

RGPV (DIPLOMA WING) BHOPAL		OBE CURRICULUM FOR THE COURSE		FORMAT-3	Sheet No. 1/5
Branch	Computer Science and Engineering			Semester	VI
Course Code		Course Name	E-Governance and Digital Marketing		
Course Outcome - 1	Utilize available resources to present entrepreneurship project report			Teach Hrs	Marks
Learning Outcome 1	Explain basics for entrepreneurship development (Cognitive domain)			9	10
Contents	<ul style="list-style-type: none"> • Entrepreneur: Concept, Characteristics, Functions of Entrepreneur / Start up, Obstacle in entrepreneurship • Form of Business Organization: Sole proprietorship, Partnership, Cooperation • Scheme of assistance by available entrepreneurial support agencies, Commercial banks and financial institutions for Small Scale Industries(SSI)/Start-up at National, State and Other level (NIESBUD, NSIC, SIDO, EGB, MSME, NABARD, AIC, MPCON, SIDBI, DIC, TBI) 				
Method of Assessment	Internal: Mid semester theory examination (Pen paper test).				
Learning Outcome 2	Illustrate SSI Project Planning, Selection, Formulation and Appraisal (Cognitive domain)			9	10
Contents	<ul style="list-style-type: none"> • SSI Project Planning: Definition, Types of planning, Importance of planning, Steps in planning • Selection: Search of Idea/Opportunity, Selection/Short listing of opportunity & Viability assessment • Formulation: Stages of formulation • Project Report: Scope of project report, content & format • Appraisal: Need of Project Appraisal & Steps of Project Appraisal 				
Method of Assessment	External: End semester theory examination (Pen paper test).				
Learning Outcome 3	Construct to present project report for a given/available SSI/start-up (Psychomotor domain)			6	10
Contents	Steps and Exercises on preparation and presentation of project report: <ul style="list-style-type: none"> • Preliminary project report including technical, economic and market feasibility, • Detect common errors in project report 				

	preparations/presentation.			
Method of Assessment	Internal Practical Observation			
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE		FORMAT-3	Sheet No. 2/5
Branch	Information Technology		Semester	V
Course Code	501	Course Name	E-Governance and Digital Marketing	
Course Outcome - 2	Utilize activities related to E Commerce & E Governance		Teach Hrs	Mark s
Learning Outcome 4	Explain business model and payment method of E-Commerce (Cognitive domain)		9	10
Contents	<ul style="list-style-type: none"> • Electronics Commerce: Introduction, advantages and disadvantages. • E-Commerce Business model: B2B, B2C, C2C, Four C's rule • E-Commerce Payment: Payment Gateway, Modes of Electronic Payment, Threats & protections for e-commerce payment system • E-Marketplace 			
Method of Assessment	External: End semester theory examination (Pen paper test).			
Learning Outcome 5	Explain Electronic Governance and Mobile Governance basics (Cognitive domain)		6	10
Contents	<ul style="list-style-type: none"> • E-Governance: Introduction, Models, lifecycle, PPP (Public Private Partnership), Visit e-governance sites (Eg. MP E Seva, MP Online) as part of Tutorials • E-Security and Cyber laws • M-Governance: Concept 			
Method of Assessment	Internal: Mid semester theory examination (Pen paper test).			
Learning Outcome 6	Make use of E Commerce payment method and E governance portal (Psychomotor domain)		6	10
Contents	<ul style="list-style-type: none"> • Use Payment gateway method (Credit card, Debit card, Net banking, UPI and E-wallet) on website/mobile app • Student will make sure to trained/help at least 5 student of institute performing E-governance portal(e-scholarship, e- 			

	granthalaya, MP Online, mp edistrict) activities and submit/present report for evaluation			
Method of Assessment	External: Laboratory observation and viva voce.			
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE		FORMAT-3	Sheet No. 3/5
Branch	Information Technology		Semester	V
Course Code	501	Course Name	E-Governance and Digital Marketing	
Course Outcome - 3	Apply techniques on available tools for digital marketing		Teach Hrs	Marks
Learning Outcome 7	Explain fundamental of Digital Marketing (Cognitive domain)		9	10
Contents	<ul style="list-style-type: none"> • Digital marketing : Concept, Process, Application, Advantages, Limitation, Examples • Digital marketing Verses Traditional marketing • Digital marketer: Definition, Role • Visibility: Concept, Types and Example • Visitors Engagement: Concept , Landing page and Conversion Page(Thank you page) • Converting Traffic into Leads • Inbound Marketing and Outbound Marketing 			
Method of Assessment	External: End semester theory examination (Pen paper test).			
Learning Outcome 8	Explain types of Digital Marketing (Cognitive domain)		9	10
Contents	<ul style="list-style-type: none"> • Search Engine Marketing <ul style="list-style-type: none"> ○ Search Engine Optimization(SEO) ○ PPC(Pay Per Click) • Social Media Marketing • Display Advertising: Contextual Targeting Vs Behavioural Targeting • Content Marketing & Blogging • Email Marketing- Email Ethics, Webmail, Bulk Email • Mobile marketing – Eg. Bulk SMS • Affiliate marketing • Video Marketing 			
Method of Assessment	External: End Semester theory examination (Pen paper test).			

Learning Outcome 9	Make use of available tools and techniques for digital marketing (Psychomotor domain)			6	10
Contents	<ul style="list-style-type: none"> • Develop a Thank you page , Landing Page • Develop a campaign for Search Engine Marketing by using of available tool (like Google AdWords) • Construct blog by using available tool (like blogger) • Construct an ethical e-mail to attract customer about your enterprise brand product 				
Method of Assessment	External: Laboratory observation and viva voce.				
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE			FORMAT-3	Sheet No. 4/5
Branch	Information Technology			Semester	V
Course Code	501	Course Name	E-Governance and Digital Marketing		
Course Outcome - 4	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web			Teach Hrs	Marks
Learning Outcome 10	Explain SEO basics (Cognitive domain)			6	10
Contents	<ul style="list-style-type: none"> • Search Engine: Concept, Importance, Working • Search Engine Algorithms: concept, characteristics • SEO: Need, Importance • SEO Terminologies : SERP, On Page & Off Page, Related Search, Search Trends • SEO Working : Crawling, Indexing and Ranking • Backlinks: Concept, Importance, Dofollow & Nofollow • How to Get Backlinks? 				
Method of Assessment	External: End semester theory examination (Pen paper test).				
Learning Outcome 11	Utilize SEO guidelines for website search improvement (Cognitive domain)			6	10
Contents	<ul style="list-style-type: none"> • Understanding domain names & domain extensions • Website Structure • Iframes / frames effects on SEO • URL Rewriting Techniques (301, 302) • Measuring and Tracking - UTM(Urchin tracking module) • Keyword: Keyword Research, Types, Research Methodology, 				

	Competition Analysis <ul style="list-style-type: none"> • Off Page SEO : Page Rank, RSS(Rich Site Summary) Feeds • Case Study on available SEO Tool (Example Google Search Console) 			
Method of Assessment	External: End semester theory examination (Pen paper test).			
Learning Outcome 12	Make use of available tools and technique of SEO in Web project (Psychomotor domain)	6	10	
Contents	<ul style="list-style-type: none"> • Develop OnPage SEO with Title Tag, Meta Tags, Canonical Tag, Header, footer, Anchor Links, image tag, Navigation Menu , Filename, 404 Implementation • Develop an HTML and XML sitemap • Develop Robots file • Develop .htaccess file • Identify different "keywords" for Web Project optimization 			
Method of Assessment	Internal Practical Observation			
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE	FORMAT-3	Sheet No. 5/5	
Branch	Information Technology	Semester	V	
Course Code	501	Course Name	E-Governance and Digital Marketing	
Course Outcome - 5	Perform Social Media Marketing Activities	Teach Hrs	6	Marks
Learning Outcome 13	Explain social media marketing and terminologies (Cognitive domain)	6	10	
Contents	<ul style="list-style-type: none"> • Social Media: Concept, Paradigms & Psychology • Social Media Marketing: Concept, Laws, Advantages, Disadvantage, Strategy, Community building Platform (Eg. Facebook, LinkedIn, Instagram, Twitter) • Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM) • Social Media Terminology: hashtag, trends, pin, tweet, emoji, traffic 			
Method of Assessment	External: End semester theory examination (Pen paper test).			

Learning Outcome 14	Demonstrate digital analytical tool to monitor measure and optimize digital marketing activities on web. (Cognitive domain)	6	10
Contents	<ul style="list-style-type: none"> • Web Analytics: Concept, Characteristics • Traditional V/S Contemporary Web Analytics • Case study on available Digital analytical tool (Eg. Google Analytics) 		
Method of Assessment	Internal Term Work		
Learning Outcome 15	Develop own sample business page and post advertisement on social media (Psychomotor domain)	6	10
Contents	<ul style="list-style-type: none"> • Sample business page on available social media platform (Eg. Facebook) • Sample Ad Campaign on available social media platform (Eg. Facebook, LinkedIn, Instagram) with events & offer of the day likewise concepts 		
Method of Assessment	External: Laboratory observation and viva voce.		

REFERENCE BOOKS:

S No	Title & Publication	Author
1	Entrepreneurship Development - published by S Chand and Sons, New Delhi	Dr N P Srinivasan, Dr C B Gupta
2	Entrepreneurship Development	Sangeeta Sharma
3	Projects planning, analysis, selection, financing, implementation and review – published by Tata McGraw Hill	Prasanna Chandra
4	Information Technology And E-Governance – published by New Age International (P) Ltd.	N Gopalsamy
5	Fundamentals of Digital Marketing - published by Pearson.	Puneet Bhatia
6	Digital Marketing for Dummies published by Wiley	Ryan Deiss and Russ Hennesberry
7	Digital Marketing - published by Oxford Publication	Vandana Ahuja
8	Digital Marketing: From Fundamentals to Future	Swaminathan T. N and Karthik Kumar
9	https://www.javatpoint.com/digital-marketing	
10	https://www.youtube.com/user/googleanalytics	

11	E-books/E-tools/Relevant software to be used as recommended by AICTE/NITTTR/RGPV	
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RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					C	0	4				1	1	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Utilize available resources to present entrepreneurship project report											
LO Description		Explain basics for entrepreneurship development											
SCHEME OF STUDY													
S. No.	Learning Content		Teaching – Learning Method	Description of T-L Process	Teac h Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks					
1	<ul style="list-style-type: none"> Entrepreneur: Concept, Characteristics, Functions of Entrepreneur / Start up, Obstacle in entrepreneurship Form of Business Organization: Sole proprietorship, Partnership, Cooperation Scheme of assistance by available entrepreneurial support agencies, Commercial banks and financial institutions for Small Scale Industries(SSI)/Start-up at National, State and Other level (NIESBUD,NSIC, SIDO, EGB, MSME, NABARD, AIC, MPCON, SIDBI, DIC, TBI) 		Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	9	NIL	Handouts, chalk board, PPT, text book, charts, video film.						
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required				External / Internal					
1	Paper pen test	Student will be asked basics of entrepreneur and go through government agencies required to set up various small scale industry / startup	10	Test paper + Rating scale				Internal					
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
Internal: Progressive examination (Pen paper test).													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				<i>1</i>	<i>2</i>	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Utilize available resources to present entrepreneurship project report											
LO Description		Illustrate SSI Project Planning, Selection, Formulation and Appraisal											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required						Remarks	
1	<ul style="list-style-type: none"> ● SSI Project Planning: Definition, Types of planning, Importance of planning, Steps in planning ● Selection: Search of Idea/Opportunity, Selection/Short listing of opportunity & Viability assessment ● Formulation: Stages of formulation ● Project Report: Scope of project report, content & format ● Appraisal: Need of Project Appraisal & Steps of Project Appraisal 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	9	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment		Maximum Marks	Resources Required					External / Internal			
1	End semester theory examination	Student will be asked question on SSI project basics		10	Question paper + rating scale					External			
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				<i>1</i>	<i>3</i>	
COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING												
CO Description	Utilize available resources to present entrepreneurship project report												
LO Description	Construct to present project report for a given/available SSI/start-up												
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required			Remarks				
1	Steps and Exercises on preparation and presentation of project report: <ul style="list-style-type: none"> • Preliminary project report including technical, economic and market feasibility, • Detect common errors in project report preparations /presentation. 	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required			External / Internal						
1	Practical Observation Practical Assignment/Quiz	Student will be asked to prepare and present project report after visit of SSI/Startup in nearby area	10	Observation schedule/check-list /rating scales /rubrics/Quiz			Internal						
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
Teachers instruct/encourage student to visit local small scale enterprise/incubation centre to come up with an idea for developing startup with project report													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					C	0	4				2	1	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Utilize activities related to E Commerce & E Governance											
LO Description		Explain business model and payment method of E-Commerce											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> Electronics Commerce: Introduction, advantages and disadvantages. E-Commerce Business model: B2B, B2C, C2C, Four C's rule E-Commerce Payment: Payment Gateway, Modes of Electronic Payment, Threats & protections for e-commerce payment system E-Marketplace 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/quiz/tutorial to make students practice their knowledge.	9	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal								
1	End semester theory examination	Student will be asked question on E Commerce	10	Question paper + rating scale	External								
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				2	2	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Utilize activities related to E Commerce & E Governance											
LO Description		Explain Electronic Governance and Mobile Governance basics											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required			Remarks				
1	<ul style="list-style-type: none"> E-Governance: Introduction, Models, lifecycle, PPP (Public Private Partnership), Visit e-governance sites (Eg. MPSEva, MPOnline) as part of Tutorials E-Security and Cyber laws M-Governance: Concept 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment			Maximum Marks	Resources Required			External / Internal				
1	Paper pen test	Student will be asked basics of e-gov and m-gov			10	Test paper + Rating scale			Internal				
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
Internal: Progressive examination (Pen paper test).													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					C	0	4				2	3	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Utilize activities related to E Commerce & E Governance											
LO Description		Make use of E Commerce payment method and E governance portal											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> Use Payment gateway method (Credit card, Debit card, Net banking, UPI and E-wallet) on website/mobile app Student will make sure to trained/help at least 5 student of institute performing E-governance portal(e-scholarship, e-granthalaya, MPOnline, mpedistrict) activities and submit/present report for evaluation 	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required			External / Internal						
1	Laboratory test by observation	Student will be asked to submit report of self using and helping other student of institute whom they helped in using E governance portal	10	Observation schedule/check-list /rating scales /rubrics			External						
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
Teacher will ensure every student guide/help at least 5 students of other branch of institute in using E governance portal(MPOnline, Scholarship or other)													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				<i>3</i>	<i>1</i>	
COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING												
CO Description	Apply techniques on available tools for digital marketing												
LO Description	Explain fundamental of Digital Marketing												
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> ● Digital marketing : Concept, Process, Application, Advantages, Limitation, Examples ● Digital marketing Verses Traditional marketing ● Digital marketer: Definition, Role ● Visibility: Concept, Types and Example ● Visitors Engagement: Concept , Landing page and Conversion Page(Thank you page) ● Converting Traffic into Leads ● Inbound Marketing and Outbound Marketing 	Interactive classroom teaching, demonstration , quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	9	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required					External / Internal				
1	End semester theory examination	Student will be asked question on digital marketing fundamental	10	Question paper + rating scale					External				
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code			CO Code	LO Code	Format No. 4
		C	0	4				3	2	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Apply techniques on available tools for digital marketing
LO Description	Explain types of Digital Marketing

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	<ul style="list-style-type: none"> ● Search Engine Marketing <ul style="list-style-type: none"> ○ Search Engine Optimization(SEO) ○ PPC(Pay Per Click) ● Social Media Marketing ● Display Advertising: Contextual Targeting Vs Behavioral Targeting ● Content Marketing & Blogging ● Email Marketing- Email Ethics, Webmail, Bulk Email ● Mobile marketing – Eg. Bulk SMS ● Affiliate marketing ● Video Marketing 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	9	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	End semester theory examination	Student will be asked question on types of digital marketing	10	Question paper + rating scale	External

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				3	3	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Apply techniques on available tools for digital marketing											
LO Description		Make use of available tools and techniques for digital marketing											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> Develop a Thank you page , Landing Page Develop a campaign for Search Engine Marketing by using of available tool (like Google AdWords) Construct blog by using available tool (like blogger) Construct an ethical e-mail to attract customer about your enterprise brand product 	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required			External / Internal						
1	Laboratory test by observation	Student will be asked to develop web pages, email or campaign by using available tool.	10	Observation schedule/check-list /rating scales /rubrics			External						
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME		Branch Code			Course Code			CO Code	LO Code	Format No. 4
				<i>C</i>	<i>0</i>	<i>4</i>				<i>4</i>	<i>1</i>	
COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING											
CO Description	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web											
LO Description	Explain SEO basics											
SCHEME OF STUDY												
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks					
1	<ul style="list-style-type: none"> ● Search Engine: Concept, Importance, Working ● Search Engine Algorithms: concept, characteristics ● SEO: Need, Importance ● SEO Terminologies : SERP, On Page & Off Page, Related Search, Search Trends ● SEO Working : Crawling, Indexing and Ranking ● Backlinks: Concept, Importance, Dofollow & Nofollow ● How to Get Backlinks? 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.						
SCHEME OF ASSESSMENT												
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required			External / Internal					
1	End semester theory examination	Student will be asked question on SEO	10	Question paper + rating scale			External					
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)												
NIL												

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				<i>4</i>	<i>2</i>	
COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING												
CO Description	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web												
LO Description	Utilize SEO guidelines for website search improvement												
SCHEME OF STUDY													
S. No.	Learning Content				Teaching – Learning Method	Description of T-L Process		Teach Hrs.	Pract. /Tut Hrs.	LRs Required		Remarks	
1	<ul style="list-style-type: none"> ● Understanding domain names & domain extensions ● Website Structure ● Iframes / frames effects on SEO ● URL Rewriting Techniques (301, 302) ● Measuring and Tracking - UTM(Urchin tracking module) ● Keyword: Keyword Research, Types, Research Methodology, Competition Analysis ● Off Page SEO : Page Rank, RSS(Rich Site Summary) Feeds ● Case Study on available SEO Tool (Example Google Search Console) 				Interactive classroom teaching, demonstration , quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.		6	NIL	Handouts, chalk board, PPT, text book, charts, video film.			
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment		Description of Assessment			Maximum Marks		Resources Required			External / Internal		
1	End semester theory examination		Student will be asked question on SEO guideline and technique			10		Question paper + rating scale			External		
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					C	0	4				4	3	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Apply SEO(Search Engine Optimization) tools and techniques to improve search on web											
LO Description		Make use of available tools and technique of SEO in Web project											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> Develop OnPage SEO with Title Tag, Meta Tags, Canonical Tag, Header, footer, Anchor Links, image tag, Navigation Menu , Filename, 404 Implementation Develop an HTML and XML sitemap Develop Robots file Develop .htaccess file Identify different “keywords” for Web Project optimization 	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal								
1	Internal Practical Observation Practical Assignment/Quiz	Student develop the web page/project following SEO guidelines	10	Observation schedule/check-list /rating scales /rubrics	Internal								
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				<i>5</i>	<i>1</i>	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Perform Social Media Marketing Activities											
LO Description		Explain social media marketing and terminologies											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required						Remarks	
1	<ul style="list-style-type: none"> Social Media: Concept, Paradigms & Psychology Social Media Marketing: Concept, Laws, Advantages, Disadvantage, Strategy, Community building Platform (Eg. Facebook, Linkedin, Instagram, Twitter) Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM) Social Media Terminology: hashtag, trends, pin, tweet, emoji, traffic 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required					External / Internal				
1	End semester theory examination	Student will be asked question on social media marketing	10	Question paper + rating scale					External				
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					C	0	4				5	2	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Perform Social Media Marketing activities											
LO Description		Demonstrate digital analytical tool to monitor measure and optimize digital marketing activities on web											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks						
1	<ul style="list-style-type: none"> Web Analytics: Concept, Characteristics Traditional V/S Contemporary Web Analytics Case study on available Digital analytical tool (Eg. Google Analytics) 	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal								
1	Term Work Assignment/Quiz	Student will be asked about Web/Digital analytical tools	10	Test paper + Rating scale	Internal								
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
Internal: Progressive examination (Pen paper test).													

RGPV (Diploma Wing) Bhopal		SCHEME FOR LEARNING OUTCOME			Branch Code			Course Code			CO Code	LO Code	Format No. 4
					<i>C</i>	<i>0</i>	<i>4</i>				5	3	
COURSE NAME		E-GOVERNANCE AND DIGITAL MARKETING											
CO Description		Perform Social Media Marketing activities											
LO Description		Develop own sample business page and post advertisement on social media											
SCHEME OF STUDY													
S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required			Remarks				
1	<ul style="list-style-type: none"> Sample business page on available social media platform (Eg. Facebook) Sample Ad Campaign on available social media platform(Eg. Facebook, LinkedIn, Instagram) with events & offer of the day likewise concepts 	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.							
SCHEME OF ASSESSMENT													
S. No.	Method of Assessment	Description of Assessment		Maximum Marks	Resources Required				External / Internal				
1	Laboratory test by observation	Student will be asked to develop business pages and campaign on social media platform		10	Observation schedule/check-list /rating scales /rubrics				External				
ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)													
NIL													