

# दिल्ली विश्वविद्यालय University of Delhi

परिषद शाखा - I, कमरा नं: 212, नया प्रशासनिक खंड, दिल्ली विश्वविद्यालय, दिल्ली-110007, द्रमाष: 011-27001156/54 Council Branch - II, Room No. 211, New Administrative Block, University of Delhi, Delhi – 110007, Ph: 27001156/54

CNC-II/093/1/EC-1276/2025/12

Dated: 31.07.2025

#### NOTIFICATION

Sub: Amendment to Ordinance V (ECR 24-8 & 24-9 dated 12.07.2025)

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

## Add the following:

The following Syllabi under Faculty of Applied Social Science and Humanities based on Undergraduate Curriculum Framework 2022, are notified herewith for the information of all concerned:

 The DSC and DSE papers for the B.A. (Hons) Business Economics-Semester-VIII based on Undergraduate Curriculum Framework 2022 (ECR 24-8 dated 12.07.2025) - Annexure-1.

 The syllabus of B.Voc. Software Development - Semester-VII/ VIII based on Undergraduate Curriculum Framework 2022 (UGCF) (ECR 24-9 dated 12.07.2025) - Annexure-2.

REGISTRAR

# **UNIVERSITY OF DELHI**

UNDERGRADUATE PROGRAMMES OF STUDY

STRUCTURE, COURSES & SYLLABI OF SEMESTER VIII



**B.A.** (HONOURS) BUSINESS ECONOMICS

# COURSES OFFERED BY DEPARTMENT OF FINANCE AND BUSINESS ECONOMICS, FACULTY OF APPLIED SOCIAL SCIENCES AND HUMANITIES

#### **Category I**

# Business Economics Course for Undergraduate Programme of study with Business Economics as a Single Core Discipline

(B.A. Honours in Business Economics)

#### **DISCIPLINE SPECIFIC CORE COURSES**

Code	Semester	Course Name	Credits	Instruction	Page
DSC - 20	VIII	Time Series Econometrics	4	3L + 1P	

#### **DISCIPLINE SPECIFIC ELECTIVE COURSES**

Code	Semester	Course Name	Credits	Instruction	Page
DSE - 2	Even	Public Finance	4	3L+1T	
		(Already Passed)			
DSE - 4	Even	Advertising Management	4	3L+1T	
		(Already Passed)			
DSE - 6	Even	International Financial Management	4	3L+1T	
		(Already Passed)			
DSE - 8	Even	Behavioural Economics	4	3L+1T	
		(Already Passed)			
DSE - 10	Even	Indian Economy	4	3L+1T	
		(Already Passed)			
DSE - 14	Even	Financial Risk Management	4	3L+1T	
DSE - 16	Even	Marketing Analytics	4	3L+1P	
DSE - 18	Even	Business Tax Planning	4	3L+1T	
DSE - 20	Even	Strategic Management	4	3L+1T	

#### **GENERIC ELECTIVE COURSES**

Code	Semester	Course Name	Credits	Instruction	Page
GE-2	Even	Introduction to Digital Marketing	4	3L+1T	
		(Already Passed)			

GE-4	Even	Statistics for Business (Already Passed)	4	3L+1P	
GE-6	Even	Introduction to Finance (Already Passed)	4	3L+1T	
GE-8	Even	Environmental Economics and Climate Change (Already Passed)	4	3L+1T	
GE-10	Even	Indian Financial System (Already Passed)	4	3L+1T	
GE-12	Even	Basic Econometrics (Already Passed)	4	3L+1P	
GE-13	Even	Principles of Macroeconomics (Already Passed)	4	3L+1T	

## DISCIPLINE SPECIFIC CORE COURSE – 20 (DSC-20): TIME SERIES ECONOMETRICS

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code Credits		Credits	Credit dis	stribution o	f the	Eligibility criteria	Pre-requisite of the course
			Lecture	Tutorial	Practical		
Time S Econometrics (DSC 20)	Series	4	3	0	1	Class 12	Prior knowledge of basic econometrics

#### **Learning Objectives**

#### The course aims:

- To develop a comprehensive set of tools and techniques for analyzing various forms of univariate and multivariate time series.
- To learn the skills needed to do empirical research in fields operating with time series data sets.
- To apply key concepts of estimation and forecasting in a time series context.
- To illustrate the theoretical results using software to estimate time series models

#### **Learning Outcomes**

By studying this course, the students will be able to:

- To apply ideas to real time series data and interpret outcomes of analyses
- To demonstrate advanced understanding of the concepts of time series and their application to health, climate, finance and other areas.
- To select an appropriate regression model to analyze a given time-series economic data set, and then conduct forecasting and statistical inference and interpret the results.
- To present their understanding of certain economic problems, and use empirical results to justify their explanation.

#### **SYLLABUS OF DSC-20**

Unit 1 (9 hours)

Introduction to time series: Exploring time series data patterns; Exploring data patterns with autocorrelation analysis; Decomposition of time series; Choosing a forecasting technique; Measuring Forecasting Error.

Unit 2 (18 hours)

Moving Averages and Smoothing Methods: Naïve Models: Forecasting based on averages; Exponential Smoothing Methods; Seasonally adjusting data. Properties of Stochastic Time Series:

Autocorrelation function; Stationarity; Random Walk; Testing for stationarity (unit root tests); Cointegrated Time Series.

Unit 3 (9 hours)

Linear Time Series: Moving Average models; Autoregressive Models; Box-Jenkins methodology; Mixed autoregressive and moving average (ARMA) models. Forecasting with ARMA/ARIMA models; properties of ARIMA forecasts.

Unit 4 (9 hours)

Regression with time series data; Conditional and Unconditional forecasting; Testing for causality; Vector Autoregressive (VAR) Models.

**Practical Component (15 practical sessions; total 30 Hours):** Practical to be based on econometrics packages such as Python/Eviews/R/Stata. The student is expected to conduct an end-to-end modelling journey which involves analyzing time ordered data, test for stationarity, forcasting and residual diagnostics for model validation. An econometrics-based project to be taken up to constitute the end-term practical examination.

#### **References:**

Essential

- 1. Hanke, John E. and Dean W. Wichern (2005). Business Forecasting. 8th Edn. New Delhi: Pearson-Prentice Hall.
- 2. Makridakis, Spyros, Steven C. Wheelwright and Rob J. Hyndman (1998). Forecasting: Methods and Applications. 3rd Edn. USA: John Wiley and Sons.

#### Additional

- 1. Asteriou, D and Hall, S.G. Applied Econometrics, (4th Edition). Red Globe Press
- 2. Stock, J. and Watson, M. Introduction to Econometrics (4th edition) Pearson
- 3. Tsay, RS and Chen Rong. Nonlinear Time Series Analysis. Wiley Publications.

#### DISCIPLINE SPECIFIC ELECTIVE COURSE 14 (DSE-14): FINANCIAL RISK MANAGEMENT

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit	distributio	Eligibility criteria	Pre- requisite of			
		Lecture	Tutorial	Practical/ Practice		the course		
Financial Risk Management (DSE 14)	4	3	1	0	Class 12	None		

#### **Learning Objectives**

The course aims at:

- To understand various types of financial risks (market, credit, liquidity, operational, etc.) faced by business and financial institutions.
- To learn necessary tools to measure, quantify, and assess financial risks using both qualitative and quantitative techniques.
- To develop, design and implement effective risk management strategies, including the use of financial instruments such as derivatives, hedging, and diversification.
- To apply theoretical knowledge to real-world financial risk scenarios, enabling them to make informed decisions in dynamic market environments.

#### **Learning outcomes**

By studying this course, the students will be able to:

- Identify different types of financial risks (market, credit, liquidity, operational) and understand their potential impact on businesses and markets.
- Develop proficiency in using various risk measurement tools and models to quantify financial risk exposure.
- Assess and implement strategies for mitigating financial risks, such as diversification, hedging, insurance, and the use of financial derivatives.
- Make informed and well-structured risk management decisions in real-world contexts, applying their knowledge to optimize financial stability and performance.

#### **SYLLABUS OF DSE-14**

#### **Unit 1: Risk Incorporation in Projects**

(15 hours)

Inflation adjustment and Adjusted Cost of Capital. Conventional Risk Handling techniques in Capital Budgeting: Sensitivity Analysis, Risk Adjusted Discount Rate, Certainty Equivalent, Simulation. Statistical Techniques to handle risk in Capital Budgeting: Standard Deviation, Coefficient of Variation, Probability Distribution (Cash Flows are independent, fully dependent and partially dependent on other cash flows), Decision Trees.

**Unit 2: Risk Management in Derivatives** 

(12 hours)

Meaning and Types, Stock Futures, Forwards & Options, Commodity Futures, Weather Derivatives, Hedging/Risk Management through stock futures and payoffs, Stock Options: In the money, At the Money and Out of Money, Payoffs under Stock Options Margin Adjustment for futures., Intrinsic Value, Simple Stock, Futures and Options Combination Strategies (Neutralizing the risk, Spread, Straddle, Collars, Covered call). Interest Rate Swaps.

#### **Unit 3: Risk Management through Pricing of Derivatives**

(9 hours)

Pricing of Forwards, Option Pricing using Binomial Model and Black Scholes Model, Put Call Parity Equation, Option Greeks: Meaning and Order of Greeks, Delta of European Stock Options, Delta and Black Scholes Model, Delta Hedging. Sensitivity of an Option: Vega, Theta, Rho & Lamda. Hedging through Gamma & Vega, Making a Portfolio Gamma Neutral, Gamma's relation with other Greeks.

#### Unit 4: Credit Rating and Risk Management in Insurance

(9 hours

Credit Rating: Credit rating in the banking sector, questionnaire method, 'Z' Score, Sensitivity and Transition Probability Matrix, CIBIL. Insurance: Premium Determination for Life: Endowment and Term Policies and Non-Life Policies, Use of Mortality Tables.

#### References

#### Essential

- 1. Hull. J.C & Basu S., Futures Options and Other Derivatives. Pearson Education
- 2. Vohra, N.D. & Bagri, B.R., Futures and Options, Tata McGraw-Hill.
- 3. Rustagi, R.P., Investment Management. Sultan Chand & Sons.
- 4. Financial management, R.P Rustagi, McGraw Hill

#### Additional

- 1. Parameswaran, S., Futures and Options. Tata McGraw Hill.
- 2. Bodie, Zvi., Kane, Alex & Marcus, Alan J., Investments, McGraw Hill.
- 3. Benninga, Simon, Financial Modelling with Excel, MIT Press

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

#### DISCIPLINE SPECIFIC ELECTIVE COURSE 16 (DSE-16): MARKETING ANALYTICS

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite of	
		Lecture Tutorial Practical/ Practice				the course	
Marketing Analytics (DSE 16)	4	3	0	1	Class 12	None	

#### **Learning Objectives**

The course aims to provide an understanding to:

- Market data for informed decision-making.
- Analyse to enhance marketing strategies and performance.
- Assess and improve ROI across marketing efforts.
- Gain proficiency in key marketing analytics tools and methods.

#### **Learning outcomes**

By studying this course, the students will be able to:

- · Understand the meaning of consumer research and marketing analytics.
- · Learn demand analysis and allocation through linear programming as well as analyse advertising effectiveness using causal research.
- · Analyse consumer perception using cluster and factor analysis.
- · Learn a variety of metrics to enhance customer acquisitions online.
- · Conduct analysis of big data for digital analytics in customer journey, touch points and social networks.

#### **SYLLABUS OF DSE-12**

#### Unit 1: Introduction (12 hours)

Adoption and application of marketing analytics: AIDA, CRM; Consumer research intelligence: descriptive, exploratory, predictive and prescriptive analytics; Processes followed in typical marketing analytics projects. Advertising Analytics: Advertising elasticity of demand, Promotion allocation through linear programming; Advertising effectiveness using causal research, experimental design (Univariate Analysis of Variance) and test markets;

#### **Unit 2: Consumer Perception and Preference**

(12 hours)

Consumer perception analysis using factor and cluster analysis; multi-dimensional scaling for brand perception; Consumer attribute preference using conjoint analysis;

#### **Unit 3: Customer Acquisition Metrics**

(12 hours)

Lead generation metrics, Customer activity metrics, Customer survival analysis-Kaplan Meir Curve and Cox proportional hazards regression, Brand Awareness Recall, Test- drive, Churn, Customer Satisfaction (CSAT), Take Rate, Profit, Net Present Value, Internal Rate of Return, Payback, Cost Per Click (CPC), Transaction Conversion Rate (TCR), Return on Ad Money Spent (ROA), Bounce Rate, WOM (social media reach), Customer Lifetime Value (CLTV).

#### Unit 4: Digital Analytics: Big Data

(9 hours)

Web analytics, Customer journey analysis, Customer touchpoint attribution modeling, Dynamic targeting, Integrated big data models, Social listening, Social network analysis.

**Practical Component (15 practical sessions; total 30 hours)**: Practical component of this course equips students with hands-on experience in using data analytics tools to solve real-world marketing problems. Through software-based exercises using SPSS/ Python, students learn to analyze customer data, conduct segmentation, forecast sales, and evaluate campaign effectiveness. Case-based datasets and live dashboards enable learners to apply theoretical concepts in a practical setting. A project on marketing is to be taken up to constitute the end-term practical examination.

#### **References:**

#### Essential

- 1. Maity, M., Guruzada, P., Marketing Analytics For Strategic Decision Making. Oxford University Press.
- 2. Jeffery, Mark. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know. John Wiley & Sons Inc. (Chapter- 4, 5, 6, 7, 8, 9)
- 3. Verhoef, P., Kooge, E. and Walk, N. (2016). Creating Value with Big Data Analytics- Making Smarter Marketing Decisions. Routledge. New York.

#### Additional

- 1. Hemann, C. and Burbary K., Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. Pearson Education.
- 2. Venkatesan, R., Farris, P. & Wilcox, R.T. (2018), Cutting Edge Marketing Analytics Real World Cases and Data Sets for Hands On Learning. Pearson Education Inc.
- 3. Sorger, Stephan. Marketing Analytics: Strategic Models and Metrics. CreateSpace Independent Publishing Platform.
- 4. Kotler, Philip., Kartajaya, Hermawan., Setiawan, Iwan. Marketing 4.0: Moving from Traditional to Digital. John Wiley & Sons Inc.
- 5. Nargundkar, Rajendra., Sainy, Romi. Digital Marketing: Cases from India. Notion Press.
- 6. Field, Andy. Discovering Statistics using IBM SPSS Statistics. 5th Edition, SAGE Publications.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC ELECTIVE COURSE 18 (DSE-18): BUSINESS TAX PLANNING								
COMPONING COMP		0.00.1	course	71 02 010	criteria	requisite of		
		Lecture	Tutorial	Practical/ Practice		the course		
Business Tax Planning (DSE 18)	4	3	1	0	Class 12	None		

#### **Learning Objectives**

The course aims to provide an understanding to:

- Grasp key business tax principles and regulations.
- Develop strategies to minimize tax liabilities legally.
- Analyze the tax impact of business decisions.
- Use practical tax planning methods to optimize business tax positions.

#### **Learning outcomes**

By studying this course, the students will be able to:

- · Identify the difference between Tax Evasion and Tax Planning.
- · Describe how the provisions in the corporate tax laws can be used for tax planning.
- · Understand the principles underlying the indirect taxation statutes with reference to Goods and Services Act.
- · Compute the assessable value of transactions related to goods and services for levy and determination of duty liability.

#### **SYLLABUS OF DSE-12**

#### Unit 1: Tax Planning and Management

(9 hours)

Tax Planning – Meaning, Features, Scope, Importance and Objectives; Difference between Tax Planning, Tax Avoidance and Tax Evasion; Tax Management – Meaning, Difference between Tax Planning and Tax Management; Problems of Tax Planning and Tax Management; Tax Planning for Corporate Entities – Tax Incentives, Tax Rebates, Tax Holidays, Concept of Minimum Alternate Tax (MAT), Tax on Distributed Profits of Domestic Companies.

#### **Unit 2: Tax Planning For Financial Management Decisions**

(12 hours)

Tax Planning for Capital Structure Decision, Dividend Policy and Dividend Distribution Tax, Inter-Corporate Dividends and Bonus Shares, Tax Provisions Relating to Free Trade Zones, Infrastructure Sector and Backward Areas, Tax Deductions and Collection at Source, Advance Payment of Tax.

#### Unit 3: Introduction of Goods and Services Tax (GST)

(15 hours)

Constitutional Framework of Indirect Taxes before GST, Rationale of GST, Dual GST Model, Structure of GST (SGST, CGST, UTGST & IGST), Supply of Goods and Services, Place of Supply – Intra-State,

Inter-State, Import and Export, Time of Supply, Valuation for GST, Exemption from GST – Small Supplies and Composition Scheme.

#### Unit 4: Input Tax Credit, Procedures and Special Provisions under GST (9 hours)

Input Tax Credit (ITC) – Meaning, Eligible and Ineligible Input Tax Credit, Blocked Credits, Tax Credit in respect of Capital Goods, Recovery of Excess Tax Credit, Transfer of Input Credit, Payment of Taxes, Doctrine of Unjust Enrichment, Reverse Charge, Illustrations on Calculation of GST and ITC

Procedures and Special Provisions – Registration, Tax Invoice, Credit and Debit Notes, Returns, GST Audit, Self-Assessment, Summary and Scrutiny, Taxability of E-Commerce, Anti-Profiteering, Avoidance of Dual Control, E-Way Bills, Zero Rated Supply, Offenses and Penalties, Appeals.

(Note: In case of any amendment on GST by the Government of India, the syllabus would be updated accordingly.)

#### **References:**

- 1. Ahuja, Girish & Gupta, Ravi. Simplified Approach to Corporate Tax Planning and Management. Bharat Publications. New Delhi.
- 2. Singhania, Vinod K. Direct Tax Planning and Management. Taxmann Publications.
- 3. Bansal, K.M., GST and Customs Law. Taxmann Publications.
- 4. Singhania, V.K. GST and Customs Law. Taxmann Publications.
- 5. Ahuja, G., and Gupta, R. Systematic Approach to Indirect Taxation (Including GST and Customs). Commercial Law Publisher.

#### DISCIPLINE SPECIFIC ELECTIVE COURSE 20 (DSE-20): STRATEGIC MANAGEMENT

Course title & Code	Credits	Credit distribution of the course  Lecture Tutorial Practical/ Practice			Eligibility criteria	Pre- requisite of
						the course
Strategic Management (DSE 20)	4	3	1	0	Class 12	None

#### **Learning Objectives**

The course aims to:

- Understand the key concepts, models, and frameworks used in strategic management.
- Analyze internal and external business environments for effective strategy formulation.
- Evaluate strategic options and decision-making processes at the corporate and business level.
- Develop strategic thinking and planning skills relevant to real-world organizational challenges.

#### **Learning outcomes**

By studying this course, the students will be able to:

- Explain core strategic management theories and their practical relevance.
- Demonstrate the ability to conduct SWOT and competitive analyses.
- Critically assess and compare alternative strategic choices for organizations.
- Apply strategic tools to formulate and present viable business strategies.

#### **SYLLABUS OF DSE-20**

#### Unit 1: Introduction to Strategic Management

(3 hours)

Concept of Strategy & Strategic Management, Strategic Intent, Vision and Mission Statements, Strategic Management Process, Reasons for Strategy Failure, Value of Strategic management, Types of Strategies, Limitations of Strategic Management.

#### Unit 2: Environmental Analysis & Diagnosis

(9 hours)

Strategy Analysis: Environmental Appraisal and Scanning Techniques, Need and Characteristics of environmental factors. Analysis of specific environment: Michael E. Porter's 5 Forces Model. Organisational Position and Strategic Advantage Profile, Internal Environment: Value of Systematic Internal Assessment, Profile of Company's Strengths and Weaknesses. SWOT, Michael Porter's Value Chain Analysis, Core Competencies, Core Capabilities and Competitive Advantage, 3 C's Model.

#### Unit 3: Strategy Formulation, Implementation & Control

(24 hours)

Strategy formulation: Formulating Long-Term Objectives and Grand Strategies. Types of Strategies – Corporate Strategy, Business Strategy, Functional Strategy. Strategic Analysis and Choice: Strategic

Analysis at the Corporate Level. Grand Strategy Selection Matrix. Contingency Approach to Strategic Choice, Porter's Competitive Strategies, Portfolio Analysis, BCG Growth Share Matrix, GE Matrix.

Strategy implementation and control: Operationalizing the Strategy Annual Objectives. Implementation procedure of Strategy in an organization. Linking structure to strategy. Organizational leadership. Organizational culture. Managing the Strategy-Culture relationship. Strategic Control and Evaluation: Establishing Strategic Controls. Operational control systems, Balanced Scorecard Methodology.

#### **Unit 4: Global Strategic Management**

(9 hours)

Global Strategic Planning: Competitive strategies for firms in foreign markets, Strategic Choice in a Global Context. Managing Global Sourcing Opportunities. Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

#### **References:**

#### Essential

- 1. Thompson Jr., Arthur A. and Strickland, A.J. (2003). Strategic Management –Concepts and Cases. McGraw-Hill College.
- 2. Pearce, J.A., Robinson, R.B. & Mital, Amita (2017). Strategic Management: Formulation, Implementation and Control. McGraw Hill Education.

#### Additional:

- 1. David, Fred R. & David, Forest R. (2016). Strategic Management: Concepts and Cases A Competitive Advantage Approach. Pearson Publications.
- 2. Hill, Charles, W.L. & Gareth, R. Jones (2012). Strategic Management: An Integrated Approach. Cengage Learning. India.
- 3. Kazmi, Azhar (2014). Strategic Management and Business Policy. McGraw Hill Education.
- 4. Jauch, Lawrence R. & Glueck, William F. (1988). Business Policy and Strategic Management. McGraw-Hill Inc-US.
- 5. Ghosh P. K. (2012). Strategic Planning and Management. Sultan Chand & Sons. New Delhi.
- 6. Wheelan, Thomas, L., Hunger, J. David, Hoffman, Alan N. & Charles E. Bamford (2014). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Prentice Hall, New Jersey.
- 7. Thompson Jr., Arthur A. and Strickland A.J. et al. (2020). Crafting and Executing Strategy: Concepts & Cases. Mc Graw Hill Education.
- 8. Kim, W. Chan & Maubourgne, Renee (2004). Blue Ocean Strategy. Harvard Business Review.
- 9. Rivkin, Jan W. & Ghemawat, Pankaj (2002). Creating Competitive Advantage. Harvard Business Review.
- 10. Porter, Michael E (1990). The Competitive Advantage of Nations. Harvard Business Review.
- 11. Porter, Michael E. (1985). Competitive Advantage. The Free Press. New York
- 12. Levitt, Theodor. (1983). Globalization of Markets. Harvard Business Review.
- 13. Porter, Michael E. (1996). What is Strategy?. Harvard Business Review.
- 14. Prahalad, C. K., & Hamel, G. (1990). The Core Competence of the Corporation. Harvard Business Review.

## **UNIVERSITY OF DELHI**

# Bachelor of Vocation – Software Development Ramanujan College



(Second Year Syllabus to Be Effective from Academic Year 2022-23)

Revised Syllabus as approved by

	Academic Council
Date:	No:
	ExecutiveCouncil
Date:	No:

## 1. Introduction to Programme – B.Voc SoftwareDevelopment

Ramanujan College under the umbrella of Deen Dayal Upadhyaya (DDU) Kaushal Kendra offers vocational course in software development i.e. B.Voc. (Software Development). The B.Voc. (Software Development) course comes under the purview of the IT/ITes sector.

These courses welcome as pirants from all spheres of the country irrespective of their educational backgrounds and encourages them to learn the skills necessary for being employable in the dynamic IT industry. The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

This program improves the skills of the candidates by concentrating on theoretical knowledge as well as practical training. The main aim of this course is to give out skills related to Computer Science and Software Development.

The course is a four year honors with research program designed to develop analytical skills in the field of software development. The program is structured with **multiple Entry/Exit schemes**. The certification levels will lead to **Diploma/Advanced Diploma/B. Voc. Degree/ B. Voc. Degree (Honors with research/academic/ industry project)** in one or more vocational areas and will be offered under the aegis of the University.

## 2. Description

#### 2.1 Aims and objectives

- 1. Develop theoretical understanding in information technology as per industry requirements.
- 2. Develop practical skills in programming based upon the most recent and mostly widely used programminglanguages.
- 3. Develop foundation in the ever-growing field of software development and services.
- 4. Develop analytical acumen, to pursue higher studies andresearch.
- 5. Develop ability to use state of art technologies and shape them effectively to understand and solve societal obligations.
- 6. To make students industry ready and enhance their ability to work in ateam.

#### 2.2 Graduate Attributes

- 1. Ability to analyze, and solve real world computational problems.
- 2. Ability to design and suggest algorithms and models for givenproblems.
- 3. Ability to deal with growing need and requirements of software industry.
- 4. Ability to communicate effectively through oral and writtenmeans.
- 5. Ability to work in ateam.
- 6. Ability to become an entrepreneur and face the challenges associated withit.

## 3. ProgramStructure

The course will consist of combination of practice, theory and hands on skills in the IT/ITeS sector. The curriculum consists of skill based subjects which includes both theory as well as practical aspects of skill based training.

- The focus of skill components that shall be the core papers of this course to equip students with appropriate knowledge, practice and attitude, to become work ready. These components will be relevant to the industry as per its requirements.
- The curriculum will focus on work-readiness skills in each of the year of training.
- Adequate attention will be given in curriculum design to practical work, on the job training, development of student portfolios and project work.
- Adequate emphasis is given to language, communication skills, environment and ethical values.

#### 3.1. Credit Distribution for B.Voc Software Development

S E M	Core DSC	DSE	GE	AEC	SEC#	I A P C	VAC	Total Credit s
3	Data Structures (4) Web Design and Development (4) Operating Systems (4)	Programming using R Discrete Structures/ D Image Processing [Choose any 1 DSE (4)] OR Choose one from pool courses (4)	igital	Choos e from pool of AEC (2)	Choose from poor of SEC OR Internst / apprent hip / project /comm y outre (IAPC) (2)	hip tices unit	Choose from pool of VAC (2)	22
4	Software Modelling (4) Full Stack Web Development -1 (4) Data Communicati on And Networks (4)	Big Data/ Advance Di Android Programming [Choose any 1 DSE (4)] OR Choose one from pool courses (4)	or C	Choos e from pool of AEC (2)	Choose from poor of SEC OR Internst / apprent hip / project /comm y outre (IAPC) (2)	hip tices unit	Choose from pool of VAC (2)	22
5	Machine Learning (4) Full Stack	Distributed Systems/ Artificial	Choos e one		Choose from po			22

	Web Development -2 (4) Minor Project-1 (4)	Intelligence/ Advance Algorithms [Choose any 1 DSE (4)]	from pool of GE (4)	of SEC OR Interns: / apprent hip / project /comm y outre (IAPC)	hip tices unit ach		
6	Cloud Computing (4) Information Security (4)  Minor Project – 2 (4)	Deep Learning/ Software Testing/ IOT/ Research Methodology [Choose any 1 DSE (4)]	Choos e one from pool of GE (4)	 Choose from poor of SEC OR Internst / apprent hip / project /comm y outre (IAPC) (2)	hip tices unit ach		22
7	Natural language Processing (4)	Data Analysis and V Data Science and ana using Python / Orga Behavior/ Software I Management/ Resear Methodology/ Robot [Choose any 3 DSE (3*4) OR Choo (2*4) and 1 GE (4) O 1 DSE (4) and 2 GE	nlytics nizational Project rch ics se 2 DSE DR Choos			Disserta tion/ Academ ic Project/ Entrepre neurship (6) **	22
8	AdvancedAI Systems Design (4)	Optimization Techniq Soft Computing/Entreprend SEO Optimization and Marketing/ Quantum Computing/ Blockcha its applications [Choose any 3 DSE (3*4) OR Choose (2*4) and 1 GE (4) Ol Choose 1 DSE (4) and 2 GE (5)	eurship/ d Digital in and e 2 DSE	 		Disserta tion/ Academ ic Project/ Entrepre neurship (6) **	22

**SEM:** Semester

**DSC:** Discipline Specific Core **SEC:** Skill Enhancement Course **DSE:** Discipline Specific Elective

**GE:** Generic Elective

**AEC:** Ability Enhancement Course **VAC:** Value Addition Course

IAPC: Internship/ Apprenticeship/ Project/ Community Outreach

#### 3.2 DISCIPLINE SPECIFIC CORE (DSC) COURSES

Sem	S.No.	Core DSC			
VII	1	DSC-19: Natural language Processing			
VIII	2	DSC-20: AdvancedAI Systems Design			

#### 3.3 DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

Semester	S. No.	DSE - Elective Subject
		DSE-13: Data Analysis and
	1	Visualization
	2	DSE-14: Data Science and
		Analytics using Python
	3	DSE-15: Organizational
VII		Behaviour
		DSE-16: Software Project
	4	Management
	5	DSE-17: Research Methodology
	6	DSE-18: Robotics
	7	DSE-19: Optimization
VIII		Techniques

<sup>\*</sup> As per University guidelines

<sup>\*\*</sup> As per University guidelines; Dissertation/Academic Project/Entrepreneurship in the 4th year shall commence from VII semester and conclude in VIII semester. Detailed outcomes of each track chosen out of these three options shall be notified and assessment at the end of VII and VIII semesters shall be done accordingly. Dissertation may be written in the Major or Minor or Interdisciplinary (combination of Major and Minor) discipline.

8	DSE-20: Soft Computing
9	DSE-21: Entrepreneurship
10	DSE-22: SEO and Digital
	Marketing
11	DSE-23: Quantum Computing
	DSE-24: Blockchain and its
12	Applications

## 3.4 CREDITS FOR DISCIPLINE SPECIFIC CORE (DSC) COURSES

			No. of	Components of the Co		he Course
Sem	S.No.	Core DSC	Credits	Lecture	Tutorial	<b>Practical</b>
VII	1	Natural language Processing	4	3	0	1
VIII	2	AdvancedAI Systems Design	4	3	0	1

## 3.5 CREDITS FOR DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

Semester			No. of	Compor	nents of th	e Course
	S.No.	Core DSE	Credits	Lecture	Tutorial	Practical
VII	1	Data Analysis and Visualization	4	3	0	1
	2	Data Science and Analytics using Python	4	3	0	1
	3	Organizational Behaviour	4	3	1	0
	4	Software Project Management	4	3	0	1
	5	Research Methodology	4	3	0	1
	6	Robotics	4	3	0	1
VIII	7	Optimization Techniques	4	3	0	1
	8	Soft Computing	4	3	0	1
	9	Entrepreneurship	4	3	1	0
	10	SEO and Digital Marketing	4	3	0	1
	11	Quantum Computing	4	3	0	1
	12	Blockchain and its Applications	4	3	0	1

# Annexure A Detailed Syllabus – Discipline Specific Core

#### **DISCIPLINE SPECIFIC CORE COURSE – 19: Natural Language Processing**

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite of
Code		Lecture	Tutorial	Practical/		the course
				Practice		(if any)
Natural	4	3	0	1	Class XII	Probability
Language					pass with	and
Processing*					Mathematics	Statistics,
						Machine
						Learning,
						Deep
						Learning

<sup>\*</sup> This course is equivalent to the one offered by the Department of Computer Science, University of Delhi for the B.Sc (Hons.) Computer Science program.

#### Learning objectives:

- 1.To introduce foundational understanding in natural language
- 2. To understand the principles and methods of statistical natural language processing
- 3. To develop an in-depth understanding of the algorithms available for the processing and analysis of natural languages
- 4. To perform statistical analysis of textual data and find useful patterns from the data

#### **Learning Outcome:**

- 1. Grasp the significance of natural language processing in solving real-world problems
- 2. Preprocess and Analyze text using mathematical techniques.
- 3. Apply machine learning techniques used in NLP HMM, RNN
- 4. Understand approaches to syntax and semantics analysis in NLP and gain practical experience of using NLP toolkits

Unit I (10 Hours)

**Introduction and Basic Text Processing:** Knowledge in Speech and Language Processing, The problem of ambiguity, Typical NL Tasks, Tokenization, Stemming, Lemmatization, Stop-word removal, Regular Expressions, Text Normalization, Edit Distance

Unit II (10 Hours)

Statistical Language Modeling: Unigrams, Bigrams, N-grams, N-gram Language Models,

Smoothing and Entropy, Part-of-Speech Tagging, Named Entities and Named Entity Tagging/Recognition,

Hidden Markov Model (Forward and Viterbi algorithms and EM training)

Unit III (15 Hours)

**Vector Semantics and Word Representations:** Lexical Semantics, Vector Semantics, Words and Vectors,

TF-IDF: Weighing terms in the vector and its applications, Learning Word Embeddings - Word2vec and Gensim,

Vector Space Models

Unit IV (10 Hours)

**Applications and Deep Learning in NLP:** Text classification, Sentiment Analysis, Feedforward Neural Networks, Recurrent Neural Networks, and LSTM

#### **References:**

- 1. Daniel Jurafsky and James H. Martin Speech and Language Processing: An Introduction to Natural Language Processing, Computational Linguistics and Speech Recognition, 3rd edition, Pearson, 2022.
- 2. Christopher D. Manning and Hinrich Schütze Foundations of Statistical Natural Language Processing, MIT Press, 1999.

Steven Bird, Ewan Klein, and Edward Loper Natural Language Processing with Python—Analyzing Text with the Natural Language Toolkit, 1st edition, O'Reilly Media, 2009.

4. Yoav Goldberg A Primer on Neural Network Models for Natural Language Processing, 2022.

#### **Suggested Practical List:**

Python Packages like Scikit (SKLearn), NLTK, spaCy, gensim, PyTorch, transformers (HuggingFace) etc. may be used for programming

- 1. Prepare/Pre-process a text corpus to make it more usable for NLP tasks using tokenization, filtration of stop words, removal of punctuation, stemming and lemmatization.
- 2. List the most common words (with their frequency) in a given text excluding stopwords.
- 3. Extract the usernames from the email addresses present in a given text. .
- 4. Perform POS tagging in a given text file. Extract all the nouns present in the text. Create and print a dictionary with frequency of parts of speech present in the document. Find the similarity between any two text documents
- 5. Perform dependency analysis of a text file and print the root word of every sentence.
- 6. Create the TF-IDF (Term Frequency-Inverse Document Frequency) Matrix for the given set of text documents
- 7. Extract all bigrams, trigrams using ngrams of nltk library
- 8. Identify and print the named entities using Name Entity Recognition (NER) for a collection of news headlines.
- 9. Find the latent topics in a document using any LDA and display top 5 terms that contribute to each topic along with their strength. Also visualize the distribution of terms contributing to the topics.

10. Classify movie reviews as positive or negative from the IMDB movie dataset of 50K movie reviews. (Link for dataset:

 $https://www.kaggle.com/datasets/lakshmi25npathi/imdb-dataset-of-50k-movie-reviews\ )$ 

- 11. Build and train a text classifier for the given data (using textbob or simpletransformers library)
- 12. Generate text using a character-based RNN using an appropriate dataset. Given a sequence of characters from a given data (eg "Shakespear"), train a model to predict the next character in the sequence ("e").

#### **DISCIPLINE SPECIFIC CORE COURSE – 20: AdvancedAI Systems Design**

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite
Code		Lecture	Tutorial	Practical/ Practice		of the course (if any)
AdvancedAI Systems Design	4	3	0	1	Class XII pass with Mathematics	ML , DL , NLP

#### Learning Objectives:

- 1. To build AI systems by applying machine learning, deep learning, and NLP concepts learned previously.
- 2. To understand Artificial General Intelligence (AGI) and its relationship with current AI technologies.
- 3. To develop practical AI applications using Python, APIs, and integration frameworks.

#### Learning Outcome:

After completing the course, students will be able to:

- 1. Apply ML/DL/NLP knowledge to build intelligent AI systems.
- 2. Explain AGI concepts and current AI limitations.
- 3. Develop AI applications using APIs and multimodal capabilities.
- 4. Understand ethical, social, and safety implications of AI systems.

UNIT-I (10 hours)

**Introduction to AI and Intelligent Architectures:** Definition of AI and AGI, narrow AI vs general AI, applying ML/DL models in AI systems, symbolic AI and expert systems, search algorithms (BFS, DFS, A\*), knowledge representation, cognitive architectures (SOAR, ACT-R), intelligent agents and multi-agent systems, combining supervised/unsupervised learning with

reasoning systems.

UNIT-II (15 hours)

**Building AI Applications using APIs and Frameworks:** Architecture of AI systems, integrating pre-trained ML/DL models, using LLM APIs (OpenAI GPT, Claude, Gemini), computer vision APIs (YOLO, MediaPipe), applying NLP models in chatbots and virtual assistants, multimodal AI (text + image + speech), prompt engineering and API chaining, building intelligent workflows using LangChain, creating AI applications with Streamlit/Gradio.

UNIT-III (10 hours)

**AI Ethics and Responsible AI:** Bias in ML models and mitigation strategies, fairness in AI systems, explainable AI and model interpretability, privacy concerns in AI applications, ethical use of generative AI, AI safety and alignment, legal implications of automated decision-making, responsible AI development practices.

UNIT-IV (10 hours)

**Current AI Trends and Applications**: Overview of major AI companies and their products, generative AI applications (GPT, DALL-E, Stable Diffusion), AI in computer vision (object detection, face recognition), conversational AI and chatbots, AI in robotics and autonomous systems, reinforcement learning applications (gaming, robotics), future of AI in real-world applications and education.

#### References

- 1. Russell & Norvig Artificial Intelligence: A Modern Approach
- 2. Melanie Mitchell Artificial Intelligence: A Guide for Thinking Humans
- 3. Marcus & Davis Rebooting AI
- 4. OpenAI, DeepMind, and SingularityNET research papers and blogs
- 5. Documentation from OpenCog, LangChain, GPT, and Hugging Face

#### List of Practicals:

- 1. Build a rule-based expert system using Python
- 2. Create an intelligent chatbot using LLM APIs
- 3. Develop a computer vision application using pre-trained models
- 4. Implement multi-agent system simulation
- 5. Build a multimodal AI application (text + image)
- 6. Create an AI web application using Streamlit
- 7. Test bias detection and mitigation in ML models
- 8. Develop a recommendation system using collaborative filtering

## **DSE COURSES**

## **OFFERED BY**

# **DEPARTMENT OF VOCATION Software Development**

### DSE – 13 Data Analysis and Visualization

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credit s				Eligibility criteria	Pre-requisite of the course
Code		Lectur	Tutoria	Practical		(if any)
		e	l	1		
				Practice		
Data	4	3	0	1	Class XII	DSC-
Analysis and					pass with	01(Programmin
Visualizatio					Mathematic	g using Python),
n					S	Probability and
					3	Statistics, Linear
						Algebra

#### Learning Objectives:

- 1. To introduce the students to real-world data analysis problems.
- 2. Students will be able to use statistics to get a deterministic view of data and interpret results in the field of exploratory data science using Python.

#### Learning Outcome:

- 1. Apply descriptive statistics to obtain a deterministic view of data
- 2. Perform data handling using Numpy arrays
- 3. Load, clean, transform, merge and reshape data usingPandas
- 4. Visualize data using Pandas and matplotlibraries

UNIT-I (5 hours)

**Introduction to basic statistics and analysis:** Fundamentals of Data Analysis, Statistical foundations for Data Analysis, Typesof data, Descriptive Statistics, Correlation and covariance, Linear Regression, Statistical Hypothesis Generation and Testing, Python Libraries: NumPy, Pandas, Matplotlib

UNIT-II (10 hours)

**Array manipulation using Numpy:** Numpy array, Creating and various data types, indexing and slicing, swapping axes, transposing arrays, data processing using Numpy arrays.

UNIT-III (15 hours)

**Data Manipulation using Pandas**: Data Structures in Pandas: Series, Data Frame, Index objects, Loading data into Pandas data frame, Working with Data Frames: Arithmetics, Statistics, Binning, Indexing, Reindexing, Filtering, Handling missing data, Hierarchical indexing, Data wrangling: Data cleaning, transforming, merging and reshaping.

UNIT-IV (15 hours)

**Plotting and Visualization**: Using matplotlib to plot data: figures, subplots, markings, color and line styles, labels and legends, Plotting functions in Pandas: Line, bar, Scatter plots, histograms, stacked bars.

#### References

- 1. McKinney W. *Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython.* 2nd edition. O'Reilly Media, 2018.
- 2. Molin S. Hands-On Data Analysis with Pandas, Packt Publishing, 2019.
- 3. Gupta S.C., Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand &Sons, 2020.
- 4. Chen D. Y, Pandas for Everyone: Python Data Analysis, Pearson, 2018.
- 5. Miller J.D. Statistics for Data Science, Packt Publishing, 2017.

#### Practicals:

Use data set of your choice from Open Data Portal (https://data.gov.in/) for the following exercises.

- 1. List of Practical based on NumPy
- 2. List of Practical based on Pandas
- 3. List of Practical based on Data Loading, Storage and File Formats
- 4. List of Practical based on Data Cleaning and Preparation
- 5. List of Practical based on DataWrangling
- 6. List of Practical based on Data Visualization using matplotlib

Use data set of your choice from Open Data Portal (https://data.gov.in/) for the following exercises.

**Project** students are encouraged to work on a good dataset in consultation with their faculty and apply the concepts learned in the course.

#### Practice Questions sample

- 1. Load a Pandas data frame from a database.tdentify and count the missing values in adata frame. Clean the data after removing noise as follows
- a) Drop duplicate rows.
- b) Detect the outliers and remove the rows having outliers
- c) Identify the most correlated positively correlated attributes and negatively correlated attributes
- 2. Import iris data using sklearn library to
- i. Computemean, mode, median, standard deviation, confidence intervaland standard error for each feature
- ii. Compute correlation between length and width of sepalfeature
- iii. Find covariance between length of sepal andpetal
- iv. Build contingency table for classfeature
- 3. Load Titanic data from sklearn library, plot the following with proper legend and axis labels:
- a. Plot bar chart to show the frequency of survivors and non-survivors for male and female passengers separately
- b. Draw a scatter plot for any two selected features
- c. Compare density distribution for features age and passenger fare
- d. Use a pair plot to show pairwise bivariate distribution
- 4. Using Titanic dataset, do the following:
- a. Find total number of passengers with age less than 30
- b. Find total fare paid by passengers of first class
- c. Compare number of survivors of each passenger class

- 5. Download any dataset and do the following
- a. Count number of categorical and numeric features
- b. Remove one correlated attribute (if any)
- c. Display five-number summary of each attribute and show it visually

# DSE – 14 Data Science and Analytics using Python

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits				Eligibility criteria	Pre-requisite of the course
Code		Lecture	Tutorial	Practical/ Practice		(if any)
Data Science and Analytics using Python	4	3	0	1	Class XII pass with Mathematics	DSC- 01(Programming using Python)

#### Learning Objectives:

- 1. To introduce the students to real-world data analysis problems.
- 2. To introduce students with concepts of data wrangling and aggregation.
- 3. To give students hands-on knowledge of Pandas.

#### **Learning Outcomes:**

- 1. Use data analysis tools in the pandas library.
- 2. Load, clean, transform, merge and reshape data.
- 3. Create informative visualization and summarize data sets.
- 4. Analyse and manipulate time series data.

UNIT-I (10 Hours)

**Introduction:** Introduction to Data Science, Exploratory Data Analysis and Data Science Process. Motivation for using Python for Data Analysis, Introduction of Python shell iPython and Jupyter Notebook.

Essential Python Libraries: NumPy, pandas, matplotlib, SciPy, scikit-learn, statsmodels

UNIT-II (10 Hours)

**Getting Started with Pandas**: Arrays and vectorized computation, Introduction to pandas Data Structures, Essential Functionality, Summarizing and Computing Descriptive Statistics. Data Loading, Storage and File Formats.

Reading and Writing Data in Text Format, Web Scraping, Binary Data Formats, Interacting with Web APIs, Interacting with Databases Data Cleaning and Preparation. Handling Missing Data, Data Transformation, String Manipulation

UNIT-III (10 Hours)

**Data Wrangling:** Hierarchical Indexing, Combining and Merging Data Sets Reshaping and Pivoting.

**Data Aggregation and Group operations**: Group by Mechanics, Data aggregation, General split-apply-combine, Pivot tables and cross tabulation

UNIT-IV (15 Hours)

**Time Series Data Analysis**: Date and Time Data Types and Tools, Time series Basics, date Ranges, Frequencies and Shifting, Time Zone Handling, Periods and Periods Arithmetic, Resampling and Frequency conversion, Moving Window Functions.

Advanced Pandas: Categorical Data, Advanced Group by Use, Techniques for Method Chaining

#### References:

1. Dr. Anil Maheshwari, "Data Analytics", McGraw Hill Education (India) Private Limited.

#### Practicals:

Use data set of your choice from Open Data Portal (https://data.gov.in/) for the following exercises.

- 1. List of Practical based on NumPy ndarray
- 2. List of Practical based on Pandas Data Structures
- 3. List of Practical based on Data Loading, Storage and File Formats
- 4. List of Practical based on Interacting with Web APIs
- 5. List of Practical based on Data Cleaning and Preparation
- 6. List of Practical based on Data Wrangling
- 7. List of Practical based on Data Aggregation
- 8. List of Practical based on Time Series Data Analysis

## DSE – 15 Organizational Behavior

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite
		Lecture	Tutorial	Practical/ Practice		of the course (if any)
Organizational Behavior	4	3	1	0	Class XII pass with Mathematics	NIL

#### **Learning Objectives:**

1. To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

2. To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.

#### **Learning Outcomes:**

- 1. To analyze and compare different models used to explain individual behavior related to motivation and rewards.
- 2. To identify the processes used in developing communication and resolving conflicts.
- 3. To explain group dynamics and demonstrate skills required for working in groups (team building)

UNIT-1 (15 Hours)

**Basic forms of Business Ownership**: Sole proprietorship, Partnerships, Corporations/Company, Cooperatives: Advantages and Disadvantages; An Introduction to Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of Business ownership; Corporate Expansion: A brief introduction to mergers and acquisitions, diversification, forward and backward integration, joint ventures, and strategic alliance. Evolution of Management Theory: Classical, Behavioral, Systems and Contingency approaches to Management. Managerial functions and Roles (Henry Mintzberg).

UNIT-II (15 Hours)

**Overview of Planning:** Types of Plans, the planning process, making plans effective, MBO as a tool for planning; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organizational structures- Functional product, Division, Customer, Geographic / Regional, Matrix, Hybrid, Networking organizational structures; Delegation and Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

UNIT-III (15 Hours)

Conceptual Foundations and Importance of organizational Behavior. Perception and Attribution: Concept, Nature, Process, And Personality: Concept, Types and Theories of Personality: Learning: Concept and Theories of Learning, reinforcement, Emotional Intelligence. Motivation:Concepts and their application, Need (Maslow and Herzberg), Content and Process theories, Expectancy theory, Equity theory, goal Setting theory. Leadership: Leaders and Leadership Process: Traits, Behavior, and Situational theories, Blake and Mouton's: Managerial grid, Hersey and Blanchards' situational Leadership Model, Likert's 4 system model, Fiedler's Leadership contingency theory, House's Path-goal theory, Contemporary Leadership issues: Charismatic, Transformational Leadership.

UNIT-IV (15 Hours)

**Groups and Teams**: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window. Organizational Power and Politics: Concept, Sources of Power, Tactics to gain power in Organizations. Nature of organizational politics. Conflict: Concept, Sources, Types, stages of conflict and Management of conflict, organizational Change: Concept, Resistance to change, managing resistance to change, Implementing Change, Kurt Lewin Theory of Change.

#### References:

1. Koontz and Heinz Weihrich: Essential of management McGraw Hill, 1999.

- 2. Kaul, Vijay kumar, Management- Text and Cases, Vikas Publishing, New Delhi, 2015.
- 3. Stoner and Wankel: Management

## DSE – 16 Software Project Management

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite
Code		Lecture	Tutorial	Practical/ Practice		of the course (if any)
Software Project Management	4	3	0	1	Class XII pass with Mathematics	NIL

#### **Learning Objectives:**

- 1. To use multiple techniques to estimate software tasks, projects and products.
- 2. To define, implement, analyze and use the metrics required to manage a software project.
- 3. To describe the strengths and weaknesses of software estimation and metrics techniques.

#### **Learning Outcomes:**

- 1. Apply project management concepts and techniques to an IT project.
- 2. Identify issues that could lead to IT project success or failure.
- 3. Explain project management in terms of the software development process.
- 4. Apply project management concepts through working in a group as team leader or active team member on an IT project

UNIT-I (7 Hours)

**Introduction and Software Project Planning**: Fundamentals of Software Project Management (SPM), Need Identification, Vision and Scope document, Project Management Cycle, SPM Objectives, Management Spectrum, SPM Framework, Software Project Planning, Planning Objectives, Project Plan, Types of project plan, Structure of a Software Project Management Plan, Software project estimation, Estimation methods, Estimation models, Decision process.

UNIT-II (8 Hours)

**Project Organization and Scheduling Project Elements**: Work Breakdown Structure (WBS), Types of WBS, Functions, Activities and Tasks, Project Life Cycle and Product Life Cycle, Ways to Organize Personnel, Project schedule, Scheduling Objectives, Building the project schedule, Scheduling terminology and techniques, Network Diagrams: PERT, CPM, Bar Charts: Milestone Charts, Gantt Charts. (SPI), Interpretation of Earned Value Indicators, Error Tracking, Software Reviews, Types of Review: Inspections, Deskchecks, Walkthroughs, Code Reviews, Pair Programming.

UNIT-III (15 Hours)

**Project Monitoring ,Control and Management:** Dimensions of Project Monitoring & Control, Earned Value Analysis, Earned Value Indicators: Budgeted Cost for Work Scheduled (BCWS), Cost Variance (CV), Schedule Variance (SV), Cost Performance Index (CPI), Schedule Performance Index (SPI), Interpretation of Earned Value Indicators, Error Tracking, Software Reviews, Types of Review: Inspections, Deskchecks, Walkthroughs, Code Reviews, Pair Programming. Risk Management. Tools: CASE Tools, Planning and Scheduling Tools, MS-Project. Software Configuration Items and tasks, Baselines, Plan for Change, Change Control, Change Requests Management, Version Control.

UNIT-IV (15 Hours)

**Software Quality Assurance and Testing Objectives**: Testing Principles, Test Plans, Test Cases, Types of Testing, Levels of Testing, Test Strategies, Program Correctness, Program Verification & validation, Testing Automation & Testing Tools, Concept of Software Quality, Software Quality Attributes, Software Quality Metrics and Indicators, The SEI Capability Maturity Model CMM), SQA Activities, Formal SQA Approaches: Proof of correctness, Statistical quality assurance, Cleanroom process.

#### References:

- 1. M. Cotterell, Software Project Management, Tata McGraw-Hill Publication.
- 2. Royce, Software Project Management, Pearson Education
- 3. Kieron Conway, Software Project Management, Dreamtech Press
- 4. S. A. Kelkar, Software Project Management, PHI Publication.
- 5. Harold R. Kerzner, Project Mangment "A Systems Approach to Planning, Scheduling, and Controlling" Wiley.
- 6. Mohapatra, Software Project Management, Cengage Learning.
- 7. P.K. Agarwal, SAM R., Software Project Management, Khanna Publishing House

#### Practicals:

- 1. Prepare a vision and scope document for a small software project (e.g., Online Food Ordering System) including business need, stakeholders, objectives, and deliverables.
- 2. Use the basic COCOMO model to calculate effort and development time for a project based on KLOC (e.g., 3 KLOC). (using Excel or online tools.)
- 3. Create a WBS for any software project using a hierarchical format in draw.io or MS Word. Include at least 3 levels (Phase  $\rightarrow$  Task  $\rightarrow$  Subtask).
- 4. List project tasks with start dates, durations, and dependencies, then create a Gantt chart to show scheduling and timelines.
- 5. Using sample data (BCWS, ACWP, BCWP), calculate CV, SV, CPI, and SPI in Excel, and interpret whether the project is on time/on budget.

#### DSE – 17 Research Methodology

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit	distributi course	on of the	Eligibility criteria	Pre- requisite
		Lecture	Tutorial	Practical/ Practice		of the course (if any)
Research Methodology*	4	3	0	1	Class XII pass with Mathematics	NIL

<sup>\*</sup> This course is equivalent to the one offered by the Department of Computer Science, University of Delhi for the B.Sc (Hons.) Computer Science program.

#### Learning Objective

This course allows the students to acquire the necessary skills to conduct research in computer science. It enables the students to understand the entire process of research from problem identification, literature review, designing the project to documenting the outcome.

#### **Learning Outcomes**

On the successful completion of the course, the student would be able to:

- 1. Identify the problem after conduct of a literature survey.
- 2. Define goals, approach, and scope of the research.
- 3. Explore, download and interpret datasets.
- 4. Effectively record study findings in a research paper format.

UNIT-I (8 Hours)

**Research Fundamentals**: Meaning and significance of research, requirements and characteristics of research, types of research - basic, applied analytical, conceptual, empirical, experimental, non-experimental, prospective, retrospective, exploratory / descriptive, qualitative, quantitative, mixed method. Research process, induction and deduction in research, introduction to research tools, qualities of a good researcher.

#### **UNIT-II**

(5 Hours)

**Problem Identification:** Choosing an appropriate problem area, identifying sources of research articles, literature review – stating and evaluating the research problem, techniques and methodologies, state of the art.

UNIT-III (12 Hours)

**Data Analytics:** Exploring and organizing data sets, pre-processing data, interpreting the data. Choosing appropriate statistics. Descriptive statistics - measures of central tendency and variability, measures of association. Inferential statistics - estimating population parameters, testing hypothesis.

UNIT-IV (10 Hours)

**Presenting research outcomes:** Essential elements of a research paper - explanation of the research problem, description of methods and data, data analysis and its interpretation, identification of possible weaknesses of the study, presenting and summarizing the research output, drawing conclusions.

UNIT-V (5 Hours)

**Publication:** Process of journal submission and review. Peer review process - single, blind and double blind. Professional research societies, scientometric analysis - citation index and analysis, plagiarism, plagiarism checker.

UNIT-VI (5 Hours)

**Research Ethics:** Ethical issues in research, protection from harm, voluntary and informed participation, right to privacy, conflict of interest, honesty with professional colleagues, professional code of ethics, intellectual property rights, fraud and misconduct in science.

#### **Essential/recommended readings**

1. Thomas, C. G. (2021). Research Methodology and Scientific Writing, 2<sup>nd</sup>Ed. Springer. 2. Leedy, P. D., & Ormrod, J. E. (2016). Practical Research: Planning and Design, 11<sup>th</sup>Ed. Pearson.

#### **Additional References:**

- 1. Ghezzi. C. *Being a Researcher: An Informatics Perspective*. Springer 2. Locharoenrat, K. (2018). *Research Methodologies for Beginners*. PAN Stanford Publication.
- 3. https://www.unesco.org/en/articles/what-you-need-know-about-unescos-new-ai competency-frameworks-students-and-teachers?hub=32618
  - 4. Creswell, John W. Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications, 2013

#### Suggested Practical List:

<u>Capstone Project:</u> Students must choose an area of interest for research, based on the curriculum (but not limited by it) covered in the program. They should identify a research problem to solve. During the semester the students must document the research journey in the form of a report, which will be evaluated at the end of the semester. The students are encouraged to write a research

paper based on the report, under the guidance of the teacher. The practical class for research methodology course should be utilized to perform the following tasks in the research process.

- 1. Search the research papers related to the chosen problem using academic search engines like Google Scholar, Scopus search, Web of Science database, etc.
  - a. Evaluate the venue of the source of research paper Journals using citation metrics like CiteScore, SCImago Journal Rank (SJR)), Source Normalized Impact per Paper (SNIP) etc., Conferences venues are evaluated using indexing information, Core Ranking etc.
  - b. Summarize the reviewed papers in a tabular format with columns: Paper Title, Author(s), Year, Key Findings, and Citation Count.
  - c. Explore reference management tools like Mendley / Zotero / EndNote to organize, store, and manage references.
- 2. Practice data analysis techniques taught in the class and identify a suitable technique required to solve the chosen research problem.
- 3. Write the research report and prepare to write the research paper.
- a. Choose a document writing software and prepare the report as per the format given by the teacher.
- b. Use the plagiarism check tool to assess the similarity index of the report and ensure that it is less than 10%.
- c. Explore the journal finder tools available for the publishers and select a suitable journal to submit the manuscript

#### DSE – 18 Robotics

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
Code		Lecture	Tutorial	Practical/ Practice		(if any)
Robotics	4	3	0	1	Class XII pass with Mathematics	DSC- 03(Mathematics for Computing- I) ,DSC- 06(Mathematics for Computing- II)

#### **Learning Objectives:**

- 1. To teach students the fundamentals of creating and programming a robot to interact with its environment.
- 2. To perform basic tasks involving motion, sensor data and decision-making.

#### **Learning Outcomes:**

1. Explain the fundamentals of robotics and its components

- 2. Explain sensors and actuators in robotics
- 3. Know about various communication modes used in robotics

UNIT-I (7 Hours)

**Programming Environments**: Integrated Development Environment (IDE) for AVR microcontrollers, free IDEs like AVR studio, win AVR. Installing and configuring For Robotic programming, In System Programmer (ISP), loading programs on Robot.

UNIT-II (8 Hours)

**Actuators**: DC Motors, Gearing and Efficiency, Servo Motors, Stepper motors, Motor control and its implementations.

UNIT-III (15 Hours)

**Sensors and LCD interfacing**: White line sensors, IR Range sensor of different range, Analog IR proximity sensors, Analog directional light intensity sensors, position encoder, Servo mounted sensor pod/camera pod, wireless color camera, Ultrasound scanner, Gyroscope and accelerometer, Magnetometer, GPS receiver, Battery voltage sensing, current sensing.

LCD interfacing with the robot (2 x 16 Characters LCD), other indicators: Indicator LEDs.

UNIT-IV (15 Hours)

**Timer / counter operations**: PWM generation, Motor velocity control, servo control, velocity calculation and motor position control, event scheduling.

**Communication**: Wired RS232 (SERIAL) communication, Wireless ZigBee Communication, USB communication, Simplex infrared communication (IR remote to robot).

### **References:**

- 1. Saha, S.K, Introduction to robotics, 2 nd edition, McGraw-Hill Education, New Delhi, 2014
- 2. R.K Mittal, I.J Nagrath, -Robotics & Controll, Tata McGraw & Comp.; Hills, 2015.

#### Practicals:

- 1. Blink an LED using AVR microcontroller.
- 2. Run a DC motor in forward and reverse directions using motor driver.
- 3. Detect obstacle using IR sensor and turn ON an LED.
- 4. Display IR sensor values on a 16x2 LCD.
- 5. Control the angle of a servo motor using PWM.
- 6. Measure the speed of a DC motor using an encoder and display it.

# DSE – 19 Optimization Techniques

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credit s	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
Code		Lectur Tutoria Practica		Practical		(if any)
		e	l	1		
				Practice		
Optimizatio	4	3	0	1	Class XII	DSC-
n					pass with	01(Programmin
Techniques					Mathematic	g using Python),
						Linear Algebra
					S	and Vector
						Calculus

### Learning Objectives:

- 1. To apply the theory of optimization methods and algorithms to develop and for solving various types of optimization problems.
- 2. To go in research by applying optimization techniques in problems of Engineering and Technology.

# **Learning Outcomes:**

- 1. Be able to model engineering minima/maxima problems as optimization problems.
- 2. Be able to use Matlab to implement optimization algorithms

UNIT-I (5 Hours)

**Linear Programming Problems (LPP) in the standard form**: Mathematical formulation, LPP in canonical form, conversion of LPP in standard form to LPP in canonical form.

UNIT-II (10 Hours)

**Simplex**: Prevention of cyclic computation in Simplex and Tableau, Big-M method, Dual Simplex and Revised Simplex. Complexity of Simplex algorithms, Exponential behavior of Simplex.

UNIT-III (15 Hours)

Ellipsoid method and Karmakar's method for solving LPP: Solving simple LPPs through these methods etc. Assignment and Transportation Problems: Simple algorithms like Hungarian Method etc. Shortest Path Problems: Dijkestra and Moore's method

UNIT-IV (15 Hours)

**Network Flow Problem**: Formulation Max Flow, Mincut theorem, Ford and Fulkerson's algorithm, Malhotra, Pramod Kumar Maheshwari (MPM) Polynomial algorithm for solving network flow problem.

Non Linear Programming: Kuhn Tucker Conditions, Convex Functions and Convex region.

### References:

- 1. An introduction to Optimization by Edwin P K Chong, Stainslaw Zak
- 2. Nonlinear Programming by Dimitri Bertsekas

# Practicals:

- 1. Hands-on practice with optimization algorithms and tools.
- 2. A small project to apply optimization techniques to various problems.
- 3. A comprehensive project to formulate and solve a complex optimization problem. 4. Reviewing and analyzing optimization problems in real-world scenarios.

# DSE – 20 Soft Computing

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite of
Code		Lecture	Tutorial	Practical/ Practice		the course (if any)
Soft Computing	4	3	0	1	Class XII pass with Mathematics	NIL

### **Learning Objectives:**

- 1. To teach students the fundamentals of soft computing and its applications.
- 2. To give students knowledge of neural networks, fuzzy systems and hybrid systems.

# **Learning Outcomes:**

- 1. To Improve Data Analysis Solutions is to strengthen the dialogue between the statistics and soft computing research communities in order to cross-pollinate both fields and generate mutual improvement activities.
- 2. Soft Computing is a consortia of methodologies which collectively provide a body of concepts and techniques for designing intelligent systems.

UNIT-I (5 Hours)

**Introduction:** What is Soft Computing? Difference between Hard and Soft computing, Requirement of Soft computing, Major Areas of Soft Computing, Applications of Soft Computing.

UNIT-II (10 Hours)

**Neural Networks**: What is Neural Network, Learning rules and various activation functions, Single layer Perceptrons, Back Propagation networks, Architecture of Backpropagation(BP) Networks, Backpropagation Learning, Variation of Standard Back propagation Neural Network, Introduction to Associative Memory, Adaptive Resonance theory and Self Organizing Map, Recent Applications.

UNIT-III (15 Hours)

**Fuzzy Systems**: Fuzzy Set theory, Fuzzy versus Crisp set, Fuzzy Relation, Fuzzification, Minmax Composition, Defuzzification Method, Fuzzy Logic, Fuzzy Rule based systems, Predicate logic, Fuzzy Decision Making, Fuzzy Control Systems, Fuzzy Classification, Genetic Algorithm: History of Genetic Algorithms (GA), Working Principle, Various Encoding methods, Fitness function, GA Operators- Reproduction, Crossover, Mutation, Convergence of GA, Bit wise operation in GA, Multi-level Optimization.

UNIT-IV (15 Hours)

**Hybrid Systems**: Sequential Hybrid Systems, Auxiliary Hybrid Systems, Embedded Hybrid Systems, Neuro-Fuzzy Hybrid Systems, Neuro-Genetic Hybrid Systems, Fuzzy-Genetic Hybrid Systems. GA based Weight Determination, K - factor determination in Columns.

## References:

- 1. Neural Networks, Fuzzy Logic and Genetic Algorithms: Synthesis & Applications, S.Rajasekaran, G. A. Vijayalakshami, PHI.
- 2. Genetic Algorithms: Search and Optimization, E. Goldberg.
- 3. Neuro-Fuzzy Systems, Chin Teng Lin, C. S. George Lee, PHI.
- 4. Build\_Neural\_Network\_With\_MS\_Excel\_sample by Joe choong.

#### **Practicals:**

- 1. Train a simple perceptron or multilayer perceptron to learn the XOR logic gate using Python or MATLAB.
- 2. Use Python (TensorFlow or Keras) to implement a backpropagation neural network to classify simple data like digits or shapes.
- 3. Write a simple genetic algorithm in Python to find the maximum value of a mathematical function (e.g., f(x) = x \* sin(x)).
- 4. Use scikit-fuzzy (Python) or MATLAB to cluster sample data (e.g., customer behavior data) using fuzzy C-means algorithm.
- 5. Use MATLAB's ANFIS editor to train and test a fuzzy-neural model for function approximation or prediction.

# DSE – 21 Entrepreneurship

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REOUISITES OF THE COURSE

Course title &	Credit	Credit distribution of the			Eligibility	Pre-
Code	S	course			criteria	requisit
		Lectur Tutoria Practical				e of the
		e	l	/		course
				Practice		(if any)
Entrepreneurshi	4	3	1	0	Class XII	NIL
p					pass with	
					Mathematic	
					S	

## Learning Objectives:

- 1. To understand the meaning and importance of entrepreneurship.
- 2. To understand the issues and problems faced by entrepreneurs.
- 3. To enable students to work effectively with colleagues with diverse skills, experiences and be able to critically reflect on own practice.

# **Learning Outcomes:**

- 1. Recognize the entrepreneurial potential within yourself and appreciate the role of entrepreneurship within society
- 2. Understand the process of entrepreneurship
- 3. Develop and appraise creative new business concepts that can be turned into sustainable business ventures
- 4. Identify the financial, marketing, legal, human resource, operations, and general management skills that are necessary to successfully launch and operate a new venture.

UNIT-I (10 Hours)

**Introducing Entrepreneurship**: Introduction: concept and definitions, entrepreneurship mindset, entrepreneurship process; factors impacting emergence of entrepreneurship; Evolution of entrepreneurship; role of entrepreneur: role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complementing and supplementing economic growth; bringing about social stability and balanced regional development of industries.

UNIT-II (15 Hours)

**Building Blocks of Entrepreneurship**: Classification and types of entrepreneurs; dimensions of entrepreneurship: intrapreneurship, social entrepreneurship, net entrepreneurship, technopreneurship, cultural entrepreneurship, ecopreneurship; women entrepreneurs; rural entrepreneurship; corporate entrepreneurs; characteristics of entrepreneur: leadership; risk taking; decision-making and business planning. Managerial versus entrepreneurial decision making; entrepreneurial attributes and characteristics; traits/qualities of entrepreneurs; creativity & innovation.

UNIT-III (20 Hours)

**Creating and Running Entrepreneurial Ventures**: Creating Entrepreneurial Venture, Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy, Business planning process; Business Model for start-up ventures; Drawing business plan; Business plan failures.

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required. Analyzing Business Opportunities: Market Analysis; demand-supply. Technical Analysis; assets analysis, Financial Analysis; sources of capital and its cost. Viable and feasible business Opportunity: Testing feasibility of business ideas by applying sensitivity analysis.

UNIT-IV (15 Hours)

**New Frontiers in Entrepreneurship**: Technology and Entrepreneurship: tech-enabled ventures; technology supporting entrepreneurship. Intrapreneurship: description, forms, levels and degrees of corporate entrepreneurship, corporate culture. Entrepreneurial climate within the organization: description, impact on intrapreneurship. Eco-friendly and climate conscious entrepreneur. Stimulating organizational creativity: creative teams; managing organizations for innovation and positive creativity.

### References:

- 1. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.Entrepreneurship, Tata McGraw Hill
- 2. Brandt, S. C. Entrepreneuring: The Ten Commandments for Building a Growth Company. MacMillan Business Books.
- 3. Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.
- 4. Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.
- 5. Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.
- 6. Shankar, R., Entrepreneurship Theory and Practice, Tata McGraw Hill.

# DSE – 22 SEO and Digital Marketing

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite of
Code		Lecture	Tutorial	Practical/ Practice		the course (if any)
SEO and Digital Marketing	4	3	0	1	Class XII pass with Mathematics	NIL

# **Learning Objectives:**

- 1. To launch a new, or evolve an existing, career path in Digital Marketing
- 2. To articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.
- 3. To recognize Key Performance Indicators tied to any digital marketing program.

## **Learning Outcomes:**

- 1. To help students to succeed through online business.
- 2. To help Small, medium and large business owners
- 3. Anyone who want to dominate Google for their business keywords
- 4. Website designers and developers who want to offer SEO services

UNIT-I (10 Hours)

**Introduction to Digital Marketing**: The impact of Digital Marketing and effective strategies, Marketing & data regulations such as GDPR ,Campaigns via your website and social media: LinkedIn, Facebook, Twitter etc. ,Capitalising on ROI (Return on Investment on Campaign strategies, Website overviews: HTML5 vs. WordPress and E-commerce sites ,Mobile marketing and analytics , Attracting and retaining customers via mobile ,Conversion rates, tracking, analytics and reporting ,Search engine optimisation ,Developing a content plan and Successful content strategies ,Social Media Platforms; LinkedIn, Facebook, Twitter, Instagram, YouTube, Snapchat and others ,The power of hashtags and search terms.

UNIT-II (10 Hours)

**Basics for SEO**:Domain Basic Knowledge of World Wide Web,Difference between Portal and Search Engines,Types of SEO Techniques,Black hat techniques, White Hat techniques Search Engine working, Page Speed ,Basics of search engine that includes crawling, indexing and caching.

UNIT-III (10 Hours)

Market Research, Keyword Research and Analysis: Keyword opportunity, Competitors Website Analysis, SWOT Analysis of Website .How to Choose Best Keywords, Tools available for Keyword Research, Search engine commands, Search engine algorithms.

UNIT-IV (15 Hours)

Content Research ,Content Guidelines, Content Optimization ,Design & Layout: XML Sitemap / URL List Sitemap ,Search engine friendly content development ,On-page Optimization, The Page Title, Meta Descriptions & Meta Keywords, Headings, Bold Text, Domain Names & Suggestions, Canonical Tag ,Meta Tags ,Images and Alt Text, Internal Link Building, The Sitemap ,Invisible Text ,Server and Hosting Check, 404 Error, Duplicate content ,PDF, PPT, MS-Word & Video Optimization, off page optimization.

**SEO Tools:** Keyword Density Analyzer Tools, Google Tools, Yahoo / Bing Tools, Rich Snippet Text Tools, Comparison Tools, Link Popularity Tools, Search Engines Tools Site Tools Miscellaneous Tools.

### References:

- 1. SEO 2021 Learn Search Engine Optimization with Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies by Adam Clarke.
- 2. Digital Marketing | Second Edition Paperback 6 August 2020 by Seema Gupta

#### Practicals:

- 1. Design a small paid ad campaign (use a mock budget or real trial), track performance (clicks, leads), and calculate ROI based on results.
- 2. Use a tool like Ubersuggest, Ahrefs (free trial), or SEMRush (limited features) to analyze a competitor website's top-performing pages, backlinks, and keywords.
- 3. Build a sample product page using WordPress with a call-to-action (CTA), images, meta tags, and an inquiry/contact form.
- 4. Use any website and check whether it has a proper XML sitemap and robots.txt file using tools like Google Search Console or SEO Site Checkup.
- 5. Use Google PageSpeed Insights or GTmetrix to test any website's speed and get suggestions to improve performance on mobile and desktop.

# DSE – 23 Quantum Computing

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credit s				Eligibility criteria	Pre-requisite of the course
Code		Lectur	Tutoria	Practical		(if any)
		e	1	1		
				Practice		
Quantum	4	3	0	1	Class XII	DSC-
Computin					pass with	01(Programmin
g					Mathematic	g using Python),
					S	Linear Algebra
						and Vector
						Calculus

## **Learning Objectives:**

- 1. To Study the structural units of quantum computers of the future, forming an understanding of the differences between quantum bits and classical bits
- 2. To Study of basic quantum logical operations and algorithms for processing quantum information.

# **Learning Outcomes:**

- 1. Understand the basic implications of quantum computing
- 2. The fundamental differences between conventional computing and quantum computing.
- 3. Several basic quantum computing algorithms.
- 4. The classes of problems that can be expected to be solved well by quantum computers.

Unit-I (7 Hours)

Overview of traditional computing, Turing machines, analysis of computational problems, quantum mechanics, Dirac notation and Hilbert Spaces, linear algebra for quantum mechanics, Pauli matrices, Hermitian operators, Tensor products. Qubit, Bloch Sphere, Quantum Computation,

UNIT II (8 Hours)

No-cloning theorem, Bell states, Entanglement, quantum teleportation, applications of teleportation, super dense coding, quantum key distribution State of a quantum system, time evolution of a closed system, composite systems, measurement, mixed states.

UNIT-III (15 Hours)

Quantum circuit model, quantum gates, Hadamard gate, controlled operations, universal sets of quantum gates, unitary transformations, simulation of quantum systems. Introduction to the IBMQ,

UNIT-IV (15 Hours)

Probabilistic versus quantum algorithms, Quantum parallelism, Deutsch algorithm, Deutsch-Jozsa algorithm, Simon's algorithm, Shor's algorithm

#### References:

- 1. Quantum Computation and Quantum Information, M A Nielsen and I L Chuang.
- 2. An Introduction to Quantum Computing, P Kaye, R Laflamme and M Mosca.

#### Practicals:

- 1. Use Qiskit or IBMQ to create a qubit in superposition and visualize it on the Bloch Sphere.
- 2. Build a quantum circuit to generate an entangled Bell state and verify it using measurement results.
- 3. Simulate quantum teleportation of a qubit's state using a quantum circuit with entanglement and classical bits.
- 4. Create a quantum circuit for Deutsch's algorithm and run it to determine if a function is constant or balanced.
- 5. Use IBMQ or Qiskit to implement basic quantum gates (X, H, Z, CNOT) and observe their effect on quantum states.

# DSE – 24 Blockchain and its Applications

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &	Credits	Credit distribution of the course			Eligibility criteria	Pre- requisite
Code		Lecture	Tutorial	Practical/ Practice		of the course (if any)
Blockchain and its Applications	4	3	0	1	Class XII pass with Mathematics	NIL

### **Learning Objectives:**

- 1. To cover the basic concepts behind blockchain and present Bitcoin and other cryptocurrencies as the motivation for blockchain technologies.
- 2. To provides a substantive discussion about different technologies behind blockchain and cryptocurrencies.

### **Learning Outcomes:**

- 1. Understand the fundamental principles and structure of blockchain technology, including cryptographic components and decentralized systems.
- 2. Analyze and compare consensus mechanisms such as Proof of Work and Proof of Stake in real-world blockchain networks.
- 3. Demonstrate practical knowledge of cryptocurrencies, transactions, wallets, and major platforms like Bitcoin and Ethereum.
- 4. Design and deploy basic smart contracts using Ethereum and Solidity for decentralized applications.

UNIT-I (10 Hours)

Introduction: History and evolution of money to digital currencies, Introduction to Blockchain: concept, purpose, key features, Cryptographic foundations: Hashing, Digital Signatures, Public vs Private vs Consortium Blockchains, Blockchain structure: Blocks, Hash functions, Block headers, Merkle Trees.

UNIT-II (10 Hours)

Consensus and Decentralized Systems: Peer-to-peer networks and decentralization principles, Consensus algorithms: Proof of Work (PoW), Proof of Stake (PoS), Delegated Proof of Stake (DPoS), Forks and governance in blockchain systems, Blockchain scalability and energy concerns.

UNIT-III (10 Hours)

Cryptocurrencies and Transactions: Bitcoin architecture: Addressing and UTXO model, Ethereum basics: Accounts, Gas and Ether, Transactions and Wallets, Overview of major cryptocurrencies: Bitcoin, Ethereum, Stablecoins (USDT, USDC).

UNIT-IV (15 Hours)

Smart Contracts and Applications: Smart Contracts: Concept and use-cases, Introduction to Ethereum and Solidity, DeFi overview: Lending, DEX, Staking, Real-world applications: Supply Chain, NFTs, Digital Identity, Legal and ethical considerations in smart contract deployment.

### References:

- 1. Mastering blockchain Distributed ledger technology, decentralization, and smart contracts explained by Imran Bashir, 2nd edition (2018), Packt Publication.
- 2. Mastering Blockchain Unlocking the Power of Cryptocurrencies, Smart Contracts, and Decentralized Applications by Lorne Lantz and Daniel Cawrey, 1 st Edition (2020), O'Reilly Publication.
- 3. Introducing Ethereum and Solidity Foundations of Cryptocurrency and Blockchain Programming for Beginners by Chris Dannen, 1st Edition (2017), Apress Publication.

#### Practicals:

1. Using SHA256, obtain the message digest of string "Blockchain Developer".

- 2. Write a program to encrypt and decrypt the message "Hello World" using SHA256. 3. Implement a simple chain of 5 nodes using linked list.
- 4. Implement RSA cryptographic algorithm.
- 5. Create a simple blockchain using Proof of Work (PoW).
- 6. Demonstrate sending of a digitally signed document.
- 7. Create a hash table that has '8' number of buckets and insert the keys 20, 1, 7, 15, 25,16,
- 8, 20 using hash function  $h(k) = k \mod 3$ .
- 8. Create a blockchain having 5 nodes and print the hash values of each
- block. 9. Create a blockchain having 5 nodes and check its validity.
- 10. Use flask to deploy blockchain.