

Bengaluru North University

National Education Policy - 2020 (NEP-2020)

Syllabus for Bachelor of Computer Applications (B.C.A)

(V & VI Semester)

Submitted to

Registrar Bengaluru North University Sri Devaraj Urs Extension Tamaka, Kolar -563103

Curriculum Design/Syllabus Framing Committee

Proceeding of BOS Meeting in Computer Science and BCA

The meeting of BOS in Computer Science and BCA was held at Government First Grade College ,KR Puram, Bengaluru-36 On 17.08.2023 and 18.08.2023 at 11.00 am.

The chairman welcomed all the members and requested them to discuss the agenda.

Agenda:

Finalizing and approving the B.Sc Computer Science and BCA syllabus (DSC, Elective, Vocational and SEC) for V and VI semester to introduced at Undergraduate course for the academic year 2023-24.

Decision:

The BOS Members discussed in detail regarding Computer Science and BCA subject and approved the same V and VI semester syllabus for the academic year 2023-24.

SI. No	Name	Designation	Signature
1.	Mr. S.Manikandan Assistant Professor, Dept. of Computer Science, Government First Grade College, KR Puram Bengaluru.	Chairperson	su . bf
2.	Dr. Murugan.K Assistant Professor, Dept. of Computer Science, Government First Grade College, KR Puram, Bengaluru.	Member	Mundowsen
3.	Dr. Hamela K Assistant Professor, Dept. of Computer Science, Government First Grade College, Malur.	Member	4-11
4.	Rashmi Rao K Associate Professor, Dept. of Computer Science, Government First Grade College, Hoskote.	Member	Rendri Rece h
5.	Mr. Sankar Assistant Professor, Dept. of Computer Science, LBS Government First Grade College, RT Nagar, Bengaluru	Member	K. Su ka
6.	Dr. Rajendirakumar Assistant Professor, Dept of Computer Science, Govt. College for Women, Kolar.	Member	Stapeter
7.	Mrs. Lakshmi Devi IM S Assistant Professor, Dept of Computer Science, Government First Grade College, Varthur, Bengaluru.	Member	Lalett Du H.

The meeting was concluded with vote of thanks by chairman.

S. M.

S.Manikandan Chairperson BOS-UG Computer Science & BCA(NEP) Bengaluru North University, Kolar. Program: B.C.A Subject: Computer Science

Curriculum for BCA

Curriculum Structure

٠	al al			Ma	rks	
Semester	Course No.	Theory/ Practical	Credits	Paper Title	S.A.	I.A.
	DSC13	Theory	4	Design & Analysis of Algorithms	60	40
	DSC13-Lab	Practical	2	Design & Analysis of Algorithms Lab	25	25
	DSC14 Theory 4		4	Statistical Computing and R Programming	60	40
V	DSC14-Lab	Practical	2	R Programming Lab	25	25
	DSC15	Theory	4	Software Engineering	60	40
	DSE-E1	Theory	3	A. Cloud Computing B. Business Intelligence	60	40
	Voc-1	Theory	3	Digital Marketing	60	40
	SEC-4	Theory/Practical	2	Cyber Security	30	20
	DSC16	Theory	4	Artificial Intelligence and Applications	60	40
	DSC17	Theory	4	PHP and MySQL	60	40
	DSC17-Lab	Practical	2	PHP and MySQL Lab	25	25
		Project	6	Project Work		
VI	DSE-E2			A. Fundamentals of Data ScienceB. Mobile Application Development	60	40
	Voc-2	Theory	3	Web Content Management System	60	40
	SEC-5	Theory/Practical	2	Logical Reasoning	30	20

Program Name	BCA			Semester	V				
Course Title	Design and	Design and Analysis of Algorithm (Theory)							
Course Code:	DSC13			No. of Credits	04				
Contact hours	52 Hours			Duration of SEA/Exam	2:30 hours				
Formative Asso Marks	essment	40	S	Summative Assessment Marks	60				

Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO1. Understand the fundamental concepts of algorithms and their complexity, including time and space complexity, worst-case and average-case analysis, and Big-O notation. BL (L1, L2) CO2. Design algorithms for solving various types of problems, such as Sorting, Searching, Graph traversal, Decrease-and-Conquer, Divide-and-Conquer and Greedy Techniques. BL (L1, L2, L3) CO3. Analyze and compare the time and space complexity of algorithms with other algorithmic techniques. BL (L1, L2,L3,L4)

CO4. Evaluate the performance of Sorting, Searching, Graph traversal, Decrease-and-Conquer, Divide-and-Conquer and Greedy Techniques using empirical testing and benchmarking, and identify their limitations and potential improvements. BL (L1, L2, L3, L4)

CO5. Apply various algorithm design to real-world problems and evaluate their effectiveness and efficiency in solving them. BL (L1, L2, L3)

Note: Blooms Level(BL): L1=Remember, L2=Understand, L3=Apply, L4=Analyze, L5= Evaluate, L6= Create

Contents	52 Hrs						
Introduction: What is an Algorithm? Fundamentals of Algorithmic problem solving,	10						
Fundamentals of the Analysis of Algorithm Efficiency, Analysis Framework, Measuring							
the input size, Units for measuring Running time, Orders of Growth, Worst-case, Best-							
case and Average-case efficiencies.							
Asymptotic Notations and Basic Efficiency classes, Informal Introduction, O-notation,	10						
Ω -notation, θ -notation, mathematical analysis of non-recursive algorithms, mathematical							
analysis of recursive algorithms.							
Brute Force & Exhaustive Search: Introduction to Brute Force approach, Selection Sort	11						
and Bubble Sort, Sequential search, Exhaustive Search-Travelling Salesman Problem and							
Knapsack Problem, Depth First Search, Breadth First Search							
Decrease-and-Conquer: Introduction, Insertion Sort, Topological Sorting	11						
Divide-and-Conquer: Introduction, Merge Sort, Quick Sort, Binary Search, Binary Tree							
traversals and related properties.							
Greedy Technique: Introduction, Prim's Algorithm, Kruskal's Algorithm, Dijkstra's	10						
Algorithm, Lower-Bound Arguments, Decision Trees, P Problems, NP Problems, NP-							
Complete Problems, Challenges of Numerical Algorithms.							

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program					F	Prog	gra	m (Out	com	es (P	Os)			
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Discuss the fundamentals of the algorithms.															
Describe the analysis of algorithm efficiency using different notations.															
Discuss various problems using Brute force technique.															
Describe various problems using Divide and-Conquer Technique.															
Describe various problems using Decrease-and-Conquer.															
Discuss Greedy Techniques.															
Devise an algorithm using appropriate design strategies for problem solving.															
Estimate the computational complexity of different algorithms.															
Demonstrate the hardness of simple NP-complete problems.															

Formative Assessment for Theory								
Assessment Occasion/ type	Marks							
Internal Assessment Test 1	10%							
Internal Assessment Test 2	10%							
Quiz/ Assignment/ Small Project	10%							
Seminar	10%							
Total	40 Marks							
Formative Assessment as per g	uidelines.							

Course Title	Design Labor	Practical Credits	02		
Course Code	DSC13		Contact Hours	4 Hours/wk	
Formative Assessment		25 Marks	Summati	ve Assessment	25 Marks

Practical Content

- 1. Write a program to sort a list of N elements using Selection Sort Technique.
- 2. Write a program to perform Travelling Salesman Problem
- 3. Write program to implement Dynamic Programming algorithm for the 0/1 Knapsack problem.
- 4. Write a program to perform Knapsack Problem using Greedy Solution
- 5. Write program to implement the DFS and BFS algorithm for a graph.
- 6. Write a program to find minimum and maximum value in an array using divide and conquer.
- 7. Write a test program to implement Divide and Conquer Strategy. Eg: Quick sort algorithm for sorting list of integers in ascending order.
- 8. Write a program to implement Merge sort algorithm for sorting a list of integers inascending order.
- 9. Sort a given set of n integer elements using Merge Sort method and compute its time complexity. Run the program for varied values of n > 5000, and record the time taken to sort.
- 10. Sort a given set of n integer elements using Quick Sort method and compute its time complexity. Run the program for varied values of n > 5000 and record the time taken to sort.
- 11. Write C program that accepts the vertices and edges for a graph and stores it as an adjacency matrix.
- 12. Implement function to print In-Degree, Out-Degree and to display that adjacency matrix.
- 13. Write program to implement backtracking algorithm for solving problems like N queens.
- 14. Write a program to implement the backtracking algorithm for the sum of subsets problem
- 15. Write program to implement greedy algorithm for job sequencing with deadlines.
- 16. Write program to implement Dynamic Programming algorithm for the Optimal Binary Search Tree Problem.
- 17. Write a program that implements Prim's algorithm to generate minimum cost spanning Tree.
- 18. Write a program that implements Kruskal's algorithm to generate minimum cost spanning tree.

Pedagogy: Demonstration, Hands-on, Simulation

Formative Assessment for Practical									
Assessment Occasion/ type	Marks								
Total	25 Marks								
Formative Assessment as per gui	delines.								

Refe	erences
1	Introduction to the Design and Analysis of Algorithms, Anany Levitin: 2nd Edition, 2009,
	Pearson.
2	Computer Algorithms/C++, Ellis Horowitz, SatrajSahni and Rajasekaran, 2nd Edition, 2014,
	Universities Press.
3	Introduction to Algorithms, Thomas H. Cormen, Charles E. Leiserson, Ronal L. Rivest,
	Clifford Stein, 3rd Edition, PHI.
4	Design and Analysis of Algorithms, S. Sridhar, Oxford (Higher Education)
5	Weblinks and Video Lectures (e-Resources):
	http://elearning.vtu.ac.in/econtent/courses/video/CSE/06CS43.html
	https://nptel.ac.in/courses/106/101/106101060/
	http://elearning.vtu.ac.in/econtent/courses/video/FEP/ADA.html
	http://cse01-iiith.vlabs.ac.in/
	http://openclassroom.stanford.edu/MainFolder/CoursePage.php?course=IntroToAlgorithms

Program Name	BCA			Semester	V
Course Title	Statistical C	Computing & R P	rogra	mming (Theory)	
Course Code:	DSC14			No. of Credits	04
Contact hours	52 Hours			Duration of SEA/Exam	2:30 hours
Formative Assessment Marks		40	Sun	nmative Assessment Marks	60

- CO1. Explore fundamentals of statistical analysis in R environment.
- CO2. Describe key terminologies, concepts and techniques employed in Statistical Analysis.
- CO3. Define Calculate, Implement Probability and Probability Distributions to solve a wide variety of problems.
- CO4. Conduct and interpret a variety of Hypothesis Tests to aid Decision Making.
- CO5. Understand, Analyse, and Interpret Correlation Probability and Regression to analyse the underlying relationships between different variables.

Contents	52 Hrs
Introduction of the language, numeric, arithmetic, assignment, and vectors, Matrices and Arrays, Non-numeric Values, Lists and Data Frames, Special Values, Classes, and	10
Coercion, Basic Plotting.	
Reading and writing files, Programming, Calling Functions, Conditions and Loops: standalone statement with illustrations in exercise 10.1, stacking statements, coding loops, Writing Functions, Exceptions, Timings, and Visibility.	10
Statistics And Probability, basic data visualisation, probability, common probability distributions: common probability mass functions, bernoulli, binomial, poisson distributions, common probability density functions, uniform, normal, student's t-distribution.	11
Statistical testing and modelling, sampling distributions, hypothesis testing, components of hypothesis test, testing means, testing proportions, testing categorical variables, errors and power, Analysis of variance.	10
Simple linear regression, multiple linear regression, linear model selection and diagnostics. Advanced graphics: plot customization, plotting regions and margins, point and click coordinate interaction, customizing traditional R plots, specialized text and label notation. Defining colors and plotting in higher dimensions, representing and using color, 3D scatter plots.	11

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Course Outcomes (COs) / Program		Program Outcomes (POs)													
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory				
Assessment Occasion/ type	Marks			
Internal Assessment Test 1	10%			
Internal Assessment Test 2	10%			
Quiz/ Assignment/ Small Project	10%			
Seminar	10%			
Total	40 Marks			
Formative Assessment as per guidelines.				

Ref	References					
1	Tilman M. Davies, "The book of R: A first course in programming and ststistics", San Francisco, 2016.					
2	Vishwas R. Pawgi, "Statistical computing using R software", Nirali prakashan publisher, e1 edition, 2022.					
3	https://www.youtube.com/watch?v=KlsYCECWEWE https://www.geeksforgeeks.org/r-tutorial/ https://www.tutorialspoint.com/r/index.htm					

Program Name	B.C.A			Semester	V
Course Title	R Program	ming Lab			
Course Code:	DSC14-Lab)		No. of Credits	02
Contact hours	04 Hours pe	er week		Duration of SEA/Exam	1:30 hours
Formative Asse Marks	Formative Assessment Marks 25		Sun	nmative Assessment Marks	25

Overview

The following program problematic comprises of R programming basics and application of several Statistical Techniques using it. The module aims to provide exposure in terms of Statistical Analysis, Hypothesis Testing, Regression and Correlation using R programming language.

Learning Objectives

The objective of this Laboratory to make students exercise the fundamentals of statistical analysis in R environment. They would be able to analysis data for the purpose of exploration using Descriptive and Inferential Statistics. Students will understand Probability and SamplingDistributions and learn the creative application of Linear Regression in multivariate context for predictive purpose.

Course Outcomes:

- Install, Code and Use R Programming Language in R Studio IDE to perform basic tasks on Vectors, Matrices and Data frames. Explore fundamentals of statistical analysis in R environment.
- Describe key terminologies, concepts and techniques employed in Statistical Analysis.
- Define Calculate, Implement Probability and Probability Distributions to solve a wide variety of problems.
- Conduct and interpret a variety of Hypothesis Tests to aid Decision Making.
- Understand, Analyse, and Interpret Correlation Probability and Regression to analyse the underlying relationships between different variables.
- 1. Write a R program for different types of data structures in R.
- 2. Write a R program that include variables, constants, data types.
- 3. Write a R program that include different operators, control structures, default values for arguments, returning complex objects.
- 4. Write a R program for quick sort implementation, binary search tree.
- 5. Write a R program for calculating cumulative sums, and products minima maxima and calculus.
- 6. Write a R program for finding stationary distribution of markanov chains.
- 7. Write a R program that include linear algebra operations on vectors and matrices.
- 8. Write a R program for any visual representation of an object with creating graphs using graphic functions: Plot(),Hist(),Linechart(),Pie(),Boxplot(),Scatterplots().
- 9. Write a R program for with any dataset containing data frame objects, indexing and subsetting data frames, and employ manipulating and analyzing data.
- 10. Write a program to create an any application of Linear Regression in multivariate context for predictive purpose.

Program Name	B.C.A			Semester	V		
Course Title	Software Ei	ngineering (Theo	ry)				
Course Code:	DSC15			No. of Credits	04		
Contact hours	52 Hours			Duration of SEA/Exam	2:30 hours		
Formative Assessment		40	Sun	nmative Assessment Marks	60		
Marks		- 0					

CO1	How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment.
CO2	An ability to work in one or more significant application domains.
СОЗ	Work as an individual and as part of a multidisciplinary team to develop anddeliver quality software.
CO4	Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.
CO5	Demonstrate an ability to use the techniques and tools necessary for engineering practice.

Contents	52 Hrs
OVERVIEW: Introduction; Software engineering ethics; Software process models; Process activities; Coping with change; Agile software development: Agile methods; Plandriven and agile development.	10
REQUIREMENTS ENGINEERING: Functional and non-functional requirements; Software requirements document; Requirement's specification; Requirements engineering processes; Requirement's elicitationand analysis; Requirement's validation; Requirements management.	10
SYSTEM MODELING: Context models; Interaction models- Use case modeling, Sequence diagrams; Structural models- Class diagrams, Generalization, Aggregation; Behavioral models-Data-driven modeling, Event-driven modeling; Model-driven engineering.	10
ARCHITECTURAL DESIGN: Architectural design decisions; Architectural views; Architectural patterns- Layered architecture, Repository architecture, Client–server architecture Pipe and filter architecture. DESIGN AND IMPLEMENTATION: Object-oriented design using the UML- System context and interactions, Architectural design, Object class identification, Design models, Interface specification; Design patterns; Implementation issues.	12
SOFTWARE TESTING: Development testing- Unit testing, Choosing unit test cases, Component testing, System testing. Test-driven development; Release testing; User testing- Alpha, Beta, Acceptance testing.	10

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program		Program Outcomes (POs)													
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory				
Assessment Occasion/ type	Marks			
Internal Assessment Test 1	10%			
Internal Assessment Test 2	10%			
Quiz/ Assignment/ Small Project	10%			
Seminar	10%			
Total	40 Marks			
Formative Assessment as per g	uidelines.			

Te	Text Books:					
1	I Ian Somerville, "Software Engineering" 8th Edition, Pearson Education, 2009.					
Re	References Books:					
1	Waman S Jawadekar, "Software Engineering Principles and Practice", Tata McGrawHill, 2004.					
2	Roger S. Pressman, "A Practitioners Approach",7th Edition, McGraw-Hill, 2007.					

Program Name	B.Sc./B.C.A			Semester	V
Course Title	Cloud Com	puting (Theory)			
Course Code:	DSE-E1			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Assessment Marks 40		40	Sun	nmative Assessment Marks	60

CO1	Explain the core concepts of the cloud computing paradigm such as how and why this paradigm shift came about, the characteristics, advantages and challenges brought about by the various models and services in cloud computing.
CO2	Apply the fundamental concepts in data centres to understand the trade-offs in power, efficiency and cost.
СОЗ	Identify resource management fundamentals like resource abstraction, sharing and sandboxing and outline their role in managing infrastructure in cloud computing.
CO4	Analyze various cloud programming models and apply them to solve problems on the cloud.

Contents	42 Hrs
Introduction: Different Computing Paradigms- Parallel Computing, Distributed Computing, Cluster Computing, Grid Computing, Cloud Computing etc., Comparison of various Computing Technologies; Cloud Computing Basics- What is Cloud Computing? History, Characteristic Features, Advantagesand Disadvantages, and Applications of Cloud Computing; Trends in Cloud Computing; Leading Cloud Platform Service Providers.	8
Cloud Architecture: Cloud Service Models- Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS), Comparison of different Service Models; Cloud Deployment Models- Public Cloud; Private Cloud, Hybrid Cloud, Community Cloud; Cloud Computing Architecture- Layered Architecture of Cloud. Virtualization- Definition, Features of Virtualization; Types of Virtualizations- Hardware Virtualization, Server Virtualization, Application Virtualization, Storage Virtualization, Operating System Virtualization; Virtualization and Cloud Computing, Pros and Cons of Virtualization, Technology Examples- Xen: Paravirtualization, VMware: Full Virtualization, Microsoft Hyper-V.	10
Cloud Application Programming and the Aneka Platform: Aneka Cloud Application Platform-Framework Overview, Anatomy of the Aneka Container; Building Aneka Clouds (Infrastructure Organization, Logical Organization, Private Cloud Deployment Mode, Public Cloud Deployment Mode, Hybrid Cloud Deployment Mode); Cloud Programming and Management- Aneka SDK (Application Model and Service Model); Management Tools (Infrastructure, Platform and Application management).	8
Cloud Platforms in Industry: Amazon Web Services- Compute Services, Storage Services, Communication Services, Additional Services; Google AppEngine- Architecture and Core Concepts, Application Life-Cycle, Cost Model, Observations; Microsoft Azure-Azure Core Concepts (Compute, Storage, Core Infrastructure and Other Services), SQL Azure, Windows Azure Platform Appliance. Cloud Applications: Scientific Applications- Healthcare (ECG Analysis in the Cloud)	8

Biology (Protein Structure Prediction and Gene Expression Data Analysis for Cancer Diagnosis), Geoscience (Satellite Image Processing); Business and Consumer Applications- CRM and ERP, Productivity, Social Networking, Media Applications, Multiplayer Online Gaming.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory						
Assessment Occasion/ type	Marks					
Internal Assessment Test 1	10%					
Internal Assessment Test 2	10%					
Quiz/ Assignment/ Small Project	10%					
Seminar	10%					
Total	40 Marks					
Formative Assessment as per guidelines.						

Te	ext Books:
1	Rajkumar Buyya, Christian Vecchiola, S. ThamaraiSelvi: "Mastering CloudComputing-Foundations and Applications Programming", Elsevier, 2013
2	Barrie Sosinsky: "Cloud Computing Bible", Wiley-India, 2010
3	K Chandrashekaran: "Essentials of Cloud Computing", CRC Press, 2015
4	Derrick Rountree, Ileana Castrillo: "The Basics of Cloud Computing", Elsevier, 2014

Program Name	B.Sc.			Semester	V
Course Title	Business Intelligence (Theor				
Course Code:	DSE-E1			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Asse Marks	essment	40	Sun	nmative Assessment Marks	60

	Describe the Decision Support systems and Business Intelligence framework.
CO2	Explore knowledge management, explain its activities, approaches and its implementation.
CO3	Describe business intelligence, analytics, and decision support systems

Contents	42 Hrs
Information Systems Support for Decision Making, An Early Framework for Computerized Decision Support, The Concept of Decision Support Systems, A Framework for Business Intelligence, Business Analytics Overview, Brief Introduction to Big Data Analytics	8
Introduction and Definitions, Phases of the Decision, Making Process, The Intelligence Phase, Design Phase, Choice Phase, Implementation Phase, Decision Support Systems Capabilities, Decision Support Systems Components.	8
Basic Concepts of Neural Networks, Developing Neural Network-Based Systems, Illuminating the Black Box of ANN with Sensitivity, Support Vector Machines, A Process Based Approach to the Use of SVM, Nearest Neighbor Method for Prediction, Sentiment Analysis Overview, Sentiment Analysis Applications, Sentiment Analysis Process,, Sentiment Analysis, Speech Analytics.	10
Decision Support Systems modeling, Structure of mathematical models for decision support, Certainty, Uncertainty, and Risk, Decision modeling with spreadsheets, Mathematical programming optimization, Decision Analysis with Decision Tables and Decision Trees, Multi-Criteria Decision Making With Pairwise Comparisons.	8
Automated Decision Systems, The Artificial Intelligence field, Basic concepts of Expert Systems, Applications of Expert Systems, Structure of Expert Systems, Knowledge Engineering, and Development of Expert Systems.	8

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program Outcomes (POs)		Program Outcomes (POs)													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Pedagogy: Lecture/ PPT/ Videos/ Animations/ Role Plays/ Think-Pair-Share/ Predict-Observe-Explain/ Demonstration/ Concept mapping/ Case Studies examples/ Tutorial/ Activity/ Flipped Classroom/ Jigsaw/ Field based Learning/ Project Based Learning/ Mini Projects/ Hobby Projects/ Forum Theatre/ Dance/ Problem Based Learning/ Game Based Learning/ Group Discussion/ Collaborative Learning/ Experiential Learning / Self Directed Learning etc.

Formative Assessment for Theory						
Assessment Occasion/ type	Marks					
Internal Assessment Test 1	10%					
Internal Assessment Test 2	10%					
Quiz/ Assignment/ Small Project	10%					
Seminar	10%					
Total	40 Marks					
Formative Assessment as per g	uidelines.					

Torrt	Dooles	
1 ext	Books:	

Ramesh Sharda, Dursun Delen, Efraim Turban, J.E.Aronson, Ting-Peng Liang, David King,

"BusinessIntelligence and Analytics: System for Decision Support", 10th Edition, Pearson Global Edition.

Reference books

2 Data Analytics: The Ultimate Beginner's Guide to Data Analytics Paperback – 12 November 2017by Edward Miz

Additional Reading:

- 1 https://shorturl.at/iuAT0
- 2 https://www.coursera.org/courses?query=business%20intelligence

Program Name	B.Sc./B.C.A			Semester	VI
Course Title	Digital Mar	keting (Theory)			
Course Code:	Voc-2			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Asse Marks	essment	40	Sun	nmative Assessment Marks	60

- 1. Understand the fundamental concepts and principles of digital marketing.
- 2. Develop practical skills to implement various digital marketing strategies and techniques.
- 3. Analyze and evaluate the effectiveness of digital marketing campaigns.
- 4. Apply critical thinking and problem-solving skills to real-world digital marketing scenarios.
- 5. Create comprehensive digital marketing plans and strategies.

Note: Blooms Level(BL): L1=Remember, L2=Understand, L3=Apply, L4=Analyse, L5=Evaluate, L6= Create

Contents	42 Hrs
Introduction to Digital Marketing: Overview of digital marketing, Evolution of digital marketing, Importance and benefits of digital marketing, Digital marketing channels and platforms Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting and resource allocation.	8
Campaign planning and execution, Monitoring and adjusting digital marketing campaigns Social Media Marketing: Overview of social media marketing, Social media platforms and their features, Creating and optimizing social media profiles, Social media content strategy, Social media advertising and analytics	8
Email Marketing: Introduction to email marketing, Building an email list, Creating effective email campaigns, Email automation and segmentation, Email marketing metrics and analytics Content Marketing: Understanding content marketing, Content strategy and planning,	8
Content creation and distribution, Content promotion and amplification, Content marketing metrics and analytics. Mobile Marketing: Mobile marketing overview, Mobile advertising strategies, Mobile app marketing, Location-based marketing, Mobile marketing analytics	8
Analytics and Reporting: Importance of analytics in digital marketing, Setting up web analytics tools (e.g., Google Analytics), Tracking and measuring key performance indicators (KPIs), Conversion tracking and optimization, Reporting and data visualization	10

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory										
Assessment Occasion/ type	Marks									
Internal Assessment Test 1	10%									
Internal Assessment Test 2	10%									
Quiz/ Assignment/ Small Project	10%									
Seminar	10%									
Total	40 Marks									
Formative Assessment as per gi	uidelines.									

Refe	erences
1	"Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth.
2	"Email Marketing Rules: How to Wear a White Hat, Shoot Straight, and Win Hearts" by Chad S. White
3	"Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses" by Joe Pulizzi
4	"Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising" by Daniel Rowles
5	"Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity" by Avinash Kaushik

Program Name	B.C.A		VI		
Course Title	Artificial Intelligence and Applica			(Theory)	
Course Code:	DSC16			No. of Credits	04
Contact hours	52 Hours			Duration of SEA/Exam	2:30 hours
Formative Asse Marks	essment	40	Sun	nmative Assessment Marks	60

CO1	Gain a historical perspective of AI and its foundations.
CO2	Become familiar with basic principles and strategies of AI towards problem solving
CO3	Understand and apply approaches of inference, perception, knowledge representation, and learning.
CO4	Understand the various applications of AI

Contents	52 Hrs
Introduction- What is Artificial Intelligence, Foundations of AI, History, AI - Past, Present and	10
Future. Intelligent Agents- Environments- Specifying the task environment, Properties of task	1
environments, Agent based programs-Structure of Agents, Types of agents- Simple reflex agents,	1
Model-based reflex agents, Goal-based agents; and Utility-based agents.	
Problem Solving by Searching-Problem-Solving Agents, Well-defined problems and solutions,	10
examples Problems, Searching for Solutions, Uninformed Search Strategies-Breadth-first search,	
Uniform-cost search, Depth-first search, Depth-limited search, Iterativedeepening depth-first search,	
Bidirectional search, Greedy best-first search, A* Search, AO* search Informed (Heuristic)	1
Search Strategies, Heuristic Functions	
Knowledge Representation - Knowledge-Based Agents, The Wumpus World , Logic, Propositional	12
Logic, Propositional Theorem Proving, Effective Propositional Model Checking, Agents Based on	
Propositional Logic, First-Order Logic-Syntax and Semantics of First-Order	
Logic, Using First-Order Logic, Unification and Lifting Forward Chaining, Backward Chaining	
Learning- Forms of Learning, Supervised Learning, Machine Learning - Decision Trees,	10
Regression and Classification with Linear Models, Artificial Neural Networks, Support Vector	
Machines	
Applications of AI - Natural Language Processing, Text Classification and Information Retrieval,	10
Speech Recognition, Image processing and computer vision, Robotics	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program	Program Outcomes (POs)														
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Collaborative Learning/ Experiential Learning / Self Directed Learning etc.

Formative Assessment for Theory									
Assessment Occasion/ type	Marks								
Internal Assessment Test 1	10%								
Internal Assessment Test 2	10%								
Quiz/ Assignment/ Small Project	10%								
Seminar	10%								
Total	40 Marks								
Formative Assessment as per g	uidelines.								

Te	xt Books:
1	Stuart Russel, Peter Norvig: Artificial Intelligence A Modern Approach, 2nd Edition, Pearson Education, 2003
2	Tom Mitchell, "Machine Learning", 1st Edition, McGraw-Hill,2017
3	Elaine Rich, Kevin Knight, Shivashankar B Nair: Artificial Intelligence, Tata McGraw Hill 3rd edition, 2013

Program Name	BCA			Semester	VI
Course Title	PHP & MyS	SQL (Theory)			
Course Code:	DSC17			No. of Credits	04
Contact hours	52 Hours			Duration of SEA/Exam	2:30 hours
Formative Asse Marks	essment	40	Sun	nmative Assessment Marks	60

- CO1. Design dynamic and interactive web pages and websites.
- CO2. Run PHP scripts on the server and retrieve results.
- CO3. Handle databases like MySQL using PHP in websites.

Note: Blooms Level(BL): L1=Remember, L2=Understand, L3=Apply, L4=Analyse, L5=Evaluate, L6= Create

Contents	52 Hrs
Introduction to PHP: Introduction to PHP, History and Features of PHP, Installation & Configuration of PHP, Embedding PHP code in Your Web Pages, Understanding PHP, HTML and White Space, Writing Comments in PHP, Sending Data to the Web Browser, Data types in PHP, Keywords in PHP, Using Variables, Constants in PHP, Expressions in PHP, Operators in PHP.	10
Programming with PHP: Conditional statements: if, if-else, switch, The ? Operator, Looping statements: while Loop, do-while Loop, for Loop Arrays in PHP: Introduction- What is Array?, Creating Arrays, Accessing Array elements, Types of Arrays: Indexed v/s Associative arrays, Multidimensional arrays, Creating Array, Accessing Array, Manipulating Arrays, Displaying array, Using Array Functions, Including and Requiring Files- use of Include() and Require(), Implicit and Explicit Casting in PHP.	12
Using Functions, Class- Objects, Forms in PHP: Functions in PHP, Function definition, Creating and invoking user-defined functions, Formal parameters versusactual parameters, Function and variable scope, Recursion, Library functions, Date and Time Functions Strings in PHP: What is String?, Creating and Declaring String, String Functions	10
Class &Objects in PHP: What is Class & Object, Creating and accessing a Class &Object, Object properties, object methods, Overloading, inheritance, Constructor and Destructor Form Handling: Creating HTML Form, Handling HTML Form data in PHP Database Handling Using PHP with MySQL: Introduction to MySQL: Database terms, Data Types.	10
Accessing MySQL –Using MySQL Client and Using php MyAdmin, MySQL Commands, Using PHP with MySQL: PHP MySQL Functions, Connecting to MySQL and Selecting the Database, Executing Simple Queries, Retrieving Query Results, Counting Returned Records, Updating Records with PHP	10

Course Articulation Matrix: Mapping of Course Outcomes (Cos) with Program Outcomes (Pos 1-15)

Course Outcomes (Cos) / Program Outcomes	Program Outcomes (Pos)														
(Pos)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	1 5

Pedagogy: Lecture/ PPT/ Videos/ Animations/ Role Plays/ Think-Pair-Share/ Predict-Observe-Explain/ Demonstration/ Concept mapping/ Case Studies examples/ Tutorial/ Activity/ Flipped Classroom/ Jigsaw/ Field based Learning/ Project Based Learning/ Mini Projects/ Hobby Projects/ Forum Theatre/ Dance/ Problem Based Learning/ Game Based Learning/ Group Discussion/

Collaborative Learning/ Experiential Learning / Self Directed Learning etc.

Formative Assessment for Theory						
Assessment Occasion/ type	Marks					
Internal Assessment Test 1	10%					
Internal Assessment Test 2	10%					
Quiz/ Assignment/ Small Project	10%					
Seminar	10%					
Total	40 Marks					

	Formative Assessment as per guidelines.						
Refe	References						
1	PHP & MySQL for Dynamic Web Sites- Fourth Edition By Larry Ullman.						
2	Learning PHP, MySQL and JavaScript By Robin Nixon –O"REILLY Publications						
3	Programming PHP By Rasmus Lerdorf, Kevin Tatroe, Peter MacIntyre						

4 SAMS Teach Yourself PHP in 24 hours, Author: Matt Zandstra, Sams Publishing

Program Name	B.C.A			Semester	VI
Course Title	PHP and M	ySQL Lab			
Course Code:	DSC17-Lab			No. of Credits	02
Contact hours	04 Hours pe	er week		Duration of SEA/Exam	1:30 hours
Formative Asse Marks	ive Assessment 25		Sun	nmative Assessment Marks	25

Practical Assignments for PHP Programming

Sl.	Title of the Experiment						
No							
1	Write a PHPscript to print "hello world".						
2	Write a PHPscript to find odd or even number from given number.						
3	Write a PHPscript to find maximum of three numbers.						
4	Write a PHPscript to swap two numbers.						
5	Write a PHPscript to find the factorial of a number.						
6	Write a PHPscript to check whether given number is palindrome or not.						
7	Write a PHP script to reverse a given number and calculate its sum						
8	Write a PHP script to to generate a Fibonacci series using Recursive function						
9	Write a PHP script to implement atleast seven string functions.						
10	Write a PHP program to insert new item in array on any position in PHP.						
11	Write a PHP script to implement constructor and destructor						
12	Write a PHP script to implement form handling using get method						
13	Write a PHP script to implement form handling using post method.						
14	Write a PHP script that receive form input by the method post to check the number is prime						
	or not						
15	Write a PHP script that receive string as a form input						
16	Write a PHP script to compute addition of two matrices as a form input.						
17	Write a PHP script to show the functionality of date and time function.						
18	Write a PHP program to upload a file						
19	Write a PHP script to implement database creation						
20	Write a PHP script to create table						
21	Develop a PHP program to design a college admission form using MYSQL database.						

Program Name	B.Sc./B.C.A			Semester	VI
Course Title	Fundamentals of Data Science			neory)	
Course Code:	DSE-E2			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Assessment Marks		40	Sun	nmative Assessment Marks	60

CO1	Understand the concepts of data and pre-processing of data.
CO2	Know simple pattern recognition methods
CO3	Understand the basic concepts of Clustering and Classification
CO4	Know the recent trends in Data Science

Contents				
Unit I: Data Mining: Introduction, Data Mining Definitions, Knowledge Discovery in Databases (KDD) Vs Data Mining, DBMS Vs Data Mining, DM techniques, Problems, Issues and Challenges in DM, DM applications.	8			
Data Warehouse: Introduction, Definition, Multidimensional Data Model, Data Cleaning, Data Integration and transformation, Data reduction, Discretization	8			
Mining Frequent Patterns: Basic Concept – Frequent Item Set Mining Methods - Apriori and Frequent Pattern Growth (FPGrowth) algorithms - Mining Association Rules	8			
Classification: Basic Concepts, Issues, Algorithms: Decision Tree Induction. Bayes Classification Methods, Rule-Based Classification, Lazy Learners (or Learning from your Neighbours), k Nearest Neighbour. Prediction - Accuracy- Precision and Recall	10			
Clustering: Cluster Analysis, Partitioning Methods, Hierarchical Methods, Density-Based Methods, Grid-Based Methods, Evaluation of Clustering	8			

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program Outcomes (POs)		Program Outcomes (POs)													
		2	3	4	5	6	7	8	9	10	11	12	13	14	15
Understand the concepts of data and pre- processing of data															
Know simple pattern recognition methods															
Understand the basic concepts of Clustering and Classification															
Know the recent trends in Data Science															

Formative Assessment for Theory				
Assessment Occasion/ type	Marks			
Internal Assessment Test 1	10%			
Internal Assessment Test 2	10%			
Quiz/ Assignment/ Small Project	10%			
Seminar	10%			
Total	40 Marks			
Formative Assessment as per g	uidelines.			

Tex	xt Books:
1	Jiawei Han and Micheline Kambar – "Data Mining Concepts and Techniques" Second Edition Elsevier Publications
2	Arun K Pujari – "Data Mining Techniques" 4th Edition, Universities Press
3	Pang-Ning Tan, Michael Steinbach, Vipin Kumar: Introduction to Data Mining, Pearson Education, 2012.
4	K.P.Soman, Shyam Diwakar, V.Ajay: Insight into Data Mining – Theory and Practice, PHI
5	Pang-Ning Tan, Michael Steinbach, Vipin Kumar - "Introduction to Data Mining", Pearson Education

Program Name	B.Sc./B.C.A			Semester	VI
Course Title	Mobile App	lication Develop	ment	(Theory)	
Course Code:	DSE-E2			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Assessment Marks		40	Sun	nmative Assessment Marks	60

CO1	Create Servlets for server side programming Create, test and debug Android application by
	setting up Android development environment
CO2	
CO3	Program mobile applications for the Android operating system and understand techniques for designing and developing sophisticated mobile interfaces
COS	designing and developing sophisticated mobile interfaces
CO4	Deploy applications to the Android marketplace for distribution.

Contents						
Android OS design and Features: Android development framework, SDK features, Installing and running applications on Android Studio, Creating AVDs, Types of Android applications, Best practices in Android programming, Android tools, Building your First Android application.	8					
Android Application Design Essentials: Anatomy of an Android applications, Android terminologies, Application Context, Activities, Services, Intents, Receiving and Broadcasting Intents, Android Manifest File and its common settings, Using Intent Filter, Permissions.	8					
Android User Interface Design Essentials: User Interface Screen elements, Designing User Interfaces with Layouts, Drawing and Working with Animation.	8					
Testing Android applications, Publishing Android application, Using Android preferences, Managing Application resources in a hierarchy, working with different types of resources.	8					
Using Common Android APIs: Using Android Data and Storage APIs, Managing data using Sqlite, Sharing Data between Applications with Content Providers, Using Android Networking APIs, Using Android Web APIs, Deploying Android Application to the World.	10					

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program		Program Outcomes (POs)													
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory					
Assessment Occasion/ type	Marks				
Internal Assessment Test 1	10%				
Internal Assessment Test 2	10%				
Quiz/ Assignment/ Small Project	10%				
Seminar	10%				
Total	40 Marks				
Formative Assessment as per guidelines.					

Tex	Text Books:							
1	Lauren Darcey and Shane Conder, "Android Wireless Application Development", Pearson Education, 2nd ed. (2011)							
2	Reto Meier, "Professional Android 2 Application Development", Wiley India Pvt Ltd							
3	Mark L Murphy, "Beginning Android", Wiley India Pvt Ltd							
4	Android Application Development All in one for Dummies by Barry Burd, Edition: I							
5	Beginning Android 4 Application Development, Wei-Meng Lee, Wiley India (Wrox), 2013							
6	Professional Android 4 Application Development, Reto Meier, Wiley India, (Wrox), 2012							

Program Name	B.Sc./B.C.A			Semester	V
Course Title	Web Conte	nt Management S	Systen	n (Theory)	
Course Code:	Voc-1			No. of Credits	03
Contact hours	42 Hours			Duration of SEA/Exam	2:30 hours
Formative Asse Marks	essment	40	Sun	nmative Assessment Marks	60

CO1	Understand content development basics;
CO2	Gain Knowledge of tools for multimedia content development for audio/ video, graphics, animations, presentations, screen casting
CO3	Host websites and develop content for social media platforms such as wiki and blog
CO4	Understand e-publications and virtual reality
CO5	Use of e-learning platform Moodle and CMS applications Drupal and Joomla

Contents	42 Hrs
Web Content Development and Management, Content Types and Formats, Norms and Guidelines of Content Development, Creating Digital Graphics, Audio Production and Editing,	8
Web Hosting and Managing Multimedia Content, Creating and Maintaining a Wiki Site. Presentation Software Part I, Presentation Software Part II, Screen casting Tools and Techniques, Multilingual Content Development.	8
Planning and Developing Dynamic Web Content Sites, Website Design Using CSS Creating and Maintaining a WIKI Site, Creating and Managing a Blog Site,	8
E- Publication Concept, E- Pub Tools, Simulation and Virtual Reality Applications, Creating 2D and 3 D Animations. Introduction to Moodle, Creating a New Course and Uploading,	10
Create and Add Assessment, Add and Enroll User and Discussion Forum, Content Management System: Joomla, Content Management System: Drupal	8

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs) / Program			Program Outcomes (POs)												
Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Formative Assessment for Theory					
Assessment Occasion/ type	Marks				
Internal Assessment Test 1	10%				
Internal Assessment Test 2	10%				
Quiz/ Assignment/ Small Project	10%				
Seminar	10%				
Total	40 Marks				
Formative Assessment as per guidelines.					

Tex	Text Books:					
1	Web Content Management: Systems, Features, and Best Practices 1st Edition by Deane					
	Barker.					
2	Content Management Bible (2nd Edition) 2nd Edition by Bob Boiko.					
3	Moodle for Learning Management System (LMS): A Practical and Visual Guidebook of					
	Administrator and Instructor for Distance Education Paperback – October 12, 2020 by James					
	Koo					
4	Using Joomla!: Efficiently Build and Manage Custom Websites 2nd Edition by Ron Severdia					
Add	Additional Reading:					
https	s://onlinecourses.swayam2.ac.in/cec20_lb09/preview					

Program Name	B.Sc./B.C.A			Semester	VI
Course Title	Logical Rea	soning (Theory)			
Course Code:	SEC-5			No. of Credits	02
Contact hours	30 Hrs			Duration of SEA/Exam	01 hrs
Formative Asse Marks	essment	30	Sun	nmative Assessment Marks	20

CO1	Quickly understand the given problem and come up with the correct answer
CO2	Identify, construct and compute numerical situations by work with numbers
CO3	Conceiveanddevelopamethodologyforanalyzingdataandsolvingaproblem
CO4	Define, modify and apply critical thinking to real time situations

Contents				
Arithmetic Reasoning: Analytical Thinking, Syllogistic Logic, Problem solving; Number System; LCM &HCF Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;	10			
Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Mix Diagrams; Geometrical Diagrams, and other forms of Data Representation				
Lateral Thinking, Reasoning & Logic: Verbal and Non-verbal Logic, Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionality and Grouping; Sequencing and Scheduling; Selections; Networks; Venn Diagram in Logical Reasoning.	10			

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes

Course Outcomes (COs) /Program Outcomes (POs)		Program Outcomes (POs)													
		2	3	4	5	6	7	8	9	10	11	12	13	14	15
Quickly understand the given problem and come up with the correct answer															
Identify,constructandcomputenumericalsitu ationsbyworkwithnumbers															
Conceiveanddevelopamethodologyforanaly zingdataandsolvingaproblem.															
Define, modify and apply critical thinking to real time situations.															

Pedagogy: Problem Solving

Formative Assessment for Theory							
Assessment Occasion/ type	Marks						
Internal Test 1	30%						
Assignment / Surprise Test/	20%						
Total	25 Marks						
Formative Assessment as per guidelines.							

Ref	erences								
1	R.S.Aggarwal- "A	Modern	Approach	to	Verbal	and	Non-Verbal	Reasoning"	Sultan
1	Chand and Sons, Ne	ew Delhi							

References							
2	R.S.Aggarwal-"Quantitative Aptitude", Sultan Chand and Sons, New Delhi						
3	Dr.Ravi Chopra – "Verbal and Non-Verbal Reasoning", MacMillan India						
4	Dr.Edward DeBono – "Lateral Thinking", Penguin Books, New Delhi						