General Foundation Courses

Multi-Disciplinary Course (MDC)

BCA1FM 105 – Digital Marketing

Programme	BCA				
Course Code	BCA1FM 105				
Course Title	Digital Marketing				
Type of Course	MDC/MDE				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Basic Computer Literacy 2. Familiarity with Online Platforms				
Course Summary	This course provides students with a foundational understanding of key concepts and techniques in the rapidly evolving field of digital marketing. Through engaging lectures. Students will explore various digital marketing channels, including search engine optimization (SEO), social media marketing, email marketing, and content marketing.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the concept of digital marketing and its integration with traditional marketing	U	C	Instructor-Create Exams or Quiz
CO2	To understand customer value journey in digital context and behaviour of online consumers	A	P	Discussions and Quizzes
CO3	To examine various tactics for enhancing a website's position and ranking with search engines	U	F	Instructor created exams or Home assignments
CO4	To Identify and differentiate between various digital marketing channels, including SEO, social media, email, and content marketing.	A ,E	P	Discussions, Quizzes
CO5	To get overall idea in implementing basic digital marketing strategies to enhance	Ap	P	Viva Voce Observation of

	online visibility and engagement.			practical skills
CO6	To get to know about ethical considerations and best practices in digital marketing, including privacy, data protection, and consumer trust	U	M	Instructor Created -Exams, Assignments

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
\# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (36+9)	Marks
I		**Digital Marketing Basics**	**9**	**12**
	1	Overview of digital marketing	2	
	2	Importance of digital marketing for businesses	2	
	3	Introduction to key digital marketing channels (SEO, social media, email marketing)	3	
	4	Basics of creating a digital marketing strategy	2	
II		**Content Marketing & Social Media**	**9**	**12**
	5	Content Marketing Fundamentals	2	
	6	Content Strategy Development	2	
	7	Content Creation for Different Platforms	2	
	8	Introduction to Social Media Marketing & keyword Optimization	2	
	9	Social Media Strategy & Community Management	1	
III		**Search Engine Optimization (SEO) & Paid Advertising**	**9**	**14**
	10	Introduction to Search Engine Optimization	2	
	11	On-page and Off-page SEO Techniques	2	
	12	Search Engine Marketing (SEM) Fundamentals	2	
	13	Pay-Per-Click (PPC) Advertising with Google Ads	2	
	14	Social Media Advertising Platforms	1	

IV		**Web Analytics & Emerging Trends**	9	12
	13	Introduction to Web Analytics & Key Metrics	2	
	14	Using Analytics Tools for Data-Driven Decision Making	2	
	15	Conversion Tracking & Optimization	2	
	16	Emerging Trends in Digital Marketing	2	
	17	The Future of Marketing	1	
V		**Hands-on: Practical Applications, Case Study and Course Project**	9	
	1	Social Media Marketing-Social media Channels	2	
	2	Leveraging social media for brand conversions and buzz	2	
	3	Recent trends in digital marketing	3	
	4	Demonstrate how to use google web masters Indexing Using API	2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Practical Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓		✓
CO6				✓

References:

1. DeWald, R. (2021). Digital Marketing for Dummies.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Moving from

Traditional to Digital.

3. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

4. Kumar, S., & Kaur, S. (2020). Digital Marketing. Taxmanns.

5. Hill, R. (2024). Social Media Marketing 2024: Mastering New Trends & Strategies for Online Success.

Value-Added Course (VAC)

BCA4FV108 – Introduction to Cyber Laws

Programme	BCA				
Course Code	BCA4FV108				
Course Title	Introduction to Cyber Laws				
Type of Course	VAC				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Basic Computer Literacy 2. Familiarity with Online Platforms				
Course Summary	Introduction to Cyber laws provides students with a foundational understanding of various concepts Cyber Crimes and Cyber laws against them.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the concept of Cyber Space, Cyber Crimes and cyber laws	U	C	Instructor-Create Exams or Quiz
CO2	To understand details of cybercrimes and criminals	A	P	Discussions and Quizzes
CO3	To examine various provisions in IT Act 2000	U	F	Instructor created exams or home assignments
CO4	To Identify Intellectual Property right and E-commerce related issues.	A, E	P	Discussions, Quizzes