Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce, and Science College, Ahmednagar (Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)

National Education Policy (NEP)
Choice Based Credit System (CBCS)

Programme Skeleton and Syllabus of
B.B.A.(C.A.) (Minor)

Implemented from

Academic Year 2023-24

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce and Science College, Ahmednagar (Autonomous)

Board of Studies in B.B.A.(C.A.)

Sr. No.	Name	Designation
1.	Mrs. Nimbalkar Sangita Sham	Chairman
2.	Mr. Talule Sonyabapu Sakharam	Member
3.	Mr. Gobare Manohar B.	Member
4.	Miss. Danave Bharati M.	Member
5.	Mr. Pachpande Suhas D.	Academic Council Nominee
6.	Dr. Patil Chandrashekhar Himmatrao	Academic Council Nominee
7.	Prof. (Mrs.) Siddavatam A. Shakilabanu	Vice-Chancellor Nominee
8.	Mrs. Mohite-Patil Amruta Rahul	Alumni
9.	Mr. Dawbhat Arun Rangnath	Industry Expert
10.	Mrs. Kulkarni Aparna A.	Member(co-opt)
11.	Mrs. Suroshi M.S.	Member
12.	Mr. Bade R.K.	Member
13.	Mr. Supekar K.A.	Member

1. Prologue/ Introduction of the programme: At least one page

Students from arts and science stream can

Web development could be a good profession for all students if they like solving logical problems, building useful things, and experimenting with new technologies. Web developers are in high demand, generally have a good work/life balance, and command comfortable salaries. Web development work could be in the front end, the back end, or the full stack.

Web development refers to the creating, building, and maintaining of websites. It includes aspects such as web design, web publishing, web programming, and database management. It is the creation of an application that works over the internet i.e. websites.

Large tech companies, such as Google, Meta, and Amazon, have very stringent hiring requirements. If students successfully meet these expectations, they offer excellent pay, benefits, and opportunities.

As a freelancer, students could command a strong hourly wage and the freedom to schedule and design their own products. Strong people skills are necessary for this path.

Another career is as a consultant for a web consultancy, any one would give up some of his/her freelancing wage potential but be able to focus more on the code and less on the hustle. This option also provides a good work/life balance and pay.

2. Programme Outcomes (POs)

1. To introduce the fundamentals of Internet, and the principles of web design.
2. Students will be able to write a well formed Digital Marketing concepts
3. Students are able to develop various Blogging Tools.
4. Web Design Fundamentals
5. To construct basic websites using HTML and Cascading Style Sheets.
6. To build dynamic web pages with validation using Java Script objects and by applying different event handling mechanisms. and Web Development with PHP.
7. Students will be able to work with different Frameworks

Credit Distribution for B.B. A.(C.A.) including Major, Minor and OE and other courses.

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major Marathi	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	Total (I, II and III Year)	78	122	122
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Indian Knowledge System	02	02	02
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	Total	132	176	176

B. B.A.(C.A.) Programme Framework: Credit Distribution

			DSC	DSE	SEC	VSC	FP/ OJT /IN/CEP	IKS							
I	I	4.5	06	-	02	-	-		03	03		02	02	02	22
I	II	4.5	06	-	02	02	-	02	03	03	-	02	02	02	22
		Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor													
II	III	5.0	08	-	02	-	FP-02		03	03	-	02	02	-	22
II	IV	5.0	08	-	00	02	CEP-02		03	03	-	02	02	-	22
		Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor													
III	V	5.5	10	04	-	02	FP-02		04	-	-	-	-	-	22
III	VI	5.5	08	04	-	02	OJT-04		04	-	-	-	-	-	22

Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree														
IV	VII	6.0	14	04	RM:04	-	-		-	-	-	-	-	-	22
IV	VIII	6.0	14	04	-	-	OJT-04		-	-	-	-	-	-	22
4-Yr UG Degree (Honours) with Major and Minor with 176 credits														
IV	VII	6.0	10	04	RM:04	-	RP-04		-	-	-	-	-	-	22
IV	VIII	6.0	10	04	-	-	RP-08		-	-	-	-	-	-	22
4-Yr UG Degree (Honours with Research) with Major and Minor with 176 credits														

B.B.A(C.A.) Programme Framework: Course Distribution

Year	Semester	Level	Major						Minor	OE	CC	AEC	VEC	Total
			DSC	DSE	SEC	VSC	FP/OJT/IN/CEP	IKS						
I	I	4.5	02	-	01	-	-	01	01	01	01	01	01	09
I	II	4.5	02	-	01	01	-	-	01	01	01	01	01	09
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor														
II	III	5.0	03	-	01	-	01	-	01	01	01	01	-	09
II	IV	5.0	03	-	-	01	01	-	01	01	01	01	-	09
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor														
III	V	5.5	03	01	-	01	01	-	01		-	-	-	07
III	VI	5.5	02	01	-	01	01	-	01		-	-	-	06
Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree														
IV	VII	6.0	04	01	RM:01	-	-	-	-		-	-	-	06
IV	VIII	6.0	04	01	-	-	01	-	-		-	-	-	06
4-Yr UG Degree (Honours) with Major with 176 credits														

IV	VII	6.0	03	01	RM:01	-	01	-	-		-	-	-	06
IV	VIII	6.0	03	01	-	-	01	-	-		-	-	-	05
	4-Yr UG Degree (Honours with Research) with Major with 176 credits													

Programme Framework (Courses and Credits): B.B.A.(C.A.) (Minor)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	MNR-1	BBACA101T	Introduction to internet and related technologies	03
2.	I	II	4.5	MNR-2	BBACA201T	Digital Marketing concepts	03
3.	II	III	4.5	MNR-3	BBACA301T	Blogging Tools	03
4.	II	IV	4.5	MNR-4	BBACA401T	Web Design Fundamentals	03
5.	III	V	5.0	MNR-5	BBACA501T	Web Development with PHP	04
6.	III	VI	5.0	MNR-6	BBACA601T	Web development with different Frameworks	04
							20

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A.(C.A.) (Minor)

Title of the Course: Introduction to Internet and Technologies								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-1	BBACA101T	03	00	03	45	30	70	100

Learning Objectives:

This course focuses on providing the fundamental concepts of the Internet, Web Technology, and Web Programming. This course in Internet Technology covers different aspects of Fundamental of computers , Networks and Internet technology.

Course Outcomes (Cos)

1. Student get fundamental knowledge of Computer

2. Student get introduced to hardware and software

3. Basics knowledge of working of Internet

4. Introduction to some basic hardware needed in internet connection.

Detailed Syllabus: Example

Unit I:Introduction to Computers (13)

    1.1. Introduction
    1.2. Characteristics of Computers
    1.3. Generations of Computer
    1.4. Block diagram of computer
    1.5. Concept of Hardware and Software – Hardware, Software , Application Software , Systems software
    1.6. Types of computers and features – Mini, Micro, Mainframe, Super
    1.7. Types of Programming Languages – Machine, Assembly, High Level
    1.8. Computer Memory- RAM, ROM, PROM,EPROM
    1.9. Storage Devices (FD, CD, HD, Pen drive), DVD, Blue Ray Disk, Flash Memory
        1.9.1. I/O Devices –
        1.9.2. Input Devices - Keyboard, Mouse, Scanners,
        1.9.3. Output Devices- Monitor, Digitizers, Plotters. Printer

Unit II:Internet and its working   (10)

2.1. History, Advantages, Applications, Web browser, Web Server,
2.2. Protocols, Internet Connection Types, Internet uses, Internet Security,Virus, Antivirus,
2.3. Cloud System, Cloud Technology, Cloud Architecture

Unit III: Introduction to Computer Network   (10)

3.1. Basics of Computer, Network, Definition, Applications

3.2. Network Hardware –Broadcast, Point to Point,Components of Data Communication

3.3. Network Topologies, Types of Networks, LAN,MAN,WAN

Unit IV: Wired and Wireless Network   (12)

4.1. Twisted Pair Cable, Coaxial Cable, Fiber Optic Cable

4.2. Wireless LAN, IEEE 802.11 Architecture, Bluetooth Architecture

4.3. Network Devices, Network Connectivity Devices, Repeaters, Bridges- Types of Bridges, Switches, Router, Gateways

Suggested Readings/Material:

1. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
2. Computer Networks by Andrew Tanenbaum, Pearson Education.[4th Edition]
3. Data Communication and Networking by BehrouzForouzan, TATA McGraw Hill. .[4th Edition]

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A.(C.A.) (Minor)

Title of the Course: **Digital Marketing concepts**								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-2	BBACA201T	03	00	03	45	30	70	100

Learning Objectives:

This digital marketing Concepts syllabus provides a comprehensive overview of the latest digital marketing strategies and techniques, including search engine optimization, social media marketing, content marketing, email marketing, and more.

Course Outcomes (Cos)

1. The aim of this syllabus is to give knowledge about using digital marketing in and as business.

2. To make SWOT analysis, SEO optimization and use of various digital marketing tools.

Detailed Syllabus: Example

Unit I: E-Commerce   (12)

> 1.1 Introduction
> 1.2 Understanding Internet Marketing
> 1.3 Search Engine Optimization
> 1.4 Search Engine Marketing
> 1.5 Email Marketing
> 1.6 Digital Display Marketing
> 1.7 Introduction to New Age Media (Digital) Marketing
> 1.8 What is Digital Marketing
> 1.9 Digital vs. Real Marketing
> 1.10 Digital Marketing Channels

Unit II: Creating Initial Digital Marketing Plan   (10)

    2.1 Content management
    2.2 SWOT analysis: Strengths, Weaknesses, Opportunities, andThreats
    2.3 Target group analysis
    2.4Marketing using Web Sites
    2.5 Web design
    2.6 Optimization of Web sites

Unit III: Search Engine Optimization   (10)

    3.1 SEO Optimization
    3.2 Writing the SEO content
    3.3 Social Media Marketing, Understanding Social Media Marketing
    3.4 Social Networking (Facebook, Linkedin, Twitter, etc.)
    3.5 Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)
    3.6 Web analytics - levels

Unit IV: Modes of Social Media Marketing-   (13)

    4.1 Creating a Facebook page Visual identity Facebook page , Types of publications, Facebook Ads , Creating Facebook Ads , Ads Visibility

    4.2 Business opportunities and Instagram options,Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks ,Keeping up with posts

    4.3 Business tools on LinkedIn Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn

    4.4 Creating business accounts on YouTubeYouTube ,Advertising , YouTube Analytics

    4.5 E-mail marketing E-mail marketing plan , E-mail marketing campaign analysis ,

    4.6 Digital Marketing tools: Google Ads, FaceBook

    4.7 Digital Marketing Budgeting, Resource planning, Cost estimating, Cost budgeting, Cost control

Suggested Readings/Material:

1) Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry
2) Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, San Diego University Michael Belch, San Diego University
3) Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker