SKILL COURSES

Theory Credits: 2   2 hrs/week

By undergoing the Digital Literacy course, one should acquire basic knowledge on Computer and he/she is able to

CO1: Perform operations on the computer

CO2: Access the Internet and finding information of interest

CO3: Register for an E-mail account and operating it

CO4: Make bill payments and use other applications of Internet

CO5: Create, edit and format documents using a word processor

Course Duration: 30 Hours

Unit-1: Operate the elements of a computer and performing operations on the computer

Operate the elements of a computer including power cord, power switch, network connecting cable, USB ports, Mouse operations, Keyboard operations, interface icons, GUI elements, Editing options, perform operations including switching on the computer, logging in, locating a file, opening a file, printing a document, storing a file with proper extension, creating a folder/ sub folder in a volume on hard disk and desktop, shifting files from one folder to another, shutting off the computer

Unit-2: Access the Internet to browse information and E-mail operation

Access the Internet, use a search engine, find information on the topic of interest, register for a web-based E-mail account, access E-mail with attachments, reply to an E-mail, forward an E-mail and delete an E-mail message

Unit-3: Make bill payments, other applications using Internet and word processing

Make utility bill payments, booking bus/train tickets, bank transactions, personal transactions, job search through employment portals, mobile/DTH recharge, word processing basics, creating, editing and formatting of text, saving and printing of word document

Prescribed readings:

1. Appreciation of Digital Literacy Handbook published by Department of Electronics & Information Technology, Ministry of Communications & Information Technology, Government of India

Theory Credits: 2   2 hrs/week

Objectives:

This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes: After completion of the course, student will be able to;

1. Understand the literature of social networks and their properties.

2. Explain which network is suitable for whom.

3. Develop skills to use various social networking sites like twitter, flickr, etc.

4. Learn few GOI digital initiatives in higher education.

5. Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.

6. Get acquainted with internet threats and security mechanisms.

SYLLABUS:

UNIT-I: (08 hrs)

Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II: (08 hrs)

E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, MessageComposition, Mail Management.

G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III: (10 hrs)

Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e- acharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)

2. Student seminars (on topics of the syllabus and related aspects (individual activity))

1. Quiz andGroup Discussion

3. Slip Test

4. Try to solve MCQ's available online.

5. Suggested student hands on activities :

a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.

b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.

c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – byRaymond Greenlaw and Ellen Hepp, Publishers : TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.

Credits: 2   2 hrs/week

Learning Outcomes:
Upon successful completion of the course, the students will be able to
• Develop an understanding of cybercrimes and various legal perspectives involved.

• Develop a security model to handle mobile, wireless devices and related security issues of an organization.

• Use the cybercrime tools and methods in solving real world problems

UNIT - I: 8hrs
Introduction to Cybercrime: Introduction, Cybercrime: Definition and origins of the word, Cybercrime and Information Security, who are cyber criminals? classifications of cybercrimes, cybercrime: the legal perspectives, an Indian perspective, cybercrime and the Indian IT Act 2000, a Global perspective on Cybercrimes.

UNIT-II: 12hrs
Cybercrime-Mobile and Wireless Devices: Introduction, Proliferation of Mobile and Wireless Devices, Trends in Mobility, Credit Card Frauds in Mobile and Wireless Computing Era, Authentication Service Security, Attacks on Mobile/Cell Phones.
Mobile Devices: Security Implications for Organizations, Organizational Measures for Handling Mobile Devices-Related Security Issues, Organizational Security Policies and Measures in Mobile Computing Era, Laptops.

UNIT-III: 10hrs
Tools and Methods Used in Cybercrime: Password Cracking, key loggers and Spywares, virus and worms, Trojan Horses and Backdoors, Steganography, attacks on wireless networks, Phishing and Identity Theft: Introduction, Phishing, Identity Theft (ID Theft).

Text Books:
1. Mark Rhodes, Ousley, Information Security, 1st Edition ,MGH, 2013.

2. Nina Godbole and SunitBelpure ⁻ Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives , 1st Edition Publication Wiley, 2011.

Activities Planned:
1. Identify a user of internet, label him as a cybercriminal or not.

2. Checklist for reporting cybercrime at Cybercrime Police Station.

3. Checklist for reporting cybercrime online.

4. Reporting phishing emails.

5. Demonstration of email phishing attack and preventive measures.

6. Checklist for secure net banking.

DIGITAL MARKETING

Credits: 2   2 hrs/week

Course Objective:
With the popularity of digital marketing rising steadily, the interest of individuals is also being awakened in this field. The course is aimed at creating awareness and knowledge application of various Digital Marketing tools to individuals from multidisciplinary background.

Learning Outcomes:
The learner is able to:
1. Know the emerging trends in digital marketing and applicable knowledge of various digital marketing tools.
2. Build a functional website with the help of WordPress and exposure to Search Engine Optimization tools;
3. Understand the different types of Social Media Marketing Techniques;

Unit I: Introduction to Digital Marketing: (8 Hrs)
Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing; Digital Marketing Platforms: Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing; Migrating from Traditional Channels to Digital Channels; Digital Marketing Trends.

Unit II: Website Design and Development: (12 Hrs)
Basics of website design and development, Elements of a good website, Responsive web design and its importance; Understanding the functionality of WordPress: Add content, Install and Activate plugins, Functionality of different plugins; Understanding user experience and user interface design. Search Engine Optimization (SEO): Importance of SEO, understanding Web Search – keywords, HTML tags, Inbound Links, Display Ads - choosing a Display Ad Format, Landing Page and its importance.

Unit III: Social Media Marketing: (10 Hrs)
Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter / X, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

Curricular Activities:
1. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
2. Blog Creation: This involves setting up a website on WordPress and creating a blog populated with pages, posts, and plugins.
3. SEO : This involves performing SEO on your blog or conducting an SEO audit of a website
4. Social Media Marketing: Here, you will run a 5-day campaign on Facebook Ads manager to drive traffic to either your blog/ a website or create engagement for your Facebook page. You will learn how to run the campaign from end to end from setup to optimization.
5. Google Analytics 4: Learners will analyze their blog using Google Analytics 4. They will generate, read and present insights from Google Analytics reports.

Reference Books
1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing – A customer led approach Oxford University Press 2007.
6. Chuck Hemann& Ken Burbary, Digital Marketing Analytics, Pearson, 2019

E- Learning Reference:
1.. https://swayam.gov.in/nc_details/NPTEL