful completion of the Course	120
Credits required from the Core Courses	76
Credits required for the Ability Enhancement Courses	04
Credits required for Skills Enhancement Courses	32
Credits for General Elective Courses	08
Minimum Attendance per S <mark>em</mark> ester	75%

Programme Objectives

The objectives of the 3 year B.Sc. Computer Science programme are as follows:

- To develop an understanding and knowledge of the basic theory of Computer Science with a strong foundation on theory, systems and applications.
- To refine necessary skills and analytical abilities for developing computer based solutions of real-life problems.
- To provide training in emergent computing technologies which lead to innovative solutions for industry and academia.
- To develop the necessary study skills and knowledge to pursue further postgraduate study in computer science or other related fields.
- To develop the professional skill-set required for a career in technology oriented business or industry.
- To enable students to work independently and collaboratively, communicate effectively, and become responsible, competent, confident, insightful, and creative users of computing technology

Programme Learning Outcomes

At the end of three year Bachelor of Computer Science the students will be able:

 To formulate, to model, to design solutions, procedure and to use software tools to solve real world problems.

- To design and develop computer programs/computer -based systems in the areas such as networking, web design, security, cloud computing, IoT, data science and other emerging technologies.
- To familiarize with the modern-day trends in industry and research based settings and thereby innovate novel solutions to existing problems.
- To apply concepts, principles, and theories relating to computer science to new situations. To use current techniques, skills, and tools necessary for computing practice
- To apply standard Software Engineering practices and strategies in real-time software project development
- To pursue higher studies of specialization and to take up technical employment.
- To work independently or collaboratively as an effective team member on a substantial software project.
- To communicate and present their work effectively and coherently.
- To display ethical code of conduct in usage of Internet and Cyber systems.
- To engage in independent and life-long learning in the background of the rapidly changing IT industry.



Academic year 2021-2022

	Semester – I				
Course Code	Course Type	Course Title	Credits	Lectures/ Week	
VESUSCS101	Core Subject	Digital Systems & Architecture	2	3	
VESUSCSP101	Core Subject Practical	Digital Systems & Architecture – Practical	1	3	
VESUSCS102	Core Subject	Introduction to Programming with Python	2	3	
VESUSCSP102	Core Subject Practical	Introduction to Programming with Python – Practical	1	3	
VESUSCS103	Core Subject	LINUX Operating System	2	3	
VESUSCSP103	Core Subject Practical	LINUX Operating System – Practical	1	3	
VESUSCS104	Core Subject	Open Source Technologies	2	3	
VESUSCSP104	Core Subject Practical	Open Source Technologies – Practical	1	3	
VESUSCS105	Core Subject	Discrete Mathematics	2	3	
VESUSCSP105	Core Subject Practical	Discrete Mathematics – Practical	1	3	
VESUSCS106	Core Subject	Descriptive Statistics	2	3	
VESUSCSP106	Core Subject Practical	Descriptive Statistics – Practical	1	3	
VESUSCS107	Ability Enhancem ent Course	Soft Skills	2	3	

Semester – II					
Course Code	Course Type	Course Title	Credits	Lectures/ Week	
VESUSCS2101	Core Subject	Design & Analysis of Algorithms	2	3	
VESUSCSP201	Core Subject Practical	Design & Analysis of Algorithms – Practical	1	3	
VESUSCS202	Core Subj <mark>ect</mark>	Advanced Python Programming	2	3	
VESUSCSP202	Core Subj <mark>ect</mark> Practical	Advanced Python Programming – Practical	1	3	
VESUSCS203	Core Subj <mark>ect</mark>	Introduction to OOPs using C++	2	3	
VESUSCSP203	Core Subj <mark>ect</mark> Practical	Introduction to OOPs using C++ – Practical	1	3	
VESUSCS204	Core Subject	Database Systems	2	3	
VESUSCSP204	Core Subj <mark>ect</mark> Practical	Database Systems – Practical	1	3	
VESUSCS205	Core Subj <mark>ect</mark>	Calculus	2	3	
VESUSCSP205	Core Subj <mark>ect</mark> Practical	Calculus – Practical	1	3	
VESUSCS206	Core Subj <mark>ect</mark>	Statistical Methods	2	3	
VESUSCSP206	Core Subject Practical	Statistical Methods – Practical	1	3	
VESUSCS207	Ability Enhancement Course	E-Commerce & Digital Marketing	2	3	

Course Code	Course Title	Credits	Lectures / Week
VESUSCS 101	Digital Systems & Architecture	2	3

About the course:

This course introduces the principles of computer organization and the basic architecture concepts. The course emphasizes performance and cost analysis, instruction set design, memory hierarchy, virtual memory management, and I/O systems.

Course Objectives:

- To have an understanding of Digital systems and operation of a digital computer.
- To learn different architectures & organizations of memory systems, processor organization and control unit.
- To understand the working
- principles of multiprocessor and parallel organization as advanced computer architectures

Learning Outcomes:

After successful completion of this course, students would be able to

- To learn about how computer systems work and underlying principles
- To understand the basics of digital electronics needed for computers
- To understand the basics of instruction set architecture for reduced and complex instruction sets
- To understand the basics of processor structure and operation
- To understand how data is transferred between the processor and I/Odevices

Unit	Торіс	No. of lectures
I	Fundamentals of Digital Logic: Number System, Boolean algebra, Logic Gates, Simplification of Logic Circuits: Algebraic Simplification, Karnaugh Maps. Combinational Circuits: Adders, Mux, De-Mux, Sequential Circuits: Flip Flops (SR, JK & D), Counters: synchronous and asynchronous Counter Computer System: Comparison of Computer Organization & Architecture, Computer Components and Functions, Interconnection Structures. Bus Interconnections, Input / Output: I/O Module, Programmed I/O, Interrupt Driven I/O, Direct Memory Access	15
II	Memory System Organization: Classification and design parameters, Memory Hierarchy, Internal Memory: RAM, SRAM and DRAM, Interleaved and Associative Memory. Cache Memory: Design Principles, Memory mappings, Replacement Algorithms, Cache performance, Cache	15

	Coherence. Virtual Memory, External Memory: Magnetic Discs, Optical Memory, Flash Memories, RAID Levels Processor Organization: Instruction Formats, Instruction Sets, Addressing Modes, Addressing Modes Examples with Assembly Language [8085/8086 CPU], Processor Organization, Structure and Function. Register Organization, Basic Microprocessor operations: Data Transfer (Register / Memory) Operations, Arithmetic & Logical Operations, Instruction Cycle, Instruction Pipelining. Introduction to RISC and CISC Architecture, Instruction Level Parallelism and Superscalar Processors: Design Issues	
III	Control Unit: Micro-Operations, Functional Requirements, Processor Control, Hardwired Implementation, Micro-programmed Control. Fundamentals of Advanced Computer Architecture: Parallel Architecture: Classification of Parallel Systems, Flynn's Taxonomy, Array Processors, Clusters, and NUMA Computers. Multiprocessor Systems: Structure & Interconnection Networks, Multi-Core Computers: Introduction, Organization and Performance.	15

Textbooks:

- 1. M. Mano, Computer System Architecture 3rd edition, Pearson
- 2. Carl Hamacher et al., Computer Organization and Embedded Systems, 6 ed., McGraw-Hill 2012
- 3. R P Jain, Modern Digital Electronics, Tata McGraw Hill Education Pvt. Ltd., 4th Edition, 2010 Additional References:
 - 1. William Stallings (2010), Computer Organization and Architecture- designing for performance,8th edition, Prentice Hall, NewJersy.
 - 2. Anrew S. Tanenbaum (2006), Structured Computer Organization, 5th edition, PearsonEducation Inc.
 - 3. John P. Hayes (1998), Computer Architecture and Organization, 3rd edition, Tata McGrawHill

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCSP 101	Digital Systems & Architecture – Practical	1	3
1	Study and verify the truth table of various logic gates (NOT, ANI EX-OR, and EX-NOR).	O, OR, NAI	ND, NOR,
2	Simplify given Boolean expression and realize it.		
3	Design and verify a half/full adder		

4	Design and verify half/full subtractor
5	Design a 4 bit magnitude comparator using combinational circuits.
6	Design and verify the operation of flip-flops using logic gates.
7	Verify the operation of a counter.
8	Verify the operation of a 4 bit shift register
9	Design and implement expressions using multiplexers / demultiplexers.
10	Design and implement 3-bit binary ripple counter using JK flip flops.

Course Code	Course Title		Credits	Lectures / Week
VESUSC S102	Introduction to Pr	ogramming with Python	2	3

About the course:

This course is aimed at introducing one of the fastest growing programming languages of the current time and enables learners to understand the fundamentals of programming with Python. Learners will be able to write programs to solve real-world problems, and produce quality code. It will help to develop strong skills of programming for implementing applications for emerging fields including data science and machine learning.

Course Objectives:

- To learn how to design and program Python applications.
- To explore the innards of Python Programming and understand components of Python Program
- To define the structure and components of a Python program.
- To learn how to write loops and decision statements in Python
- To learn about inbuilt input/output operations and compound data types in Python

Learning Outcomes:

After successful completion of this course, students would be able to:

- Ability to store, manipulate and access data in Python
- Ability to implement basic Input / Output operations in Python
- Ability to define the structure and components of a Python program.
- Ability to learn how to write loops and decision statements in Python.
- Ability to learn how to write functions and pass arguments in Python.
- Ability to create and use Compound data types in Python

Unit	Торіс	No. of lectures
I	Overview of Python: History & Versions, Features of Python, Execution of Python Program, Flavours of Python, Installing Python, Writing and Executing First Python Program, Getting Help, IDLE Data Types, Variables and Other Basic Elements: Comments, Docstrings, Data types- Numeric Data type, Compound Data Type,	15
	Boolean Data type, Basic Elements of Python, Variables, Operators: Arithmetic operators, Assignment operators, Unary minus operator, Relational operators, Logical operators, Bitwise operators, Membership operators, Identity operators, Precedence of Operators, Associativity of Operators, Input and Output Operations: Input Function, Output Statements, The print() function, The print("string") function, The print(variables list) function, The print(object) function, The print(formatted string) function, Command Line Arguments	
	Control Statements: The if statement, The if else Statement, The "ifelif else" Statement, Loop Statement- while loop, for loop, Infinite loop, Nested loop, The else suite, break statement, continue statement, pass statement, assert statement, return statement.	
II	Arrays: Creating Arrays, Indexing and Slicing of Arrays, Basic Array Operations, Arrays Processing, Mathematical Operations on Array, Aliasing Arrays, Slicing and Indexing in NumPy Arrays, Basic slicing, Advanced Indexing, Dimensions of Arrays, Attributes of an Array, The ndim Attribute, The shape Attribute, The size Attribute, The itemsize Attribute	15
	Functions: Function definition and call, Returning Results, Returning Multiple Values from a Function, Built-in Functions, Difference between a Function and a Method, Pass Value by Object Reference, Parameters and Arguments, Formal and Actual Arguments, Positional Arguments, Keyword Arguments, Default Arguments, Arbitrary Arguments, Functions, Anonymous or Lambda Functions, Using Lambda with the	
	filter() Function, Using Lambda with the map() Function, Using Lambda with the reduce() Function Modules:Introduction to Modules in Python	
III	Strings: Creating Strings, Functions of Strings, Working with Strings, Length of a String, Indexing and Slicing, Repeating and Concatenating Strings, Checking Membership, Comparing Strings, Removing Spaces,	15

Finding Substrings, Counting Substrings, Immutability, Splitting and Joining Strings, Changing Case, Checking Starting and Ending of a String, Sorting Strings, Searching in the Strings, Testing Methods, Formatting Strings, Finding the Number of Characters and Words, Inserting Substrings into a String

List and Tuples: Lists, List Functions and Methods, List Operations, List Slices, Nested Lists, Tuples, Functions in Tuple

Dictionaries: Creating a Dictionary, Operators in Dictionary, Dictionary Methods, Using for Loop with Dictionaries, Operations on Dictionaries, Converting Lists into Dictionary, Converting Strings into Dictionary, Passing Dictionaries to Functions, Sorting the Elements of a Dictionary using Lambda, Ordered Dictionaries

TextBooks:

- 1. Practical Programming: An Intr<mark>odu</mark>ction to Computer Science Using Python 3, Paul Gries, Jennifer Campbell, Jason Montojo, Pragmatic Bookshelf, 2nd Edition
- 2. Beginning Python: From Novice to Professional, Magnus Lie Hetland, Apress, 2017

- 1. Programming through Python, M. T Savaliya, R. K. Maurya& G M Magar, Sybgen Learning India, 2020
- 2. Python: The Complete Reference, Martin C. Brown, McGraw Hill, 2018
- 3. Programming in Python, Mark Summerfield, Pearson Education, 2nd Ed. 2018
- 4. Python Programming: Using Problem Solving Approach, Reema Thareja, Oxford University Press, 2017
- 5. Let Us Python, Yashwant. B. Kanetkar, BPB Publication, 2019.

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCSP 102	Introduction to Programming with Python – Practical	1	3
	Since 1962		
1	Write a program to design and develop python program to implement various control statement using suitable examples		
2	Write a program in Python to define and call functions for suita	ble problem	ns.
3	Write a Python program to demonstrate different types of function	ion argume	nts.
4	Write a Python program to demonstrate the precedence and asso	ociativity of	f operators.

5	Write suitable Python program to implement Fibonacci series, Factorial of a number	
6	Write Python program to implement and use lambda function in python	
7	Write a python program to create and manipulate arrays in Python. Also demonstrate use of slicing and indexing for accessing elements from the array.	
8	Write a program to implement a list in Python for suitable problems. Demonstrate various operations on it.	
9	Write a program to implement tuples in Python for suitable problems. Demonstrate various operations on it.	
10	Write a program to implement a dictionary in Python for suitable problems. Demonstrate various operations on it.	

Course Code	Course Title	Credits	Lectures / Week
VESUSC S103	LINUX Operating System	2	3

About the course:

This syllabus will help to train students in fundamental skills and build-up sustainable interest in Linux Operating System. It will improve the necessary knowledge base to understand Linux Operating System and its practical implementation, it will also help to develop Linux based solutions for real life problems.

Course Objectives:

- To learn basic concepts of Linux in terms of operating system
- To learn use of various shell commands with regular expressions
- To set Linux Environment variables and learn setting file permissions to maintain Linux security implementation
- To learn various editors available in Linux OS
- To learn shell scripting.
- To learn installation of compilers and programming using C and Python languages on Linux platform

Learning Outcomes:

After successful completion of this course, students would be able to

- Work with Linux file system structure, Linux Environment
- Handle shell commands for scripting, with features of regular expressions, redirections
- Implement file security permissions
- Work with vi, sed and awk editors for shell scripting using various control structures
- Install softwares like compilers and develop programs in C and Python programming languages on Linux Platform

Unit	Торіс	No. of lectures
I	Linux operating system and Basics: History, GNU Info and Utilities, Various Linux Distributions, The Unix/Linux architecture, Features of Unix/Linux, Starting the shell, Shell prompt, Command structure, File Systems and Directory Structure, man pages, more documentation pages	
	Basic Bash shell commands: General purpose utility Commands, basic commands, Various file types, attributes and File handling Commands, Handling Ordinary Files. More file attributes	
	Advanced Bash shell commands: Simple Filters, Filters using regular expressions.	15
	The Linux environment variable: Setting, Locating and removing environment variables like PATH etc, Default shell environment variables, Using command aliases.	
II	Understanding Linux file permission: Linux security, Using Linux groups, Decoding file permissions, Changing security setting, Sharing files. Working with Editors: awk, sed and Introduction to vi Basic script building: Using multiple commands, Creating script files, Displaying messages, Using variables, Redirecting Input and Output, Pipes performing math, Exiting the script. Using structured commands: Working with if-then, if-then-else and nested if statements, test command, Compound condition testing, while command, until command, case command.	15
III	Script and Process control: Handling signals, Running scripts in background mode, Running scripts without a console, Job control, Job scheduling commands: ps, nice, renice, at, batch, cron table, Running the script at boot Linux Security: Understanding Linux Security, uses of root, sudo command, working with passwords, Understanding ssh. Networking: TCP/IP Basics, TCP/IP Model, Resolving IP addresses, Applications, ping, telnet, ftp, DNS	15

TextBooks:

- 1. "Linux Command line and Shell Scripting Bible", Richard Blum, Wiley India.
- 2. "Unix: Concepts and Applications", Sumitabha Das, 4th Edition, McGraw Hill.
- 3. "Official Ubuntu Book", Matthew Helmke& Elizabeth K. Joseph with Jose Antonio Rey and Philips Ballew, 8th Ed.

- 1. "Linux Administration: A Beginner's Guide", Fifth Edition, Wale Soyinka, Tata McGraw-Hill, 2008.
- 2. "Linux: Complete Reference", Richard Petersen, 6th Edition, Tata McGraw-Hill
- 3. "Beginning Linux Programming", Neil Mathew, 4th Edition, Wiley Publishing, 2008.

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCS P103	LINUX Operating System – Practical	1	3
1	Installation of Ubuntu Linux operating system. a) Booting and Installing from (USB/DVD) b) Using Ubuntu Software center / Using Synaptic c) Explore useful software packages.		
2	Becoming an Ubuntu power user a) Administering system and User setting b) Learning Unity keyboard c) Using the Terminal d) Working with windows programs		
3	File System Commands: touch, help, man, more, less, pwd, cd, etc File handling Commands: cat, cp, rm, mv, more, file, wc, od chown, chgrp, gzip and gunzip, zip and unzip, tar, ln, umask,, chr	, cmp, diff,	comm, chmod,
4	General purpose utility Commands:cal, date, echo, man, printf uname, tty, stty, etc Simple Filters and I/O redirection: head, tail, cut paste, sort, gretc. Networking Commands: who, whoami, ping, telnet, ftp, ssh, etc.	ep family, t	•
5	Editors: vi, sed, awk		
6	Working and Managing with processes- sh, ps, kill, nice,	at and bate	ch etc.
7	Shell scripting I: Defining variables, reading user input, ex commands, , expr, test, [], if conditional, logical operators	it and exit	status
8	Shell scripting II: Conditions (for loop, until loop and while operations, examples	le loop) ari	thmetic
9	Shell scripting III: Redirecting Input / Output in scripts, cr Redirection	eating you	r own

10	Installation of C/C++/Java/Python Compiler and creating an environment for
	app development. Basic programming using C and Python Languages.

Course Code	Course Title	Credits	Lectures / Week
VESUSCS P104	Open Source Technologies	2	3

About the course:

Open Source Software is becoming an important resource for development, especially in developing countries. A working understanding of the economic and technical background of the Free / Open Source Software movement (FOSS) is essential for its effective use. The course takes students through the history and current status of the FOSS world, and starts them exploring it, by connecting their personal experiences with corresponding FOSS projects. Students will experience finding and using Open Source Software projects

Course Objectives:

- Understand the difference between open-source software and commercial software.
- Understand the policies, licensing procedures and ethics of FOSS.
- Understand open-source philosophy, methodology and ecosystem.
- Awareness with Open-Source Technologies.

Learning Outcomes

- Differentiate between Open Source and Proprietary software and Licensing.
- Recognize the applications, benefits and features of Open-Source Technologies
- Gain knowledge to start, manage open-source projects.

Unit	Topic	No. of lectures
I	Introduction to Open-Source: Open Source, Need and Principles of OSS, Open-Source Standards, Requirements for Software, OSS success, Free Software, Examples, Licensing, Free Vs. Proprietary Software, Free Software Vs. Open-Source Software, Public Domain. History of free software, Proprietary Vs Open-Source Licensing Model, use of Open Source Software, FOSS does not mean no cost. History: BSD, The Free Software Foundation and the GNU Project, Shared software,	15
	Open-Source Principles and Methodology: Open-Source History, Open Source Initiatives, Open Standards Principles, Methodologies, Philosophy, Software freedom, Open-Source Software Development, Licenses, Copyright vs. Copyleft, Patents, Zero marginal cost,	

	Income-generation Opportunities, Internationalization.	
	Licensing: What Is A License, How to create your own Licenses, Important FOSS Licenses (Apache, BSD, PL, LGPL), copyrights and copy lefts, Patent.	
II	Open-Source projects: Starting and maintaining own Open-Source Project, Open-Source Hardware, Open-Source Design, Open-source Teaching, Open-source media. Collaboration: Community and Communication, Contributing to Open Source Projects Introduction to GitHub, interacting with the community on GitHub, Communication and etiquette, testing open-source code, reporting issues, contributing code. Introduction to Wikipedia, contributing to Wikipedia or contributing to any prominent open-source project of students choice. Open-Source Ethics and Social Impact: Open source vs. closed source, Open-source Government, Ethics of Open-source, Social and Financial impacts of open-source technology, Shared software, Shared source, Open Source as a Business Strategy	15
III	Understanding Open-Source Ecosystem: Open-Source Operating Systems: GNU/Linux, Android, Free BSD, Open Solaris. Open-Source Hardware, Virtualization Technologies, Containerization Technologies: Docker, Development tools, IDEs, Debuggers, Programming languages, LAMP, Open-Source Database technologies Case Studies: Example Projects: Apache Web server, BSD, GNU/Linux, Android, Mozilla (Firefox), Wikipedia, Drupal, WordPress, Git, GCC, GDB, GitHub, Open Office, LibreOffice Study: Understanding the developmental models, licensing, mode of funding, commercial/non-commercial use.	15

TextBooks:

- 1. "Open-Source Technology", Kailash Vadera & Bhavyesh Gandhi, University Science Press, Laxmi Publications, 2009
- 2. "Open-Source Technology and Policy", Fadi P. Deek and James A. M. McHugh, Cambridge University Press, 2008.

- 1. "Perspectives on Free and Open-Source Software", Clay Shirky and Michael Cusumano, MIT press.
- 2. "Understanding Open Source and Free Software Licensing", Andrew M. St. Laurent, O"Reilly Media.
- 3. "Open Source for the Enterprise", Dan Woods, GautamGuliani, O"Reilly Media
- 4. Linux kernel Home: http://kernel.org4
- 5. Open-Source Initiative: https://opensource.org/5
- 6. The Linux Foundation: http://www.linuxfoundation.org/

- 7. The Linux Documentation Project: http://www.tldp.org/2
- 8. Docker Project Home: http://www.docker.com3.
- 9. Linux Documentation Project: http://www.tldp.org/6
- 10. Wikipedia: https://en.wikipedia.org/wiki/Wikipedia:Contributing_to_Wikipedia8
- 11. GitHub: https://help.github.com/9.
- 12. The Linux Foundation: http://www.linuxfoundation.org/

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCSP 104	Open Source Technologies – Practical	1	3
1	 Open Source Operating Systems Learn the following open source operating system Linux, Android, FreeBSD, Open Solaris etc. Learn the installation. Identify the unique features of these OS. 	of your cho	ice:
2	Hands on with LibreOffice • Learn it from practical view-point • Give a brief presentation about it to the class		
3	Hands on with GIMP Photo Editing Tool • Learn it from practical view-point • Give a brief presentation about it to the class		
4	Hands on with Shotcut Video Editing Tool • Learn it from practical view-point • Give a brief presentation about it to the class		
5	Hands on with Blender Graphics and Animation Tool • Learn it from practical view-point • Give a brief presentation about it to the class		
6	Hands on with Apache Web Server • Learn it from practical view-point • Give a brief presentation about it to the class		
7	Hands on with WordPress CMS • Learn it from practical view-point • Give a brief presentation about it to the class		

8	 Contributing to Wikipedia: Introduction to Wikipedia: operating model, license, how to contribute? Create your user account on Wikipedia Identify any topic of your choice and contribute the missing information
9	 GitHub Create and publish your own open source project: Write any simple program using your choice of programming language. Create a repository on GitHub and save versions of your project. You"ll learn about the staging area, committing your code, branching, and merging, Using GitHub to Collaborate: Get practice using GitHub or other remote repositories to share your changes with others and collaborate on multi developer projects. You"ll learn how to make and review a pull request on GitHub. Contribute to a Live Project: Students will publish a repository containing their reflections from the course and submit a pull request.
10	Virtualization: Open Source virtualization technologies: • Install and configure the following: VirtualBox, Zen, KVM • Create and use virtual machines

Course Code	Course Title	Credits	Lectures / Week
VESUSCS1 05	Discrete Mathematics	2	3

About the Course:

Discrete Mathematics provides an essential foundation for virtually every area of Computer Science. The problem-solving techniques honed in Discrete Mathematics are necessary for writing complicated software. Discrete mathematics also builds the gateway to advanced courses in Mathematical Sciences, Data Science, Machine Learning, Software Engineering, etc.

Course Objectives:

- The purpose of the course is to familiarize the prospective learners with mathematical structures that are fundamentally discrete.
- This course will enhance prospective learners to reason and ability to articulate mathematical problems.
- This course will introduce functions, forming and solving recurrence relations and different counting principles. These concepts will be useful to study or describe objects or problems in computer algorithms and programming languages and these concepts can be used effectively in other courses.

Learning Outcomes:

- After successful completion of this course, learners would be able to:
- Define mathematical structures (relations, functions, graphs) and use them to model real

life situations.

- Understand, construct and solve simple mathematical problems.
- Solve puzzles based on counting principles.
- Provide basic knowledge about models of automata theory and the corresponding formal languages.
- Develop an attitude to solve problems based on graphs and trees, which are widely used in software.

Unit	Торіс	No. of lectures
I	Functions: Definition of function; Domain, co-domain, range of a function; Examples of standard functions such as identity and constant functions, absolute value function, logarithmic and exponential functions, flooring and ceiling functions; Injective, surjective and bijective functions; Composite and inverse functions. Relations: Definition and examples of relation; Properties of relations, Representation of relations using digraphs and matrices; Equivalence relation; Partial Order relation, Hasse Diagrams, maximal, minimal, greatest, least element, Lattices. Recurrence Relations: Definition and Formulation of recurrence relations; Solution of a recurrence relation; Solving recurrence relations with constant coefficients; Homogeneous recurrence relations with constant coefficients; Homogeneous recurrence relation with constant coefficients; Particular solution of non-linear homogeneous recurrence relation with constant coefficients; General solution of nonlinear homogeneous recurrence relation with constant coefficients; General solution of nonlinear homogeneous recurrence relation with constant coefficients; Applications- Formulate and solve recurrence relation for Fibonacci numbers, Tower of Hanoi, Intersection of lines in a plane, Sorting Algorithms.	15
II	Counting Principles: Basic Counting Principles (Sum and Product Rule); Pigeonhole Principle (without proof) - Simple examples; Inclusion Exclusion Principle (Sieve formula) (without proof); Counting using Tree diagrams. Permutations and Combinations: Permutation without and with repetition; Combination without and with repetition; Binomial numbers and identities: Pascal Identity, Vandermonde"s Identity, Pascal triangle, Binomial theorem (without proof) and applications; Multinomial numbers, Multinomial theorem (without proof) and applications. Languages, Grammars and Machines: Languages and Grammars – Introduction, Phase structure grammar, Types of grammar, derivation trees; Finite-State Machines with Output; FiniteState Machines with No Output; Regular Expression and Regular Language.	15
III	Graphs: Graphs and Graph Models; Graph terminologies and Special types of graphs; Definition and elementary results; Representing graphs,	15

Linked representation of a graph; Graph Isomorphism; Connectivity in graphs – path, trail, walk; Euler and Hamilton paths; Planar graphs, Graph coloring and chromatic number.

Trees:

Definition, Tree terminologies and elementary results; Linked representation of binary trees; Ordered rooted tree, Binary trees, Complete and extended binary trees, Expression trees, Binary Search tree, Algorithms for searching and inserting in binary search trees, Algorithms for deleting in a binary search tree; Traversing binary trees

Textbooks:

- 1. Discrete Mathematics and Its Applications, Seventh Edition by Kenneth H. Rosen, McGraw Hill Education (India) Private Limited. (2011)
- 2. Discrete Mathematics: Semyour Lipschutz, Marc Lipson, Schaum"s out lines, McGraw-Hill Inc. 3 rd Edition
- 3. Data Structures Seymour Lipschutz, Schaum"s out lines, McGraw- Hill Inc. 2017 4. Norman L. Biggs, Discrete Mathematics, Revised Edition, Clarendon Press, Oxford 1989.

- 1. Elements of Discrete Mathematics: C.L. Liu, Tata McGraw-HillEdition.
- 2. Concrete Mathematics (Foundation for Computer Science): Graham, Knuth, Patashnik Second Edition, Pearson Education.
- 3. Foundations in Discrete Mathematics: K.D. Joshi, New Age Publication, NewDelhi.

Course Code	Course Title			Credits	Practical/ Tutorials Per Week
VESUSCSP 105	Discrete Mathe	<mark>m</mark> atics – Practical	_//	1	3
1	FindingCheck ifFind theOperation	if the given mapping domain and range of the given function inverse of a given ons on functions of functions as as a second constant of the given mapping as a second constant of the given functions are a second constant of the given functions are a second constant of the given functions as a second constant of the given functions are a second constant of the given function of	of a given function is injective/surject function		
2	 Determing relation Draw Hate Find material 	ntation of relations ne if the given relat asse diagrams ximal, minimal, gre ne if a given poset	eatest, least elemen	•	artial order

3	 Recurrence Relation – Solve recurrence relation using backtracking method Solve linear homogeneous recurrence relations with constant coefficients Find homogeneous, particular, general solution of a recurrence relation Formulate and solving recurrence relation
4	Counting Principles – • Sum and product rule • Pigeonhole Principle • Inclusion Exclusion Principle • Counting using Tree diagrams
5	Permutations and Combinations – • Permutations • Permutations with repetitions • Combinations • Combinations with repetitions • Combinations with repetitions • Binomial numbers and Identities • Applications on Binomial theorem • Applications on Multinomial theorem
6	Languages and Grammars — • Find the language generated by given grammar • Check if a given string belongs or not to a given language/grammar • Operations on languages • Identify the type of grammar
7	Finite State Machines – Check if a given string is accepted or rejected by FSM without output Find the output for a FSM with output Describe a machine (diagram/table)
8	Regular Expression and Regular Language – Describe the regular expressions represented by given language Describe the language represented by given regular expression
9	Graphs – • Types of graph • Properties of graph • Representation of graph • Graph Isomorphism • Connectivity in graphs – path, trail, walk • Euler and Hamilton graphs • Planar graphs • Graph coloring and chromatic number
10	Trees – • Tree terminologies • Types of tree • Properties of tree

 Representation of tree Expression tree Binary Search tree Tree traversal 	
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Course Code	Course Title	Credits	Lectures / Week
VESUSCS 106	Descriptive Statistics	2	3

About the Course:

This course is designed to provide learners with an understanding of the data and to develop an understanding of the quantitative techniques from Statistics. It also provides the knowledge of different statistical tools used for primary statistical analysis of data.

Course Objectives:

- To develop the learners ability to deal with different types of data.
- To enable the use of different measures of central tendency and dispersion wherever relevant.
- To make learner aware about the techniques to check the Skewness and Kurtosis of data.
- To make learner enable to find the correlation between different variables and further apply the regression analysis to find the exact relation between them.
- To develop ability to analyze statistical data through R software.

Learning Outcomes:

After successful completion of this course, learners would be able to

- Organize, manage and present data.
- Analyze Statistical data using measures of central tendency and dispersion.
- Analyze Statistical data using basic techniques of R.
- Study the relationship between variables using techniques of correlation and regression.

Unit	Topic	No. of lectures
I	Data Types and Data Presentation: Data types: Attribute, Variable, Discrete and Continuous variable, Univariate and Bivariate distribution. Types of Characteristics, Different types of scales: nominal, ordinal, interval and ratio. Data presentation: Frequency distribution, Histogram, Ogive curves. Introduction to R: Data input, Arithmetic Operators, Vector Operations, Matrix Operations, Data Frames, Built-in Functions. Frequency Distribution, Grouped Frequency Distribution, Diagrams and Graphs, Summary statistics for raw data and grouped frequency distribution. Measures of Central tendency: Concept of average/central tendency, characteristics of good measure of central tendency. Arithmetic Mean (A.M.), Median, Mode - Definition, examples for ungrouped and grouped data, effect of shift of origin and change of scale, merits and demerits. Combined arithmetic mean. Partition Values: Quartiles, Deciles and Percentiles - examples for ungrouped and grouped data	15

II	Measures dispersion: Concept of dispersion, Absolute and Relative measure of dispersion, characteristics of good measure of dispersion. Range, Semi-interquartile range, Quartile deviation, Standard deviation - Definition, examples for ungrouped and grouped data, effect of shift of origin and change of scale, merits and demerits. Combined standard deviation, Variance. Coefficient of range, Coefficient of quartile deviation and Coefficient of variation (C.V.) Moments: Concept of Moments, Raw moments, Central moments, Relation between raw and central moments. Measures of Skewness and Kurtosis: Concept of Skewness and Kurtosis, measures based on moments, quartiles.	15
III	Correlation: Concept of correlation, Types and interpretation, Measure of Correlation: Scatter diagram and interpretation; Karl Pearson's coefficient of correlation (r): Definition, examples for ungrouped and grouped data, effect of shift of origin and change of scale, properties; Spearman's rank correlation coefficient: Definition, examples of with and without repetition. Concept of Multiple correlation. Regression: Concept of dependent (response) and independent (predictor) variables, concept of regression, Types and prediction, difference between correlation and regression, Relation between correlation and regression. Linear Regression - Definition, examples using least square method and regression coefficient, coefficient of determination, properties. Concept of Multiple regression and Logistic regression.	15

Textbooks:

- 1. Goon, A. M., Gupta, M. K. and Dasgupta, B. (1983). Fundamentals of Statistics, Vol. 1, Sixth Revised Edition, The World Press Pvt. Ltd., Calcutta.
- 2. Gupta, S.C. and Kapoor, V.K. (1987): Fundamentals of Mathematical Statistics, S. Chand and Sons, New Delhi

- 1. Sarma, K. V. S. (2001). Statistics Made it Simple: Do it yourself on PC. Prentice Hall of India, NewDelhi.
- 2. Agarwal, B. L. (2003). Programmed Statistics, Second Edition, New Age International Publishers, NewDelhi.
- 3. Purohit, S. G., Gore S. D., Deshmukh S. R. (2008). Statistics Using R, Narosa Publishing House, NewDelhi.
- 4. Schaum"s Outline Of Theory And Problems Of Beginning Statistics, Larry J. Stephens, Schaum"s Outline Series Mcgraw-Hill

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCSP 106	Descriptive Statistics – Practical (Problem solving and implementation using R programming)	1	3

1	 Basics of R. Data input, Arithmetic Operators Vector Operations, Matrix Operations Data Frames, Built-in Functions Frequency Distribution, Grouped Frequency Distribution Diagrams and Graphs
2	 Frequency distribution and data presentation Frequency Distribution (Univariate data/ Bivariate data) Diagrams Graphs
3	Measures of Central Tendency
4	 Measures dispersion Range and Coefficient of range Quartile deviation and Coefficient of quartile deviation Standard deviation, Variance and Coefficient of variation (C.V.)
5	Moments • Raw moments • Central moments
6	Measures of Skewness - • Karl Pearson"s measure of Skewness • Bowley"s measure of Skewness • Moment coefficient of Skewness
7	Measures of Kurtosis Moment coefficient of Kurtosis (Absolute measure) Moment coefficient of Kurtosis (Relative measure)
8	Correlation • Karl Pearson"s correlation coefficient • Spearman"s Rank correlation
9	Regression • Method of least squares • Using regression coefficients • Properties of regression lines & regression coefficients
10	 Summary Statistics using R Summary statistics for raw data Summary statistics for grouped frequency distribution Simple Correlation & Regression using R

Course Code	Course Title	Credits	Lectures / Week
VESUSC S107	Soft Skill	2	3

About the course

To help learners develop their soft skills and personality along with technical skills by focusing on various communication types, academic and professional skills.

Course Objectives

The objectives of this course are:

- Understand the significance and essence of a wide range of soft skills.
- Learn how to apply soft skills in a wide range of routine social and professional settings
- Learn how to employ soft skills to improve interpersonal relationships
- Learn how to employ soft skills to enhance employability and ensure workplace and career success

Learning Outcomes

After successful completion of this course -

- Learners will be able to understand the importance and types softs kills
- earners will develop skills for Academic and Professional Presentations.
- Learners will be able to understand Leadership Qualities and Ethics.
- Learners will be able to understand what holistic well-being is about and how to practise it

Unit	Topic	No. of lectures
I	Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development. Personality Development: Knowing Yourself, Positive Thinking, Johari"s Window, Emotional Intelligence: Meaning and Definition, Need for Emotional Intelligence, Intelligence Quotient versus Emotional Intelligence Quotient, Components of Emotional Intelligence, Competencies of Emotional Intelligence, Skills to Develop Emotional Intelligence Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Enhancing Motivation Levels Etiquette and Mannerism: Introduction, Professional Etiquette, Technology Etiquette Ethical Values: Ethics and Society, Theories of Ethics, Nurturing Ethics, Importance of Work Ethics, Problems in the Absence of Work Ethics	15

II	Basic Skills in Communication:	15	
	Components of effective communication: Communication process and handling them, Composing effective messages, Non – Verbal Communication: its importance and nuances: Facial Expression, Posture, Gesture, Eye contact, appearance (dress code).		
	Employment Communication: Introduction, Resume, Curriculum Vitae, Developing an Impressive Resume, Formats of Resume, Job Application or Cover Letter Job Interviews: Introduction, Importance of Resume, Definition of Interview, Types of Interviews, Preparatory Steps for Job Interviews, Interview Skill Tips, Changes in the Interview Process, FAQ During Interviews		
	Writing emails effectively: Components of an email and their function, do's and don'ts of email writing, tips to manage mailboxes and communicate effectively		
	Group Discussion: Introduction, Ambience/Seating Arrangement for Group Discussion, Importance of Group Discussions, Difference between Group Discussion, Panel Discussion and Debate, Traits, Types of Group Discussions, topic based and Case based Group Discussion, Individual Traits		
III	Academic and Professional Skills:	15	
	Professional Presentation: Nature of Oral Presentation, planning a Presentation, Preparing the Presentation, Delivering the Presentation		
	Creativity at Workplace: Introduction, Current Workplaces, Creativity, Motivation, Nurturing Hobbies at Work, The Six Thinking Hat Method.		
	Capacity Building: Learn, Unlearn and Relearn: Capacity Building, Elements of Capacity Building, Zones of Learning, Ideas for Learning, Strategies for Capacity Building		
	Leadership and Team Building: Leader and Leadership, Leadership Traits, Culture and Leadership, Leadership Styles and Trends, Team Building, Types of Teams.		
	Decision Making and Negotiation: Introduction to Decision Making, Steps for Decision Making, Decision Making Techniques, Negotiation Fundamentals, Negotiation Styles		

Holistic Well-being for young adults: Time Management, Goal Setting, Physical and Mental well-being.

TextBooks:

- 1. Managing Soft Skills for Personality Development edited by B.N.Ghosh, McGraw Hill India, 2017.
- 2. Soft Skills: An Integrated Approach to Maximize Personality, Gajendra S. Chauhan, Sangeeta Sharma, Wiley India

Additional References:

- 1. Personality Development and Soft Skills, Barun K. Mitra, Oxford Press
- 2. Business Communication, ShaliniKalia, Shailja Agrawal, Wiley India
- 3. Cornerstone: Developing Soft Skills, Sherfield, Pearson India

Course Code	Course Title	Credits	Lectures / Week
VESUSC S201	Design & Analysis of Algorithms	2	3

About the course

The course covers the concepts of - (i) calculating complexity of algorithms, (ii) the essential operations like searching, sorting, selection, pattern matching & recursion, and (iii) various algorithmic strategies like greedy, divide-n-conquer, dynamic programming, backtracking and implementations of all these on basic data structures like array, list and stack.

Course Objectives

The objectives of this course are:

- To make students understand the basic principles of algorithm design
- To give idea to students about the theoretical background of the basic data structures To familiarize the students with fundamental problem-solving strategies like searching, sorting, selection, recursion and help them to evaluate efficiencies of various algorithms
- To teach students the important algorithm design paradigms and how they can be used to solve various real world problems.

Learning Outcomes

After successful completion of this course -

- Students should be able to understand and evaluate efficiency of the programs that they write based on performance of the algorithms used.
- Students should be able to appreciate the use of various data structures as per need To select, decide and apply appropriate design principle by understanding the requirements of any real life problems

Unit	Торіс	No. of
		lectures

I	 Introduction to algorithms - What is algorithm, analysis of algorithm, Types of complexity, Running time analysis, How to Compare Algorithms, Rate of Growth, Types of Analysis, Asymptotic Notation, Big-O Notation, Omega-Ω Notation, Theta-Θ Notation, Asymptotic Analysis, Performance characteristics of algorithms, Estimating running time / number of steps of executions on paper, Idea of Computability Introduction to Data Structures - What is data structure, types, Introduction to Array(1-d & 2-d), Stack and List data structures, operations on these data 	
	structures, advantages disadvantages and applications of these data structures like solving linear equations, Polynomial Representation, Infix-to-Postfix conversion	
II	Recursion - What is recursion, Recursion vs Iteration, recursion applications like Factorial of a number, Fibonacci series & their comparative analysis with respect to iterative version, Tower of hanoi problem Basic Sorting Techniques - Bubble, Selection and Insertion Sort & their comparative analysis Searching Techniques - Linear Search and its types, Binary Search and their comparative analysis Selection Techniques - Selection by Sorting, Partition-based Selection Algorithm, Finding the Kth Smallest Elements in Sorted Order & their comparative analysis String Algorithms - Pattern matching in strings, Brute Force Method & their comparative analysis	15
III	Algorithm Design Techniques - Introduction to various types of classifications/design criteria and design techniques Greedy Technique - Concept, Advantages & Disadvantages, Applications, Implementation using problems like - file merging problem Divide-n-Conquer - Concept, Advantages & Disadvantages, Applications, Implementation using problems like - merge sort, Strassen's Matrix Multiplication Dynamic Programming - Concept, Advantages & Disadvantages, Applications, Implementation using problems like - Fibonacci series, Factorial of a number, Longest Common subsequence Backtracking Programming - Concept, Advantages & Disadvantages, Applications, Implementation using problems like N-Queen Problem	15

TextBooks:

- 1. "Data Structure and AlgorithmUsing Python", Rance D. Necaise, Wiley India Edition, 2016. 2. "Data Structures and Algorithms Made Easy", Narasimha Karumanchi, CareerMonk Publications, 2016.
- 2. "Introduction to Algorithms", Thomas H. Cormen, 3rd Edition, PHI.

- 1. "Introduction to the Design and Analysis of Algorithms", Anany Levitin, Pearson, 3rd Edition, 2011.
- 2. "Design and Analysis of Algorithms", S. Sridhar, Oxford University Press, 2014.

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCS P201	Design & Analysis of Algorithms – Practical	1	3
1	Programs on 1-d arrays like - sum of elements of array, searching an element in array, finding minimum and maximum element in array, count the number of even and odd numbers in array. For all such programs, also find the time complexity, compare if there are multiple methods		
2	Programs on 2-d arrays like row-sum, column-sum, sum of diagonal elements, addition of two matrices, multiplication of two matrices. For all such programs, also find the time complexity, compare if there are multiple methods		
3	Program to create a list-based stack and perform various stack operations.		
4	Program to perform linear search and binary search on list of elements. Compare the algorithms by calculating time required in milliseconds using readymade libraries.		
5	Programs to sort elements of list by using various algorithms like bubble, selection sort, and insertion sort. Compare the efficiency of algorithms.		
6	Programs to select the N th Max/Min element in a list by using various algorithms. Compare the efficiency of algorithms.		
7	Programs to find a pattern in a given string - general way and brute force technique. Compare the efficiency of algorithms.		
8	Programs on recursion like factorial, fibonacci, tower of har algorithms to find factorial/fibonacci using iterative and rec	1	
9	Program to implement file merging, coin change problems using Greedy Algorithm and to understand time complexity.		
10	Program to implement merge sort, Straseen"s Matrix Multiplication using D-n-C Algorithm and to understand time complexity.		
11	Program to implement fibonacci series, Longest Common Subsequence using dynamic programming and to understand time complexity. Compare it with the general recursive algorithm.		

12	Program to implement N-Queen Problem, Binary String generation using
	Backtracking Strategy and to understand time complexity.

Course Code	Course Title	Credits	Lectures / Week
VESUSC S202	Advanced Python Programming	2	3

About the course:

This course aims to explore and enable learners to master the skills of advanced topics in Python Programming. It helps learners develop advanced skills such as working with databases, matching patterns, implementing threads and exception handling and GUI in Python. It also highlights why Python is a useful scripting language for all developers.

Programming for implementing applications for emerging fields including data science and machine learning.

Course Objectives:

- To learn how to design object-oriented programs with Python classes.
- To learn about reading, writing and implementing other operations on files in Python.
- To implement threading concept and multithreading in Python
- To design GUI Programs and implement database interaction using Python.
- To know about the use of regular expressions and handling exceptions for writing robust python programs.

Learning Outcomes:

After successful completion of this course, students would be able to

- Ability to implement OOP concepts in Python including Inheritance.
- Ability to work with files and perform operations on it using Python.
- Ability to implement regular expression and concept of threads for developing efficient program
- Ability to implement exception handling in Python applications for error handling.
- Knowledge of working with databases, designing GUI in Python and implement networking in Python

Unit	Торіс	No. of lectures
I	Working with files: Files, opening and closing a file, working with text files containing strings, knowing whether a file exists or not, working with binary files, the "with" statement, the seek() and tell() methods, random accessing of binary files, zipping and unzipping files, working with directories, running other programs from python program Exceptions in python: Errors in a python program, compile & run-time errors, logical error, exceptions-exception handling, types of exceptions, the except block, the assert statement, user-defined exceptions, logging the exceptions Regular expressions: What is a regular expression?, sequence characters in regular expressions, quantifiers in regular expressions, special characters in regular expressions, using regular expression on files, retrieving information from an html file, Date and time in python: Date and time now, combining date and	15

	time, formatting dates and times, finding durations using "time delta", comparing two dates, sorting dates, stopping execution temporarily, knowing the time taken by a program, calendar module			
II	Database in python: Using SQL with python, retrieving rows from a table, inserting rows into a table, deleting rows from a table, updating rows in a table, creating database tables through python, Exception handling in databases.	15		
	Networking: Protocols, server-client architecture, tcp/ip and udp Communication			
	Graphical user interface: Creating a GUI in python, Widget classes(Label, Entry, ComboBox, Button, Spin, Message, Checkbox etc), Working with Fonts and Colours, working with Frames, Layout manager, Event handling			
Unit 3	Jnit 3 Pandas: Data Structures related to Pandas, Series, Dataframes, To create a data series using Pandas, To create data frames using pandas, Visualization using Pandas.			
	OOPs in python:Introduction to Object Oriented Programming in Python Python Classes and Objects, Declaring Objects, self,init method, Class and Instance Variables, Constructors in Python Destructors in Python, Class or Static Variables in Python, Inheritance in Python, Types of inheritance in Python			
	Threads in python: Difference between process and thread, types of threads, benefits of threads, creating threads, single tasking and multitasking			

TextBooks:

1. Paul Gries, Jennifer Campbell, Jason Montojo, Practical Programming: An Introduction to Computer Science Using Python 3, Pragmatic Bookshelf, 3rd Edition, 2018

- 1. Advanced Python Program<mark>ming, Dr. Gabriele Lanaro, Quan Nguye</mark>n, SakisKasampalis, Packt Publishing, 2019
- 2. Programming in Python 3, Mark Summerfield, Pearson Education, 2nd Ed, 2018
- 3. Python: The Complete Reference, Martin C. Brown, McGraw Hill, 2018
- 4. Beginning Python: From Novice to Professional, Magnus Lie Hetland, Apress, 2017 5. Programming in Python 3, Mark Summerfield, Pearson Education, 2nd Ed, 2018

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCS	Advanced Python Programming - Practical	1	3

P202			
1	Write a Python program to implement various file operations.		
2	Write a Python program to demonstrate use of regular expressions for suitable applications.		
3	Write a Python Program to work with databases in Python to perform operations such as a. Connecting to database b. Creating and dropping tables c. Inserting and updating into tables.		
4	Write a Python Program to demonstrate different types of exception handling.		
5	Write a GUI Program in Python to design application that demonstrates a. Different fonts and colors b. Different Layout Managers and widgets c. Event Handling		
6	Write a Python Program to create an application which uses date and time in Python.		
7	Write a Python program to create server-client and exchange basic information.		
8	Write a Pandas program to convert a NumPy array to a Pandas series and to convert a Panda module Series to Python list along with demonstration of data visualization using Pandas.		
9	Write a Program to demonstrate the concept of threading and multitasking in Python.		
10	Write a Python program to implement inheritance concepts of OOPs.		

Course Code	Course Title	V.E.S.	Credits	Lectures / Week
VESUSCS 203	Introduction to	OOPs using C++	2	3

About the Course:

The course aims to introduce a new programming paradigm called Object Oriented Programming. This will be covered using C++ programming language. C++ is a versatile programming language, which supports a variety of programming styles, including procedural, object-oriented, and functional programming. This makes C++ powerful as well as flexible. It can be used to develop software such as operating systems, databases, and compilers.

Course Objectives:

- Introduce the principles of object-oriented programming in a higher-level programming language using c++.
- To teach the learner how to use the Object Oriented paradigm to develop code.
- Understand, design, implement and evaluate classes

Learning Outcomes:

- After successful completion of this course, students would be able to
- Work with numeric, character and textual data and arrays.
- Understand the importance of OOP approach over procedural language.
- Understand how to model classes and relationships using UML.
- Apply the concepts of OOPS like encapsulation, inheritance and polymorphism.
- Handle basic file operations.

Unit	Topic	
I	Introduction to Programming Concepts: Object oriented programming paradigm, basic concepts of object oriented programming, benefits of object oriented programming, object oriented languages, applications of object oriented programming.	15
	Tokens-keywords, identifiers, constants-integer, real, character and string constants, backslash constants, features of C++ and its basic structure, simple C++ program without class, compiling and running C++program.	
	Data Types, Data Input Output and Operators: Basic data types, variables, rules for naming variables, programming constants, the type cast operator, implicit and explicit type casting, cout and cin statements, operators, precedence of operators.	
	Decision Making, Loops, Arrays and Strings: Conditional statements-if, ifelse, switch loops- while, dowhile, for, types of arrays and string and string manipulations	
	Unified Modeling Language (UML): Introduction to UML & class Diagrams.	
	Classes, Abstraction & Encapsulation: Classes and objects, Dot Operator, data members, member functions, passing data to functions, scope and visibility of variables in function.	
II	Constructors and Destructors: Default constructor, parameterized constructor, copy constructor, private constructor, destructors.	15
	Working with objects: Accessor - mutator methods, static data and static function, access specifiers, array of objects.	
	Polymorphism - Binding-static binding & overloading, constructor overloading function overloading, operator overloading, overloading unary	

	and binary operators.			
	Modelling Relationships in Class Diagrams: Association, Aggregation-Composition and examples covering these principles			
III	III Inheritance: Defining base class and its derived class, access specifiers, types of inheritance-single, multiple, hierarchical, multilevel, hybrid inheritance, friend function and friend class, constructors in derived classes.			
	Modelling Relationships: Generalization-Specialization and examples covering these principles Run time Polymorphism - Dynamic Binding, Function overriding, virtual function, pure virtual function, virtual base class, abstract class. Pointers: Introduction to pointers, * and & operators, assigning addresses to pointer variables, accessing values using pointers, pointers to objects & this pointer, pointers to derived classes			
	File Handling: File Stream classes, opening and closing file-file opening modes, text file handling, binary file handling. Applying OOP to solve real life applications: To cover case studies like library management, order management etc. to design classes covering all relationships			

Textbooks:

- 1. Object Oriented Programming with C++, Balagurusamy E., 8th Edition, McGraw Hill Education India.
- 2. UML & C++: A Practical Guide to Object Oriented Development, Lee/Tepfenhart, Pearson Education, 2nd Edition2015

- 1. Mastering C++ by Venugopal, Publisher: McGraw-Hill Education, 2017
- 2. Let Us C++ by KanetkarYashwant, Publisher: BPB Publications, 2020
- 3. Object Oriented Analysis and Design by Timothy Budd TMH, 2001.

Course Code	Course Title	Credits	Practical/ Tutorials Per Week	
VESUSCS P203	Introduction to OOPs using C++ - Practical	1	3	
1	Program to demonstrate use of data members & member functions.			

2	Programs based on branching and looping statements using classes.		
3	Program to demonstrate one and two dimensional arrays using classes		
4	Program to use scope resolution operator. Display the various values of the same variables declared at different scope levels.		
5	Programs to demonstrate various types of constructors and destructors.		
6	Programs to demonstrate use of public, protected & private scope specifiers.		
7	Programs to demonstrate single and multilevel inheritance		
8	Programs to demonstrate multiple inheritance and hierarchical inheritance		
9	Programs to demonstrate inheritance and derived class constructors		
10	Programs to demonstrate friend function, inline function, this pointer		
11	Programs to demonstrate function overloading and overriding.		
12	Programs to demonstrate use of pointers		
13	Programs to demonstrate text and binary file handling		

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Course Code	Course Title	Credits	Lectures / Week
VESUSC S204	Database Systems	2	3

About the course:

The course introduces the core principles and techniques required in the design and implementation of database systems. It includes ER Model, Normalization, Relational Model, and Relational Algebra. It also provides students with theoretical knowledge and practical skills of creating and manipulating data with an interactive query language (MySQL). It also provide student knowledge and importance of data protection

Course Objectives:

- To make students aware of the fundamentals of the database system.
- To give an idea how ERD components are helpful in database design and implementation.
- To experience the students working with databases using MySQL.
- To familiarize the student with normalization, database protection and different DCL Statements.
- To make students aware about the importance of protecting data from unauthorized users.
- To make students aware of granting and revoking rights of data manipulation.

Learning Outcomes:

After successful completion of this course, students would be able to

- To appreciate the importance of database design.
- Analyze database requirements and determine the entities involved in the system and their relationship to one another.
- Write simple queries to MySQL related to String, Maths and Date Functions.
- Create tables and insert/update/delete data, and query data in a relational DBMS using MySQL commands.
- Understand the normalization and its role in the database design process.
- Handle data permissions.
- Create indexes and understand the role of Indexes in optimization search.

Unit	Topic	No. of lectures
I	Introduction to DBMS – Database, DBMS – Definition, Overview of DBMS, Advantages of DBMS, Levels of abstraction, Data independence, DBMS Architecture	15
	Data models - Client/Server Architecture, Object Based Logical Model, Record Based Logical Model (relational, hierarchical, network)	
	Entity Relationship Model - Entities, attributes, entity sets, relations, relationship sets, Additional constraints (key constraints, participation constraints, weak entities, aggregation / generalization, Conceptual Design using ER (entities VS attributes, Entity Vs relationship, binary Vs ternary, constraints beyond ER) ER to Table- Entity to Table, Relationship to tables with and without key constraints. DDL Statements Creating Databases Using Databases data types	
	DDL Statements - Creating Databases, Using Databases, data types, Creating Tables Altering Tables, Renaming Tables, Dropping Tables, Truncating Tables	
	DML Statements – Viewing the structure of a table insert, update, delete, Select all columns, specific columns, unique records, conditional select, in clause, between clause, limit, aggregate functions (count, min, max, avg, sum), group by clause, having clause	
II	Relational data model— Domains, attributes, Tuples and Relations, Relational Model Notation, Characteristics of Relations, Relational Constraints - primary key, referential integrity, unique constraint, Null constraint, Check constraint	15

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	Relational Algebra operations (selection, projection, set operations union, intersection, difference, cross product, Joins –conditional, equi join and natural joins, division)		
	Functions – String Functions (concat, instr, left, right, mid, length, lcase/lower, ucase/upper, replace, strcmp, trim, ltrim, rtrim), Math Functions (abs, ceil, floor, mod, pow, sqrt, round, truncate) Date Functions (adddate, datediff, day, month, year, hour, min, sec, now, reverse)		
	Joining Tables – inner join, outer join (left outer, right outer, full outer)		
	Subqueries – subqueries with IN, EXISTS, subqueries restrictions, Nested subqueries, ANY/ALL clause, correlated subqueries		
III	Schema refinement and Normal forms: Functional dependencies, first, second, third, and BCNF normal forms based on primary keys, lossless join decomposition.		
	Database Protection: Security Issues, Threats to Databases, Security Mechanisms, Role of DBA, Discretionary Access Control, Backing Up and Restoring databases		
	Views (creating, altering dropping, renaming and manipulating views)		
	Sequence (Creating Sequence, Using Sequence in SQL Query)		
	DCL Statements (creating/dropping users, privileges introduction, granting/revoking privileges, viewing privileges), Transaction control commands – Commit, Rollback		
	Index Structures of Files: Introduction, Primary index, Clustering Index, Multilevel indexes		

TextBooks:

- 1. "Fundamentals of Database System", ElmasriRamez, NavatheShamkant, Pearson Education, Seventh edition, 2017
- 2. "Database Management Systems", Raghu Ramakrishnan and Johannes Gehrke, 3rd Edition, 2014
- 3. "Murach's MySQL", Joel Murach, 3rd Edition, 3rd Edition, 2019

Additional References:

- 1. "Database System Concepts", Abraham Silberschatz, Henry F. Korth, S. Sudarshan, McGraw Hill, 2017
- 2. "MySQL: The Complete Reference", VikramVaswani , McGraw Hill, 2017
- 3. "Learn SQL with MySQL: Retrieve and Manipulate Data Using SQL Commands with Ease", AshwinPajankar, BPB Publications, 2020.
- 4. "RDBMS In-Depth", BPB Publication (English Edition), Dr. Madhavi Vaidya, 1st Edition

Course Code	e Course Title		Practical/ Tutorials Per Week
VESUSCSP 204	Database Systems – Practical	1	3
1	Conceptual Designing using ER Diagrams (Identifying and relationships between entities, cardinalities, generalize		•
2	Perform the following: • Viewing all databases • Creating a Database • Viewing all Tables in a Database • Creating Tables (With and Without Constraints) • Inserting/Updating/Deleting Records in a Table		
3	Perform the following: • Altering a Table • Dropping/Truncating/Renaming Tables • Backing up / Restoring a Database		
4	Perform the following:		
5	Queries involving		
6	Join Queries Inner Join Outer Join		
7	Subqueries • With IN clause • With EXISTS clause		
8	Converting ER Model to Relational Model and app database. (Represent entities and relationships in T attributes as columns, identifying keys and normalization	abular for	m, Represent
9	Views & Sequence		
10	DCL statements • Granting and revoking permissions • Saving (Commit) and Undoing (rollback)		

11	Creating Indexes on data tables.

Course Code	Course Title	Credits	Lectures / Week
VESUSCS2 05	Calculus	2	3

About the Course:

Calculus is a branch of mathematics that involves the study of rates of change. In Computer Science, Calculus is used in Machine Learning, Data Mining, Scientific Computing, Image Processing, and creating the graphics and physics engines for video games, including the 3D visuals for simulations.

Course Objectives:

- The primary objective of this course is to introduce the basic tools of Calculus which are helpful in understanding their applications to real world problems.
- The course is designed to have a grasp of important concepts of Calculus in a scientific way.
- It covers topics from as basic as definition of functions to partial derivatives of functions in a gradual and logical way.
- The learner is expected to solve as many examples as possible to get complete clarity and understanding of the topics covered.

Learning Outcomes:

After successful completion of this course, learners would be able to:

- Develop mathematical skills and enhance the thinking power of learners.
- Understand mathematical concepts like limit, continuity, derivative, integration of functions, partial derivatives.
- Appreciate real world applications which use the learned concepts.
- Skill to formulate a problem through Mathematical modelling and simulation.

Unit	Topic	No. of lectures
I	DERIVATIVES AND ITS APPLICATIONS: Review of Basic Concepts: Functions, limit of a function, continuity of a function, derivative function. Derivative In Graphing And Applications: Increase, Decrease, Concavity, Relative Extreme; Graphing Polynomials, Rational Functions, Cusps and Vertical Tangents. Absolute Maxima and Minima, Applied Maximum and Minimum Problems, Newton's Method.	15
II	INTEGRATION AND ITS APPLICATIONS: Integration: An Overview of the Area Problem, Indefinite Integral, Definition of Area as a Limit; Sigma Notation, Definite Integral, Evaluating Definite Integrals by Substitution, Numerical Integration: Simpson"s Rule. Applications of Integration: Area between two curves, Length of a plane curve. Mathematical Modeling with Differential Equations: Modeling with Differential Equations, Separation of Variables, Slope Fields, Euler"s Method, First-Order	15

	Differential Equations and Applications	
III	PARTIAL DERIVATIVES AND ITS APPLICATIONS: Functions of Several Variables: Functions of two or more variables, Limits and Continuity of functions of two or three variables. Partial Derivatives: Partial Derivatives, Differentiability, Differentials, and Local Linearity, Chain Rule, Implicit Differentiation, Directional Derivatives and Gradients, Applications of Partial Derivatives: Tangent Planes and Normal Vectors, Maxima and Minima of Functions of Two Variables	15

Textbooks:

1. Calculus: Early transcendental (10th Edition): Howard Anton, IrlBivens, Stephen Davis, John

Wiley & sons, 2012.

Additional References:

- 1. Calculus and analytic geometry (9th edition): George B Thomas, Ross L Finney, Addison Wesley, 1995
- 2. Calculus: Early Transcendentals (8th Edition): James Stewart, Brooks Cole, 2015.
- 3. Calculus (10th Edition): Ron Larson, Bruce H. Edwards, Cengage Learning, 2013.
- 4. Thomas' Calculus (13th Edition): George B. Thomas, Maurice D. Weir, Joel R. Hass, Pearson, 2014.

Course Code	Course Title	Credits	Practical/ Tutorials Per Week
VESUSCSP 205	Calculus – Prac <mark>tic</mark> al	1	3
1	Review of Basic Concepts – • Functions of one variable, its domain and range, Opfunctions • Limits of functions of one variable • Continuity of functions of one variable • Derivatives of functions of one variable	erations or	1
2	Applications of Derivatives I – • Increasing and Decreasing functions • Concavity and inflection points • Relative Extrema • Absolute Extrema		
3	 Applications of Derivatives II – Analysis of polynomials Graphing rational functions Graphs With Vertical Tangents And Cusps Newton"s method to find approximate solution of an approximate solution of an approximate solution. 	n equation	

4	 Integration – Finding area using rectangle method and antiderivative method Indefinite and definite integrals Properties of integrals Numerical integration using Simpson"s rule.
5	Applications of Integration – • Area between two curves • Length of a plane curve
6	 Differential Equations – Solution of a first order first degree differential equation using variable separable method Solution of a first order linear differential equation using integrating factor Numerical solution of first-order equations using Euler"s method Modeling using differential equation
7	 Functions of Several Variables – Functions of two or more variables, its domain and range, Operations on functions, level curves Limits of functions of two or three variables Continuity of functions of two or three variables
8	 Partial Derivatives I – Partial derivatives of functions, First and Second order partial derivatives, Mixed derivative theorem, Higher order partial derivatives Differential for functions of two or three variables Local linear approximation for functions of two or three variables
9	Partial Derivatives II – • Chain rule for functions of two or three variables • Implicit differentiation • Directional derivatives and gradient
10	 Applications of Partial Derivatives— Tangent Planes and Normal Vectors for functions of two or three variables Maxima and Minima of Functions of Two Variables
NOTE	Above Practical's can also be implemented using SageMath/ Geogebra.

Course Code	Course Title	Credits	Lectures / Week
VESUSCS 206	Statistical Methods	2	3

About the Course:

This course introduces the key concepts in probability, conditional probabilities and distribution theory, including probability laws, random variables, expectation and variance, functions of random variables and its probability distributions. Emphasis is placed on theoretical understanding combined with problem solving using various statistical inferential techniques.

Course Objectives:

- To make learner aware about basic probability axioms and rules and its application.
- To understand the concept of conditional probability and Independence of events.
- To make learner familiar with discrete and continuous random variables as well as standard
- discrete and continuous distributions.
- To learn computational skills to implement various statistical inferential approaches.

Learning Outcomes:

- After successful completion of this course, learners would be able to
- Calculate probability, conditional probability and independence.
- Apply the given discrete and continuous distributions whenever necessary.
- Define null hypothesis, alternative hypothesis, level of significance, test statistic and p value.
- Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases.
- Apply non-parametric test whenever necessary.
- Conduct and interpret one-way and two-way ANOVA.

Unit	Торіс	No. of lectures
I	Probability: Random experiment, sample space, events types and operations of events, Probability definition: classical, axiomatic, Elementary Theorems of probability (without proof). Conditional probability, "Bayes" theorem, independence, Examples on Probability. Random Variables: Concept and definition of a discrete random variable and continuous random variable. Probability mass function, Probability density function and cumulative distribution function of discrete and continuous random variable, Properties of cumulative distribution function.	15
II	Mathematical Expectation and Variance: Expectation of a function, Variance and S.D of a random variable, properties. Standard Probability distributions: Introduction, properties, examples and applications of each of the following distributions: Binomial distribution, Normal distribution, Chi-square distribution, t distribution, F distribution	15
III	Hypothesis testing: One sided, Two sided hypothesis, critical region, p value, tests based on t, Normal and F, confidence intervals. Analysis of Variance: One-way, two-way analysis of variance. Non-parametric tests: Need of non-parametric tests, Sign test, Wilicoxon's signed rank test, run test, Kruskal-Walis tests, Chi square test.	15

Textbooks:

1. Gupta, S.C. and Kapoor, V.K. (1987): Fundamentals of Mathematical Statistics, S. Chand

- and Sons, New Delhi
- 2. Goon, A. M., Gupta, M. K. and Dasgupta, B. (1983). Fundamentals of Statistics, Vol. 1, Sixth Revised Edition, The World Press Pvt. Ltd., Calcutta.

Additional References:

- 1. 1. Mood, A. M. and Graybill, F. A. and Boes D.C. (1974). Introduction to the Theory of Statistics, Ed. 3, McGraw Hill Book Company.
- 2. Hoel P. G. (1971). Introduction to Mathematical Statistics, John Wiley and Sons, New York.
- 3. Hogg, R.V. and Craig R.G. (1989). Introduction to Mathematical Statistics, Ed. MacMillan Publishing Co., New York.
- 4. Walpole R. E., Myers R. H. and Myers S. L. (1985), Probability and Statistics for Engineers and Scientists
- 5. Agarwal, B. L. (2003). Programmed Statistics, Second Edition, New Age International Publishers, New Delhi.

Course Code	Course Title		Credits	Practical/ Tutorials Per Week
VESUSCSP 206	Statistical Met	<mark>cho</mark> ds – Practical	1	3
1	-	es based on Probability definition: classicales based on elementary Theorems of proba	-	
2	ExampleExample	obability and independence es based on Conditional probability es based on "Bayes" theorem es based on independence		
3	Discrete random variable • Probability distribution of discrete random variable • Probability mass function			
4	Continuous random variable • Probability distribution of continuous random variable • Probability density function			
5	Mean of	Expectation and Variance discrete and continuous Probability distributions of discrete and continuous Probability		bution
6	Calculate distribute	ability distributions ion of probability, mean and variance base ion ion of probability based on Normal distrib		iial
7		tests based on Normal (Z) - ignificance for proportion (Single proportion)	on Ho: P =	Po)

	 Test of significance for difference between two proportions (Double proportion Ho: P1 = P2) Test of significance for mean (Single mean Ho: μ = μ0) Test of significance for difference between two means. (Double mean Ho: μ1 = μ2) 		
8	 Small sample tests based on t and F t-test for significance of single mean, population variance being unknown (Single mean Ho: μ = μ0) t-test for significance of the difference between two sample means (Independent samples) t-test for significance of the difference between two sample means (Related samples) F-Test to Compare Two Variances 		
9	Analysis of variance - • Perform One-way ANOVA • Perform Two-way ANOVA		
10	Non-parametric tests • Sign test and Wilcoxon Sign rank test • Run test • Kruskal-Wallis (H) test • Chi-square test		
Note:	Practical no. 6, 7, 8, 9 can also be implemented using R programming.		

Course Code	Course Title			Credits	Lectures / Week
VESUSC S207	E-Commerce & Dig	<mark>ital Marketing</mark>		2	3

About the course

This course introduces the fundamental concepts of e-commerce, its types, the various legal and ethical issues of e-commerce and different e-commerce applications. The course also aims to introduce basic principles and types of digital marketing and web and Google analytics

Course Objectives

- To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
- To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
- To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization

Learning Outcomes

After successful completion of this course, students would be able to

• Understand the core concepts of E-Commerce.

- Understand the various online payment techniques
- Understand the core concepts of digital marketing and the role of digital marketing in business. Apply digital marketing strategies to increase sales and growth of business
- Apply digital marketing through different channels and platforms
- Understand the significance of Web Analytics and Google Analytics and apply the same.

Unit	Introduction to E-Commerce and E- Business: Definition and competing in the digital economy, Impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economics and social impact of e-Business, opportunities and Challenges, e-Commerce vs m- Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E), e Commerce Applications: e-Trading, e-Learning, e-Shopping, Virtual Reality & Consumer Experience, Legal and Ethical issues in e-Commerce. Overview of Electronic Payment systems: Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), E checks, E-Cash Concepts and applications of EDI and Limitation Introduction & origin of Digital Marketing: Traditional v/s Digital Marketing. Digital Marketing. Digital Marketing Marketing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.		
I			
II	II Social Media Marketing: Meaning, Purpose, types of social media websites, Social Media Engagement, Target audience, Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools, LinkedIn Marketing: Importance of LinkedIn Marketing, Framing LinkedIn Strategy, Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting, Twitter Marketing: Framing content strategy, Twitter Advertising Campaigns, YouTube Marketing: Video optimization, Promoting on YouTube, Monetization, YouTube Analytics Email Marketing: Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation Mobile Marketing: Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing Types, Mobile Marketing Features, Mobile Campaign Development, Mobile Advertising Analytics Content Marketing: Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization,		

III	Search Engine Optimization: Meaning, Common SEO techniques,
	Understanding Search Engines, basics of Keyword search, Google rankings,
	Link Ruilding Stens to antimize website On-page and off-page ontimization

Search Engine Marketing: Introduction to SEM, Introduction to Ad Words - Google Ad Words, Ad Words fundamentals, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation, Display marketing, Buying Models: Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA).

Web Analytics: Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls.

Google Analytics: Basics of Google Analytics, Installing Google Analytics in website, Parameters of Google Analytics, Reporting and Analysis

TextBooks:

- 1. "E-Commerce Strategy, Technologies and Applications", Whitley, David, Tata McGraw Hill, 2017
- 2. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition

Additional References:

- 1. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi
- 2. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition 3. "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation", Damian Ryan, Calvin Jone. Kogan Page, 4th Edition

Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part. Practical Examination will consist of End Sem examination.

Students will have to score 40% of marks separately in each of the Internal Theory, External Theory as well as External Practical Examination to pass the course.

I. Internal Evaluation for Theory Courses – 25 Marks

(i) Mid-Term Class Test – 15 Marks

It should be conducted using any learning management system such as Moodle (Modular object-oriented dynamic learning environment)

The test should have 15 MCQ's which should be solved in a time duration of 30 minutes.

(ii) Assignment / Presentations – 10 Marks

15

Assignment - Any subject-related work in soft copy format comprising of case study, solutions to multiple problems, study and review of published research paper from a reputed journal, technical paper written as white paper

Presentation - Any subject-related work(can be done in a group) comprising of mini-project, explaining topics beyond syllabus, converting any subject-related topic into innovative way

Proof of the assignment/presentation should be maintained.

II. External Examination for Theory Courses – 75 Marks

Duration: 2.5 Hours

Theory question paper pattern:

All q <mark>ues</mark> tions are compulsory.						
Question	Ba <mark>sed</mark> on	Optio <mark>ns</mark>	Marks			
Q.1	U <mark>ni</mark> t I	Any 4 ou <mark>t o</mark> f 6	20			
Q.2	U <mark>ni</mark> t II	Any 4 ou <mark>t o</mark> f 6	20			
Q.3	U <mark>nit</mark> III	Any 4 ou <mark>t o</mark> f 6	20			
Q.4	Unit I <mark>,II</mark> and III	Any 5 ou <mark>t o</mark> f 6	15			

All questions shall be compulsory with internal choice within the questions. Each Question may be subdivided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

III. Practical Examination

Each core subject carries 50 Marks

40 marks + 05 marks (journal) + 05 marks (viva)

Duration: 2 Hours for each practical course.

Minimum 80% practical from each core subjects are required to be completed. Certified Journal is compulsory for appearing at the time of Practical Exam failing which the student will not be allowed to appear for the practical examination. The final submission and evaluation of a journal in electronic form using a Learning Management System / Platform can be promoted by college.