

UNIVERSITY OF LADAKH



SYLLABUS
OF
THE INTER-DISCIPLINARY COURSE
OF
COMPUTER SCIENCE
(UNDER NEP – 2020)

(Implemented w.e.f Academic Session 2023-24)

UNIVERSITY OF LADAKH

SYLLABUS OF THE INTER-DISCIPLINARY COURSE IN COMPUTER SCIENCE
UNDER NATIONAL EDUCATION POLICY - 2020
(Session 2023-2024)

Semester – I

Credit – 2
Max Marks – 50

Course Title: Office Automation and Desktop Publishing

Course Code: CIT-CS-101-G

Objective:

This course aims to introduce students to the concepts of office automation and desktop publishing. The course covers Microsoft Office Suite and its advanced features, including templates, mail merge, macros, pivot tables, and charts. Students will also be introduced to Google Suite and its applications, including Google Docs, Sheets, Slides, and Gmail. The course will also provide an introduction to desktop publishing principles, Adobe Creative Cloud Suite, and desktop publishing tools and techniques for creating print and digital publications

Unit – 1:

Office Automation: Introduction to Office Automation, its importance and advantages, Basic components of a computer system and their functions,

Microsoft Office Suite: Word Processing (MS Word), Spreadsheet (MS Excel), Presentation (MS PowerPoint), and Email (MS Outlook)

Advanced features of MS Office Suite: Templates, Mail Merge, Macros, Pivot Tables, and Charts.

Introduction to Google Suite: Google Docs, Sheets, Slides, and Gmail.

Unit – 2:

Desktop Publishing: Introduction to Desktop Publishing (DTP), its importance and advantages

Basic principles of design: Layout, Typography, Color Theory, and Images

Adobe Creative Cloud Suite: Adobe InDesign, Adobe Photoshop, and Adobe Illustrator

Desktop Publishing tools and techniques: Creating flyers, posters, brochures, newsletters, and magazines

Print and digital publishing: Exporting files in different formats for print and web

Course Outcomes:

Upon completion of this course, students will be able to:

1. The course aims to provide students with a strong foundation in Office Automation and Desktop Publishing.
2. Students will be able to use Microsoft Office and Google Suite for various office tasks.
3. Students will also learn the principles of design and be able to create professional-looking publications using Adobe Creative Cloud Suite.

References:

1. **Gaskin, S., McLellan, P., & Vargas, R. (2020).** “GO! with Microsoft Office 2019 Introductory”. **Pearson Education India.**
2. **Shuman, C. A. (2019).** “Microsoft Office 365 & Office 2019 Introductory”. **Cengage Learning India.**
3. **Sequeira, A. (2019).** “Getting Started with Google Docs, Sheets, and Slides”, **Packt Publishing.**
4. **Sklar, D. (2020).** “Adobe InDesign CC Classroom in a Book”, **Pearson Education India.**
5. **Shelly, G. B., & Vermaat, M. E. (2018).** “Microsoft Office 365 & Office 2016: Introductory.” **Cengage Learning.**
6. **Gralla, P. (2018).** “Office 2019 All-in-One For Dummies”. **John Wiley & Sons**

Semester – II

Max Marks – 50

Course Title: Digital Marketing,

Credit – 2

Course Code: CIT-CS-201-G

Objective:

The goal of this course is to provide students with a comprehensive understanding of digital marketing and its components. Students will learn about tools such as SEO, SMM, email marketing, mobile marketing, display advertising, content marketing, and affiliate marketing. The course aims to equip students with the skills to create effective digital marketing campaigns by understanding consumer behaviour, using analytics, and implementing advanced techniques. Students will also be able to develop and execute comprehensive digital marketing strategies.

Unit – 1:

Introduction to Digital Marketing: Overview of Digital Marketing: Meaning and Importance, Understanding Digital Marketing Mix: Search Engine Optimization (SEO), Social Media Marketing (SMM), Email Marketing, Mobile Marketing, Display Advertising, Content Marketing, and Affiliate Marketing, Consumer Behavior in the Digital Space, Analytics and Measurement in Digital Marketing

Unit – 2:

Advanced Digital Marketing:

Advanced Search Engine Optimization (SEO) Techniques, Pay-Per-Click (PPC) Advertising: Google Ads and Social Media Ads, Social Media Advertising: Facebook, Instagram, LinkedIn, Twitter, and Snapchat, Email Marketing: Strategies for Effective Email Campaigns, Video Marketing: YouTube and Other Video Marketing Platforms, Influencer Marketing: Strategies and Best Practice, Marketing Automation: Tools and Techniques

Course Outcomes:

Upon completion of this course, students will be able to:

1. Understand the key components of digital marketing, including SEO, SMM, email marketing, mobile marketing, display advertising, content marketing, and affiliate marketing.
2. Analyze consumer behavior in the digital space and use data analytics tools to

optimize digital marketing campaigns.

3. Develop and implement effective digital marketing strategies using advanced techniques such as PPC advertising, social media advertising, video marketing, influencer marketing, and marketing automation.
4. Create comprehensive digital marketing campaigns that are tailored to specific business objectives and target audiences.
5. Apply the skills and knowledge gained from the course to succeed in the constantly evolving field of digital marketing.

References:

1. **Chaffey, D. & Ellis-Chadwick, F. (2019).** Digital Marketing: Strategy, Implementation and Practice. **Pearson Education India**
2. **Subramanian, K. (2018).** Digital Marketing: Strategy, Development and Measurement. **Oxford University Press India**
3. **Ryan, D. (2017).** Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. **Viva Books Private Limited**
4. **Chandra, S. & Pandey, I. M. (2018).** Digital Marketing: A Practical Approach. **McGraw Hill Education**
5. **Sharma, S. (2018).** Digital Marketing: The Indian Perspective. Pearson Education India.
6. **Mehta, N. K. (2017).** Digital Marketing: Concepts, Strategies and Implementation. Oxford University Press India.