Bharatiya Jain Sanghatana's ASC College
Wagholi, Pune – 412207.

BJS
Bharatiya Jain Sanghatana

DEPARTMENT OF BBA(CA)
Teaching Plan for the Academic Year 2021-22

Subject Name	Introduction to the operating System Concepts (Subject Code: CA-303)		
Class	S.Y.B.B.A (CA)	Semester	Semester- III
Name of Faculty	Prof. Jagtap H.P.	No. of Lectures Required	48 Hours

Unit	Topic	Schedule
1.	**E-Commerce** 1.1 Introduction 1.2 Understanding Internet Marketing 1.3 Search Engine Optimization 1.4 Search Engine Marketing 1.5 Email Marketing 1.6 Digital Display Marketing	1st and 2nd week of Aug 2021
2.	**Introduction to New Age Media (Digital) Marketing** 2.1 What is Digital Marketing 2.2 Digital vs. Real Marketing 2.3 Digital Marketing Channels 2.4 Types of Digital Marketing(Overview)-Internet Marketing ,Social Media Marketing, Mobile Marketing	3rd and 4th week of Aug 2021
3.	**Creating Initial Digital Marketing Plan** 3.1 Content management 3.2 SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats 3.3 Target group analysis EXERCISE: Define a target group	1st and 2nd week Of Sept 2021
4.	**Marketing using Web Sites** 4.1 Web design 4.2 Optimization of Web sites 4.3 MS Expression Web EXERCISE: Creating web sites, MS Expression	3rd and 4th week of Sept 2021
5.	**Search Engine Optimization** 5.1 SEO Optimization 5.2 Writing the SEO content EXERCISE: Writing the SEO content	1st and 2nd week Of Oct 2021
6.	**Customer Relationship Management** 6.1 Introduction to CRM 6.2 CRM platform 6.3 CRM models EXERCISE: CRM strategy	3rd and 4th week of Oct 2021

7.	**Social Media Marketing**
	7.1 Understanding Social Media Marketing
	7.2 Social Networking (Facebook, Linkedin, Twitter, etc.)
	     Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)
	7.3 Web analytics - levels
	7.4 Modes of Social Media Marketing-
	    7.4.1 **Creating a Facebook page** Visual identity of a Facebook page , Types of publications, Facebook Ads , Creating Facebook Ads , Ads Visibility
	    7.4.2 **Business opportunities and Instagram options** Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks ,Keeping up with posts
	    7.4.3 **Business tools on LinkedIn** Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn
	    7.4.4 **Creating business accounts on YouTube** YouTube ,Advertising , YouTube Analytics
	7.5 Digital Marketing tools: Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner
		1st to last week of Nov 2021
		
		1 st and 2nd week of Dec 2021

8.	**Digital Marketing Budgeting** 8.1 Resource planning 8.2 Cost estimating 8.3 Cost budgeting 8.4 Cost control	3rd and 4th week of Dec 2021
Total		**48**

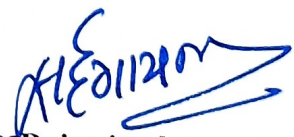**Note:** The teaching plan is according to University Norms.

Reference Books:

1) Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry
2) The Social Media Bible: Tactics, Tools, & Strategies for Business Success by Lon Safko
3) Web Analytics 2.0 – AvinashKaushik

Date of Submission:

Sign of Teacher

(Prof.Jagtap H.P.)

Faculty Incharge

offg. Principal
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Wagholi, Pune-412207

DEPARTMENT OF BBA(CA)

Teaching Plan for the Academic Year 2021-222

Subject Name	Node - JS (Subject Code: CA- 404)		
Class	S.Y.B.B.A (CA)	Semester	Semester- III
Name of Faculty	Prof. Joshi B.R.	No. of Lectures Required	50Hours

Unit No.	Topic	No. of Lect.	Schedule
Unit 1	**Introduction to Node JS** 1.1 Introduction 1.2 What is Node JS? 1.3 Advantages of Node JS 1.4 Traditional Web Server Model 1.5 Node.js Process Model 1.6 Install Node.js on Windows 1.7 Working in REPL	08	2nd Week of jan-22
Unit 2	**Node JS Modules** 2.1 Functions 2.2 Buffer 2.3 Module 2.4 Module Types 2.5 Core Modules 2.6 Local Modules 2.7 Module. Exports	10	1st Week of Feb-2nd Week of Feb -22
Unit 3	**Node Package Manager** 3.1 What is NPM? 3.2 Installing Packages Locally 3.3 Adding dependency in package.json 3.4 Installing packages globally 3.5 Updating packages	06	3rd Week of Feb-4th Week of Feb-22
Unit 4	**Web server** 4.1 Creating web server 4.2 Handling http requests 4.3 Sending requests	06	1st Week ofMarch-2nd Week of March -22
Unit 5	**File System** 5.1 Fs.readFile 5.2 Writing a File 5.3 Writing a file asynchronously	08	2nd Week of March-3rd Week of

	5.4 Opening a file 5.5 Deleting a file 5.6 Other IO Operations			
Unit 6	Events 6.1 Event Emitter class 6.2 Returning event emitter 6.3 Inhering events		04	4th Week of March-22
Unit 7	Database connectivity 7.1 Connection string 7.2 Configuring 7.3 Working with select command 7.4 Updating records 7.5 Deleting records		06	1st Week of April -2nd Week of April -22
		Total No. of Lectures	48	

Note: The teaching plan is according to University Norms.
Lectures will be taken online until college will be started.
More focus on Programming Examples once college will be started.
In addition to that 4 extra lectures will be arranged as per requirement and availability.

Recommended Books:
Reference Books:

Node.js complete reference guid , velentinBojinov, David Herron, DiogeResende, packt Publishing ltd 2) Mastering Nod.js By SandroPasquali , packt Publishing 3) Smashing Node.js Javascript Everywhere , Guillermo Rauch, John wiley& Sons

Date of Submission:

Sign of Teacher
(Prof.Joshi B.R.)

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Subject Name	Core Java		(Subject Code: CA-501)	
Class	T.Y.B.B.A (CA)	Semester	Semester- V	
Name of Faculty	Prof. Jagtap H.P.	No. of Lectures Required	48 Hours	

Unit No.	Topic	Schedule
1	**Introduction to Java** 1.1 Features of java 1.2 JDK Environment & tools like(java, javac, applet viewer, javadoc, jdb) 1.3 OOPs Concepts Class, Abstraction , Encapsulation, Inheritance, Polymorphism 1.4 Difference between C++ and JAVA 1.5 Structure of java program 1.6 Data types ,Variables ,Operators , Keywords ,Naming Convention 1.7 Decision Making (if, switch), Looping(for, while) 1.8 Type Casting 1.9 Array Creating an array Types of Array - One Dimensional arrays - Two Dimensional array 1.10 String - Arrays , Methods. - String Buffer class	1st to 4th week of Aug 2021
2	**Classes and Objects** 2.1 Creating Classes and objects 2.2 Memory allocation for objects 2.3 Constructor 2.4 Implementation of Inheritance Simple, Multilevel, 2.5 Interfaces	1st 2nd and 3rd week of Sept 2021

		2.6 Abstract classes and methods
		2.7 Implementation of Polymorphism
		2.8 Method Overloading, Method Overriding
		2.9 Nested and Inner classes.
		2.10 Modifiers and Access Control
		2.11 Packages
		      Packages Concept
		      Creating user defined packages
		2.12 Java Built in packages
		        java.lang->math
		        java.util->Random, Date, Hashtable
		2.13 Wrapper classes	

3	**Collection**	3.1 Collection Framework.
		   3.1.1 Interfaces
		      - Collection
		      - List
		      - Set
		      - SortedSet
		      - Enumeration
		      - Iterator
		      - ListIterator
		   3.1.2. Classes
		      - LinkedList
		      - ArrayList
		      - Vector
		      - HashSet
		      - TreeSet
		      - Hashtable
		3.2 Working with maps
		  3.2.1 Map interface
		  3.2.2 Map classes
		     - HashMap
		     - TreeMap
			4th Week of Sept 2021 and 1st and 2nd week of Oct 2021

4	**File and Exception Handling**	3rd and 4th week of Oct 2021
	Exception	
	4.1 Exception types	
	4.2 Using try catch and multiple catch	
	Nested try, throw, throws and finally	
	4.3 Creating user defined Exceptions	
	File Handling	
	4.4 Stream	1st and 2nd week of Nov 2021
	ByteStream Classes	
	CharacterStream Classes	
	4.5 File IO basics	
	4.6 File operations	
	Creating file	
	Reading file(character, byte)	
	Writing file (character, byte)	
5	**Applet, AWT and Swing Programming**	3rd and 4th week of Nov 2021
	Applet	
	5.1 Introduction	
	5.2 Types applet	
	5.3 Applet Life cycle	
	- Creating applet, Applet tag	
	5.4 Applet Classes	
	Color, Graphics, Font	
	AWT	
	5.5 Components and container used in AWT	1st and 2nd week of Dec 2021
	5.6 Layout managers	
	5.7 Listeners and Adapter classes	
	5.8 Event Delegation model	
	Swing	
	5.9 Introduction to Swing Component and Container Classes	3rd and 4th week of Dec 2021
	Total no. of Lectures	48

Note: The teaching plan is according to University Norms.
Recommended Books
1. System Programming and Operating System – D. M. Dhamdhere

2. Operating System Concepts – Silberschatz, Galvin , Gagne

Date of Submission:

Sign of Teacher

(Prof.Jagtap H.P.)

Faculty Incharge