



**Maharaja Surajmal Brij University
Bharatpur (Rajasthan)**

**Syllabus for Skill Enhancement Course
(Under Graduate Programme)
Semester III**

Academic Session 2024-25

**Dr. Farbat Singh
Asstt. Registrar
Acad.I**

**List of Skill Enhancement Course
Semester-III**

S. No.	Course code	Title of Course
1	SEC-13T-301	Environmental Management
2	SEC-13P-302	Toy Making for Fun, Joy and Holistic Development of Children
3	SEC-13P-303	Computer Applications in Fashion Design
4	SEC-13T-305	Intellectual Property Rights (IPR)
5	SEC-13T-307	Digital Marketing
6	SEC-13P-310	Frontend Web Designing


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SEC-13T-301 – Environmental Management

Semester	Code of the Course	Title of the Course/Paper		NIEQF Level	Credits
III	SEC-13T-301	Environmental Management		6	2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical		
Introductory	Skill Enhancement	2	-	Yes	30 Hours Theory
Prerequisites	XII Pass				
Objectives of the Course:	Objectives of the Course – 1. To make students aware about the fundamentals concept of environmental management system. 2. To provide students with information to obtain competencies for environmental auditing. 3. To develop ability to plan, execute and document the environmental audit. 4. To provide students with a basic understanding of sustainable development approaches, green accounting, environmental valuation, environmental impact assessment and environmental audit and their role in effective environmental Management. 5. To provide knowledge about the various pollution prevention acts.				

Examination Scheme-

Regular Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Theory	SEC-13T-301 – Environmental Management	1 Hrs-CA 1 Hrs-EoSE	10 Marks-CA 40 Marks-EoSE	4 Marks-CA 16 Marks-EoSE

The question paper for **Environmental Management** will be so set that it has 40 multiple choice questions (Bilingual) of one mark each. The duration of the question paper will be 2 hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.

Non-Collegiate Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (EoSE)	Minimum Marks (EoSE)
Theory	SEC-13T-301 – Environmental Management	1 Hrs	50 Marks	20 Marks

The question paper for **Environmental Management** will be so set that it has 40 multiple choice questions (Bilingual) of 1-25 mark each. The duration of the question paper will be 2 hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.



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Detailed Syllabus

SEC-13T-301- Environmental Management

Unit I

Introduction to Environmental Management

Introduction to environmental management system (EMS): Goals ISO 14000 and ISO 14001. Dimensions of Environmental Management: Economic, Socio-cultural, Technological, Ethical and Moral, Political and Legal Dimensions. Environmental Management Plan. Life-cycle analysis.

(7 Hours Lecture)

Unit II

Environmental Audit and Impact Assessment

Introduction, objectives, procedure and importance of Environmental Impact Assessment (EIA). Preliminary aspects of and social impact assessment. Corporate Social Responsibilities. Introduction, definition and types of auditing. Benefits of Environmental Audit, Environmental Audit Programme in India.

(8 Hours Lecture)

Unit III

Environmental Acts

Air (Prevention and Control of Pollution) Act 1981. Environmental (Protection) Act, 1986. Hazardous and waste management and handling rules 1989. Water (Prevention and Control of Pollution) Act, 1974. Biological Diversity Act, 2002.

(7 Hours Lecture)

Unit IV

Environmental Economics

Definition and scope of environmental economics, economics and environment, environmental valuation, green marketing and clean technologies. green accounting Concept of the resource. Ecolabeling /Eco mark scheme. Environmental Kuznets Hypothesis. Cost-benefit analysis. Sustainable Development.

(8 Hours Lecture)

Suggested Books and References –

1. Ajith Sankar, R.N. (2015). Environmental Management, Oxford University Press, New Delhi.
2. Uberoi, N. K. (2003). Environmental Management, Second Edition, Excel Books.
3. Anjaneyulu, Y. (2002). Environmental Impact Assessment Methodologies. BSP BS Publications, Hyderabad.
4. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.



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5. Barrow, C. J. (2006). Environmental Management and Development, , Routledge.
6. Hanley, N., Jainson, F., Shorgen, & White B. (1999) Environmental Economics – In Theory and Practice. Macmillan India Ltd, New Delhi.
7. Humphrey, N. & Hadley, M. (2000) Environmental Auditing, Palladian Law Publishing Ltd, Cambridge, Isle of Wight.
8. Hunt, D. & Johnson, C. (1995). Environmental Management Systems, McGraw Hill, London.
9. Shukla S.K & Shrivastav P.R (1992). Concepts in Environmental Impact analysis. Commonwealth Publishers, New Delhi
10. Theodore, M. K. & Theodore, L. (2021). Introduction to Environmental Management, 2nd Edition. CRC Press.
11. Tiefenbacher, J (ed.) (2022), Environmental Management - Pollution, Habitat, Ecology, and Sustainability, Intech Open, London.
12. Vankhede G. (2012). Environmental Impact Assessment. Biotech Books New Delhi.

Course Learning Outcomes:

At the end of the course, students will be able to–

- Explain the fundamentals of environmental management, environmental impact assessment, environmental audit and environmental economics.
- Develop a critical understanding of the complexity of environmental management.
- Develop knowledge and skills necessary to enable them to undertake environmental impact assessment.
- Develop skills in identifying and solving problems arising during various developmental projects.
- Understand and analyse the implications of economic development on environmental resources.
- Acquire knowledge of the pollution control acts and management strategies.

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SEC-13P- 302 – Toy Making for Fun, Joy and Holistic Development of Children

Semester	Code of the Course	Title of the Course/Paper		NIEQF Level	Credits
III	SEC-13P- 302	Toy Making for Fun, Joy and Holistic Development of Children		6	2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical		
Introductory	Skill Enhancement	-	2	No	60 Hours Practical
Prerequisites		XII Pass			
Objectives of the Course:		Objectives of the Course – <ul style="list-style-type: none"> • This course focuses on the fundamental skills required for creating age-appropriate toys, games and play activities for children. • Students will learn that toys are not just for entertainment or recreation, but can also be used as a learning resource for the mental, physical, social and emotional development of the child. Toys can open up and ignite the mind of the child. • Students will learn the skills of creating interactive and entertaining videos for children. 			

Examination Scheme-

Regular Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Practical	SEC-13P-302- Toy Making for Fun, Joy and Holistic Development of Children	1 Hrs-CA 1 Hrs-EoSE	10 Marks-CA 40 Marks-EoSE	4 Marks-CA 16 Marks-EoSE

- Organize FGD for a better understanding of Toys Games and Play = 10 marks
- Plan and prepare two toys for = (15 + 15 marks)
 - a) Indoor Toys & Outdoor Games (0-3 years)
 - b) Indoor Toys & Outdoor Games (Pre-school)
 - c) Indoor Toys & Outdoor Games (6-8 years)
 - d) Games and Outdoor Play (8-12 years)
 - e) Indoor Toys & Outdoor Games (12-14 years)


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Detailed Syllabus

SEC-13P-302,- Toy Making for Fun, Joy and Holistic Development of Children

- 1) Conceptual understanding of Toys, Games and Play in the Child's World of Learning and Holistic Development through FGD.
- 2) Plan and prepare Toys and Games/activities with concepts, competencies, and learning skills for Holistic Development for the following -
 - (a) Indoor Toys and Outdoor Games (age 0-3 years)
 - (b) Indoor Toys and Outdoor Games (Pre-school) (age 3-6 years)
 - (c) Indoor Toys and Outdoor Games (Classes I & II) (age 6-8 years)
 - (d) Games and Outdoor Play (8-12 years)
 - (e) Games and Outdoor Play (12-14 years)
- 3) Organise a fun and entertainment Mela for Children using Indigenous Toys, Games and Play Materials etc.

Suggested Books and References –

- Toy Based Pedagogy Book.pdf A Handbook Learning for Fun, Joy and Holistic Development Part – I Department of School Education and Literacy Ministry of Education GOI
- <https://egvankosh.ac.in/bitstream/123456789/13407/1/Unit-16.pdf>
- Practices in Modern Pre-School Education IGNOU MES_084

Course Learning Outcomes:

- The Course would help students to pursue career in School Education and Early Childhood Care Centers.
- The students will be able to make careers for curriculum developers, teachers and teacher educators on the various.

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SEC-13P-303 – Computer Applications in Fashion Design

Semester	Code of the Course	Title of the Course/Paper		NIEQF Level	Credits
III	SEC-13P- 303	Computer Applications in Fashion Design		6	2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical		
Introductory	Skill Enhancement	-	2	No	60 Hours Practical
Prerequisites	XII Pass				
Objectives of the Course:	Objectives of the Course – <ul style="list-style-type: none"> • To acquire proficiency in CorelDraw and Adobe Photoshop for a solid foundation in design software. • To apply CAD techniques in fashion design, focusing on colour, textures, silhouettes, and intricate fashion details. • To explore the use of accessories in CAD fashion design, enhancing the overall aesthetic appeal. • To create visually compelling mood boards through CAD, skilfully integrating colour stories and textures. • To execute theme-based dressing concepts using CAD, showcasing creativity and design innovation. 				

Examination Scheme-

Regular Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Practical	SEC-13P- 303-Computer Applications in Fashion Design	1 Hrs-CA 1 Hrs-EoSE	10 Marks-CA 40 Marks-EoSE	4 Marks-CA 16 Marks-EoSE

- Develop and dress up a fashion figure in CAD software = 20 marks
- Prepare mood boards on different themes = 20 marks


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Detailed Syllabus

SEC-13P-303 - Computer Applications in Fashion Design

- 1: Basics of Design Software
 - i. CorelDraw
 - ii. Adobe Photoshop
- 2: CAD in Fashion Design
 - iii. Colour
 - iv. Textures
 - v. Silhouettes & fashion details
 - vi. Accessories
- 3: Fashion Design Creations through CAD
 - vii. Mood Boards with colour a story and textures
 - viii. Dressing up according to themes

Suggested Books and References –

1. Corel Draw 9 - Manual Avanzado, ,2000, by Francisco Paz Gonzalez
2. Adobe Photoshop 7.0 Classroom in a Book, 25 June 2002, by Adobe Creative Team

Course Learning Outcomes:

- Students will proficiently navigate CorelDraw and Adobe Photoshop, mastering fundamental design software skills.
- Students will apply CAD techniques in fashion design, demonstrating expertise in handling colour, textures, silhouettes, and fashion details.
- Students will creatively incorporate accessories into CAD fashion designs, enhancing their ability to create visually appealing ensembles.
- Students will showcase their design prowess by producing mood boards with compelling colour stories and textures and executing themed dressing concepts using CAD.



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SEC-13T-305 – Intellectual Property Rights (IPR)

Semester	Code of the Course	Title of the Course/Paper		NIEQF Level	Credits
III	SEC-13T-305	Intellectual Property Rights (IPR)		6	2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical		
Introductory	Skill Enhancement	2	-	Yes	30 Hours Theory
Prerequisites	XII Pass				
Objectives of the Course:	Objectives of the Course – <ol style="list-style-type: none"> To familiarize undergraduate students with the fundamental concepts of Intellectual Property Rights (IPR). To raise awareness among students about the importance and necessity of protecting intellectual property. To provide an understanding of the nature, scope, and various types of intellectual properties. To introduce students to the different utilities and approaches involved in obtaining benefits from intellectual property. To expose students to current trends in IPR and career opportunities in the field. To inform students about government initiatives aimed at fostering intellectual property rights. 				

**Examination Scheme-
Regular Students –**

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Theory	SEC-13T- 305- Intellectual Property Rights (IPR)	1 Hrs-CA 1 Hrs-EoSE	10 Marks-CA 40 Marks-EoSE	4 Marks-CA 16 Marks-EoSE

The question paper for **Intellectual Property Rights (IPR)** will be so set that it has 40 multiple-choice questions (Bilingual) of one mark each. The duration of the question paper will be **2** hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.

Non-Collegiate Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (EoSE)	Minimum Marks (EoSE)
Theory	SEC-13T- 305- Intellectual Property Rights (IPR)	1 Hrs	50 Marks	20 Marks

The question paper for **Intellectual Property Rights (IPR)** will be so set that it has **40** multiple choice questions (Bilingual) of **1.25** mark each. The duration of the question



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paper will be **2** hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.



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Detailed Syllabus

SEC-13T-305- Intellectual Property Rights (IPR)

Unit I

Foundations of Intellectual Property Rights (IPR):

- Meaning of Rights, Property in IPR, Meaning of Intellectual in IPR, Characteristics of IP, Defining IPR, Rights Granted by IP, Need for IPRs, Economics of IP
- Legal basis and rationale behind the development of IP system, Legal Principles of International Intellectual Property Regime: Introduction to TRIPS

(8 Hours Lecture)

Unit II

Introduction to types of Intellectual Property:

- Meaning, Criteria of Protection, Subject Matter and Term of: Copyright & Related Rights, Patent, Trade Mark, Industrial Design, Geographical Indication
- Other forms of IP: Semiconductor Integrated Circuits Layout Design, Protection of Plant Varieties & Farmers' right, Trade Secrets, traditional knowledge, Traditional Cultural Expressions

(8 Hours Lecture)

Unit III

Enforcement of IP Rights

- Protecting your rights
- Controller General of Patents, Designs & Trade Marks (CGPDTM)
- IP Infringement
- Nature of Remedies in IP Law
- Illustrations and Case Studies

(7 Hours Lecture)

Unit IV

IP Landscape in India

- National Intellectual Property Rights (IPR) Policy, 2016
- Government Schemes in IPR
- Start-ups and IP
 - Universities and IP
 - Career Opportunities in IP


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(8 Hours Lecture)

Suggested Books and References –

- V. K Ahuja, Law relating to Intellectual Property Rights. India, Lexis Nexis, 2017
- Manju Pathak, An Introduction to Intellectual Property Rights, New India Pub Agency NIPA, 2023

Suggested E-Resources:

- WIPO: <https://www.wipo.int/about-ip/en>
- WIPO Intellectual Property Basics: A Q&A for Students: https://ind.wipo.int/record/29090/files/wipo_pub_1056.pdf
- SWAYAM: https://onlinecourses.swayam2.ac.in/cec24_1w09/preview
- NPTEL: <https://archive.nptel.ac.in/courses/109/106/109106137/>
- CGPDTM: <http://www.ipindia.nic.in/>
- National IPR Policy 2016: https://ipindia.gov.in/writereaddata/Portal/Images/pdf/National_IPR_Policy_English.pdf

Course Learning Outcomes:

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

- Define Intellectual Property Rights and explain their significance in the modern world.
- Identify and differentiate between various types of intellectual property such as patents, trademarks, copyrights, and trade secrets.
- Understand the legal frameworks and the methods employed to obtain protection.
- Analyse case studies and real-world examples to understand the practical implications of intellectual property protection.
- Explore and assess potential career paths in the field of IPR, including opportunities in law, business, academia, and research.
- Demonstrate an understanding of government policies and initiatives aimed at promoting innovation and protecting intellectual property rights.
- Engage in informed discussions and debates on the role of intellectual property rights in fostering innovation and creativity in society.



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SEC-13T-307 – Digital Marketing

Semester	Code of the Course	Title of the Course/Paper		NHEQF Level	Credits
III	SEC-13T-307	Digital Marketing		6	2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical		
Introductory	Skill Enhancement	2	-	Yes	30 Hours Lecture
Prerequisites	The prerequisites for the course include basic internet knowledge and an analytical mindset.				
Objectives of the Course:	<p>Objectives of the Course –</p> <ol style="list-style-type: none"> 1. Learn how to create a comprehensive digital marketing strategy aligned with business objectives. 2. Understand the importance of target audience identification and segmentation. 3. Gain proficiency in using analytics tools to track and measure digital marketing performance. 4. Explore social media platforms and develop strategies for effective social media marketing. 5. Learn the fundamentals of email marketing, including list building, segmentation, and automation. 6. Stay updated on the latest trends and technologies shaping the digital marketing landscape. 				

Examination Scheme-

Regular Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Theory	SEC-13T- 307- Digital Marketing	1 Hrs-CA 1 Hrs-EoSE	10 Marks-CA 40 Marks-EoSE	4 Marks-CA 16 Marks-EoSE

The question paper for **Digital Marketing** will be so set that it has 40 multiple-choice questions (Bilingual) of one mark each. The duration of the question paper will be **2** hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.

Non-Collegiate Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (EoSE)	Minimum Marks (EoSE)
Theory	SEC-13T- 307– Digital Marketing	1 Hrs	50 Marks	20 Marks

The question paper for **Digital Marketing** will be so set that it has ~~40~~ multiple-choice questions (Bilingual) of ~~1~~**1.25** mark each. The duration


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of the question paper will be **2** hour. The examinees will have to give their answers on an OMR sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology.



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Detailed Syllabus

SEC-13T- 307- Digital Marketing

Unit - I

Digital Marketing Fundamentals: Define digital marketing, Importance, CRM platform, CRM models, Content Marketing, Understanding Traffic, Understanding Leads, Developing digital marketing strategy in Integration form

(6 Hours Lecture)

Unit -II:

Website Planning and SEO: Understanding Domain and Webhosting, www, Domains, Buying a Domain, One Page Website, Basic Concepts of Search Engine Optimization (SEO), Keyword Planner Tools, OnPage SEO Techniques- Content Optimization, Off-Page SEO Techniques, Google Analytics, Search Engine working, Keywords, titles, meta tags

(9 Hours Lecture)

Unit -III

Email Marketing and Google Adwords: Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy, Email Strategy, Triggers in Email, Email Software and Tools, Planning Email Campaign, Email Templates Basics of Google Ad, Types, Pricing Models, PPC, Ad Page Rank, Billing and Payments

(8Hours Lecture)

Unit-IV

Social Media Optimization (SMO) and Social Media Marketing (SMM): Monitoring Traffic Behavior and preparing Reports, SMM Introduction and Significance, Facebook Marketing, setting up Facebook Advertising Account, Designing Facebook Advertising Campaigns, Introduction to LinkedIn Marketing

(7 Hours Lecture)


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Suggested Books and References –

1. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley; 1st edition (2016)
2. Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry, For Dummies.
3. Seema Gupta, "Digital Marketing" Mc-Graw Hill, 1st Edition, 2017
4. Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson, 1st Edition, 2017
5. Vandana Ahuja, "Digital Marketing", Oxford University Press Philip Kotler, "Marketing 4.0: – Moving from Traditional to Digital", Wiley
6. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

Course Learning Outcomes:

By the end of the course, students should be able to:

1. Learn how to create a comprehensive digital marketing strategy aligned with business objectives.
2. Understand the importance of target audience identification and segmentation.
3. Gain proficiency in using analytics tools to track and measure digital marketing performance.
4. Explore social media platforms and develop strategies for effective social media marketing.
5. Learn the fundamentals of email marketing, including list building, segmentation, and automation.
6. Stay updated on the latest trends and technologies shaping the digital marketing landscape.


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SEC-13P-310 – Frontend Web Designing

Semester	Code of the Course	Title of the Course/Paper		NHEQF Level	Credits
III	SEC-13P-310	Frontend Web Designing			2
Level of Course	Type of the Course	Credit Distribution		Offered to NC Student	Delivery Type of the Course
		Theory	Practical I		
Introductory	Skill Enhancement	-	2	No	60 Hours Practical
Prerequisites	The prerequisites for the course include a basic computer and a creative mindset.				
Objectives of the Course:	Objectives of the Course – This course is designed for beginners who are interested in learning the fundamentals of web design. The course is divided into four comprehensive units, each focusing on a key aspect of web design. By the end of the course, students will have the skills to create a basic, functional, and visually appealing website.				

Examination Scheme-


Regular Students –

Type	Paper code and Nomenclature	Duration of Examination	Maximum Marks (CA + EoSE)	Minimum Marks (CA + EoSE)
Practical	SEC-13P-310-Frontend Web Designing	1 Hrs-CA	10 Marks-CA	4 Marks-CA
		1 Hrs-EoSE	40 Marks-EoSE	16 Marks-EoSE

The Practical examination Scheme for **Frontend Web Designing** should be as follows –

- Two Practical Exercises of 15 Marks each
- Viva-Voce – 5 Marks
- Record – 5 Marks

The duration of the Practical Examination will be 1 Hour


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Detailed Syllabus

SEC-13P-310 – Frontend Web Designing

Unit - I

Introduction to Web Design: UX/UI principles, Basic Web Design Concepts, Layouts, color theory, typography, visual hierarchy, HTML Basics: Tags, elements, webpage structure, CSS Basics: Selectors, properties, HTML Lists, Creating Links, Creating a Data Table

(20 Hours Practical)

Unit-II

Introduction to Cascading Style Sheets, Color in CSS, Typography in CSS, The Box Model in CSS, The Role of ID and Class in CSS, Page Layout Techniques, Responsive Design and Layouts, Responsive layouts, CSS Grid, Media Queries, Making websites responsive, Bootstrap Framework

(20 Hours Practical)

Unit-III

Introduction to JavaScript, role in web design, Working with the Document Object Model, Basic JavaScript Functions: Dropdown menus, sliders, modals, jQuery Basics, Forms and Validation

(20 Hours Practical)

Unit-IV

Website Optimization, Image optimization, performance tuning, SEO Basic, Web Accessibility, Basic Features of Web Authoring Software, Publishing on the Web, Client Website-Planning, Constructing and Quality Control

(20 Hours Practical)

Suggested Books and References –

1. Powell, Thomas A., JavaScript: The Complete Reference
2. Lemay, Laura, rafe colburn, jennifer kyrnin, Mastering HTML, CSS & JavaScript Web, BPB Publication, 2016
3. Vishvajeet. Sisodia, Basic of Web Design, HTML, CSS3, Centrum Press, 2014.

Course Learning Outcomes:

By the end of this course, students will be able to design and develop functional, responsive, and visually appealing websites using fundamental web technologies. They will gain a solid understanding of UX/UI principles, basic HTML, and CSS to create structured and styled web pages. Students will also learn advanced CSS techniques, including responsive design with CSS Grid and Bootstrap, ensuring their websites adapt seamlessly across devices. With hands-on experience in JavaScript and jQuery, they will be able to implement interactive features like dropdown menus, sliders, and form validations. Additionally, students will acquire skills in website optimization, SEO, and web accessibility, enabling them to publish and

Dr. Farbat Singh
Asstt. Registrar
Acad.I

manage high-performance, accessible websites with an understanding of client needs and quality control processes.



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