

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)
Semester: VI

Course: Web Design and Development	
Course Code: DMC601	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture:3	End semester Exam: 70
Tutorial:1	Attendance:5
Practical:0	ContinuousAssessment:25
Credit:4	Practical/Seasonal internal continuous evaluation:
	Practical/Seasonal external examination:

Sl.No.	Course Objective	
1	To gain knowledge about the protocols used in various services of internet.	
2	Use different HTML components for designing the Webpage for solving real world application	
3	Apply responsive design techniques to ensure cross-device compatibility.	
4	Plan and execute a complete website project from concept to deployment.	
	Course Outcomes	Mapped module/Unit
CO 1	To gain knowledge about the protocols used in various services of internet.	U1,U2
CO 2	Use different HTML components for designing the Webpage for solving real world application	U1, U2
CO 3	Students can implement modern, responsive, mobile first CSS framework.	U1,U2,U3
CO 4	To gain knowledge about hosting web application	U4

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Learning Outcome/Skills:

The objective of the course "Web Design and Development" is to provide students with a solid foundation in web development, enabling them to create and publish static websites. Throughout the course, students will learn essential technologies and techniques for designing and building web pages, as well as the basics of hosting and deploying websites on the internet. By the end of the course, students should be proficient in creating static websites using HTML, CSS, and hosting those static page from their own end in local server setup, and have a clear understanding of web hosting and deployment procedures.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, If any
THEORY				
U1	8	15	1,2	NA
U2	9	30	1, 2, 3	NA
U3	7	25	1, 2, 3	NA
U4	6	30	1, 2, 3	NA
	30	100%		

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Course Code:	DMC601	
Course:	Web Design and Development	Credits:4.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Web Design: Introduction of Internet, WWW, Website, Working of Websites, Web pages, Front End, Back End, Client and Server Scripting Languages, Responsive Web Designing, Types of Websites (Static and Dynamic Websites), representation of URL format, port number, Http and https protocol, IP addressing Internet Applications: Internet services, Electronic Mail (E-Mail), File Transfer, Real-Time User Communication, Remote Login	8
Unit-II	HTML Basics: Introduction, Basic Structure of HTML, Head Section and Elements of Head Section, Formatting Tags: Bold, Italic, Underline, Strikethrough, Div, Pre Tag Anchor links and Named Anchors Image Tag, Paragraphs, Comments, Tables: Attributes –(Border, Cellpadding, Cell spacing , height , width), TR, TH, TD, Rowspan, Colspan Lists : Ordered List , Unordered List , Definition List, Forms, Form Elements, Input types, Input Attributes, Text Input Text Area, Dropdown, Radio buttons , Check boxes, Submit and Reset Buttons Frames: Frameset, nested Frames. HTML 5 Introduction, HTML5 New Elements: Section, Nav, Article, Aside, Audio Tag, Video Tag, HTML5 Form Validations: Require Attribute, Pattern Attribute, Autofocus Attribute, email, number type, date type , Range type, HTML embed multimedia, HTML Layout, HTML I frame	9
Unit-III	CSS: Introduction to CSS, Types of CSS, CSS Selectors : Universal Selector ,ID selector, Tag Selector, Class Selector, Sub Selector, Attribute Selector, Group Selector, CSS Properties: Back Ground properties, Block Properties, Box properties, List properties, Border Properties, Positioning Properties, CSS Lists CSS Tables, CSS Menu Design CSS Image Gallery	7
Unit-IV	Web hosting: Basics, Documents Interchange Standards, Components of Web Publishing, Document management, Web Page Design Considerations and Principles, Search and Meta Search Engines, WWW, Browser, HTTP, Publishing Tools	6
TOTAL		30

List of Books

Sl. No.	Name of Author	Title of the Book
1	Jon Duckett	HTML and CSS:Design and Build Websites
2	Jon Duckett	Java Script and Query: Interactive Front-End Web Development
3	Jennifer Robbins	Learning Web Design
4	Jason Beard and James George	The Principles of Beautiful Web Design

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Course: Introduction to Python	
Course Code:DMC602	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semesterExam:70
Tutorial: 1	Attendance:5
Practical: N/A	ContinuousAssessment:25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To introduce the foundational concepts of Python programming.	
2	To enable students to solve business problems using Python.	
3	To help learners understand how Python can be used in business analytics, automation, and reporting.	
4	To prepare students for using Python in data-driven decision-making.	
	Course Outcomes	Mapped module/Unit
CO1	Understand the basics of Python and write simple scripts.	U1,U2
CO2	Use Python for solving simple problems in business and analytics.	U1,U2,U3
CO3	Work with Python data structures for storing and manipulating business data.	U1,U2,U3
CO4	Develop modular programs using functions and file handling.	U2,U3,U4

Learning Outcome/ Skills :

This subject aims to provide students with a comprehensive understanding of the core concepts of Python programming and practical skills needed to apply Python in business analytics, automation, and data processing. Through real-life use cases and hands-on exercises, students will develop coding proficiency and problem-solving ability using Python.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Unit	Topic	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
U1	Introduction to Python Programming	8	15%	1, 2	NA
U2	Operators, Decision Making, and Loops	8	20%	1, 2, 3	NA
U3	Functions and Modules	8	15%	1, 2, 3	NA
U4	Data Structures (Strings, Lists, Tuples, Dict, Sets)	8	20%	1, 2, 3	NA
U5	File and Exception Handling	8	10%	1, 2, 3	NA
U6	Applications and Mini Project	8	20%	2, 3, 4	Project Based
	Total	48 Hours	100%		

Course Code:	DMC 602	
Course:	Introduction to Python	Credits:5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Python Programming <ul style="list-style-type: none"> • Introduction to Programming and Python • Installing Python, IDEs(IDLE, Jupyter, VS Code) • Writing and executing Python scripts • Python keywords, identifiers, comments • Data types: int, float, bool, str • Input and output functions (input(), print()) 	8
	Operators, Decision Making and Loops <ul style="list-style-type: none"> • Arithmetic, Comparison, Logical, Assignment, Membership operators • Conditional statements: if,if-else,elif,nestedif • Iterative statements: while,for,break,continue,range() • Business problem-solving with conditionals and loops 	8

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Unit-III	<p>Functions and Modules</p> <ul style="list-style-type: none"> • Defining and calling functions • Return statement, local and global variables • *args,**kwargs, lambda functions • Creating and importing modules • Using built-in Python modules(math, random, date time,os) 	8
Unit-IV	<p>Data Structures in Python</p> <ul style="list-style-type: none"> • Strings: creation, indexing, slicing, formatting, methods • Lists: creation, access, manipulation, methods • Tuples: declaration, access, immutability • Dictionaries: key-value pairs, methods • Sets :creation, operations, use cases in business 	8
Unit-V	<p>File Handling and Exception Handling</p> <ul style="list-style-type: none"> • File operations :open, read ,write, append • Working with text files, use of with • Exception handling: try-except, finally, raising exceptions • Use cases in logging, file-based data entry, business reports 	8
Unit -VI	<p>Applications and Mini Project</p> <ul style="list-style-type: none"> • Introduction to real-life applications of Python. • Mini Project: Small business use case implementation in Python • Project Presentation and Evaluation 	8
	Total	48

List of Books

Sl.No.	Name of Author	Title of the Book
1	Charles Severance	“Python for Everybody”
2	Yashavant Kanetkar	“Let Us Python”
3	Allen B.Downey	“Think Python”

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Organizational Behaviour

Mode: Offline

Total Credit: 5

Paper Code: DMC 603

Aim of the course:

1. Develop a comprehensive grasp of organizational behavior principles for interpreting individual behavior in organizations.
2. Enable students to assess and tackle challenges related to overseeing individual behavior effectively.
3. Provide insights into diverse leadership styles and their functions within organizations.
4. Cultivate skills for effective teamwork, differentiating between groups and teams, and resolving conflicts.
5. Foster an appreciation for how organizational behavior aligns with diverse cultures in multinational corporations, promoting a global understanding of employee behavior and organizational dynamics.

Course Objectives:

After Completion of this course, the students will be able to

1. Establish the way the concept of organizational behavior can be used to understand the behavior of people in the organization.
2. Exhibit the usefulness of evaluating the challenges associated with overseeing individual behavior in the organization.
3. Connect how different leadership styles function within an organization
4. Learn the basics of working in teams; orient the difference between groups and teams and managing to resolute conflicts while working in teams.
5. Consider how organizational behavior may connect with the diverse culture of employees in MNCs.

Sl.	Graduate Attributes	Mapped Modules
CO1	Establish the way the concept of organizational behavior can be used to understand the behavior of people in the organization	M1
CO2	Exhibit the usefulness of evaluating the challenges associated with overseeing individual behavior in the organization.	M2
CO3	Connect how different leadership styles function within an organization	M3
CO4	Learn the basics of working in teams ;orient the difference between groups and teams and managing to resolute conflicts while working In teams	M4
	Consider how organizational behavior may connect with the diverse culture of Employees in MNCs.	M5

Learning Outcome/Skills

The material in this program is intended to help students develop a leadership mindset and inspire them to become job creators. Students can expect a summary of the managerial aspects of running an organization, as well as information on governance, guidelines, and banking institutions.

Learners will also gain knowledge about the essential characteristics of an effective leader, as well as the ability to think critically about the obstacles and potential solutions to bridge the gap.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks ,if any
THEORY					
M1	Introduction to Organizational Behavior	10	20	1,2	NA
M2	Foundations of Individual Behavior	10	25	1,2	NA
M3	Motivation and Leadership	10	25	1,2,3	NA
M4	Groups and Teams	10	20	2,3	NA
M5	Culture, Definition	10	10	1,2,3	NA
Total Theory		50	100		

Sl.	Topic/Module	Hours
1	Module 1: Introduction to Organizational Behavior: Definition, Meaning- Features- Nature and Scope of OB, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study, Hawthorne studies, Contingency OB models.	10
2	Module 2: Foundations of Individual Behavior , Factors Affecting Individual Behaviour, Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, Personality Traits, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception, Learning, Theories of Learning.	10
3	Module 3: Motivation and Leadership, Concept of motivation, Definition, Theories of Motivation, Maslow’s need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, Mc Clelland’s Theory, Equity Theory, Vrooms Expectancy Theory. Concept of Leadership, Conventional and Contemporary Theories of leadership-Trait theory, Michigan Studies and Fiedler’s Contingency Model, Difference between Leader and Manager, Leadership Styles.	10
4	Module 4: Groups and Teams: Groups: Concept of Group Dynamics, Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication. Team: Definition and types–Problem Solving Teams, Self-Managed work teams, Cross-Functional Teams, Virtual Teams Model of team effectiveness Importance of Team building	10
5	Module 5: Culture, Definition, Culture’s function, Impact (functions and liability); Creating and sustaining culture, need and importance of Cross Cultural management, Stress and its Management, Meaning, Types of Stress— Causes of Stress Consequences of Work Stress, Conflict Resolution- Levels of conflict, Sources of conflict, Types, Approaches to conflict resolution	10

Suggested Readings:

1. Organizational Behaviour, Luthans, MH
2. Organizational Behaviour, Saiyaddin, TMH
3. Organizational Behaviour Concept & Cases, Ghanekar. EPH.
4. Case studies in Organizational Behaviour edited by Chris W. Clegg, Nigel J. Kemp, Karen, Legge.

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)**

**Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)**

5. Organisational Behavior, Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Publishing
6. Organisational Behaviour, K. Aswathappa, Himalaya Publishing House