RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE	FORMAT-3	Sheet No. 1/5
Branch	Information Technology	Semester	V

Course Code		Course Name	E-Governance and Digital Marketing		
Course Outcome - 1	Utilize available resources to present entrepreneurship project report			Teach Hrs	Marks
Learning Outcome 1	Explain basics for entrepreneurship development			6	10
Contents	Entrepreneur: Concept, Characteristics, Functions of Entrepreneur / Start up, Obstacle in entrepreneurship Form of Business Organization: Sole proprietorship, Partnership, Cooperation Scheme of assistance by available entrepreneurial support agencies, Commercial banks and financial institutions for Small Scale Industries(SSI)/Start-up at National, State and Other level (NIESBUD,NSIC, SIDO, EGB, MSME, NABARD, AIC, MPCON, SIDBI, DIC, TBI)				
Method of Assessment	Internal: Mid semester theory examination (Pen paper test).				
Learning Outcome 2	Illustrate SSI Project Planning, Selection, Formulation and Appraisal			6	10
Contents	SSI Project Planning: Definition, Types of planning, Importance of planning, Steps in planning Selection: Search of Idea/Opportunity, Selection/Short listing of opportunity & Viability assessment Formulation: Stages of formulation Project Report: Scope of project report, content & format Appraisal: Need of Project Appraisal & Steps of Project Appraisal				
Method of Assessment	External: End semester theory examination (Pen paper test).				
Learning Outcome 3	Construct to present project report for a given/available SSI/start-up			6	10

Contents	Steps and Exercises on preparation and presentation of project report:
	    Preliminary project report including technical, economic and market feasibility
	    Detect common errors in project report preparations / presentation.				

Method of Assessment	Internal: Lab Observation/Assignment			
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE		FORMAT-3	Sheet No. 2/5
Branch	Information Technology		Semester	V
Course Code		Course Name	E-Governance and Digital Marketing	
Course Outcome - 2	Utilize activities related to E Commerce & E Governance		Teach Hrs	Marks
Learning Outcome 1	Explain business model and payment method of E-Commerce		6	10
Contents	Electronics Commerce: Introduction, advantages and disadvantages. E-Commerce Business model: B2B, B2C, C2C, Four C's rule E-Commerce Payment: Payment Gateway, Modes of Electronic Payment, Threats & protections for e-commerce payment system E-Marketplace			
Method of Assessment	External: End semester theory examination (Pen paper test).			
Learning Outcome 2	Explain Electronic Governance and Mobile Governance basics (Cognitive domain)		6	10
Contents	E-Governance: Introduction, Models, lifecycle, PPP (Public Private Partnership), Visit e-governance sites (Eg. MPESeva, MPOnline) as part of Tutorials E-Security and Cyber laws M-Governance: Concept			
Method of Assessment	Internal: Mid semester theory examination (Pen paper test).			
Learning Outcome 3	Make use of E Commerce payment method and E governance portal (Psychomotor domain)		6	10
Contents	Use Payment gateway method (Credit card, Debit card, Net banking, UPI and E-wallet) on website/mobile app Student will make sure to trained/help at least 5 student of institute performing E-governance portal(e-scholarship, e-granthalaya, MPOnline, mpedistrict) activities and submit/present report for evaluation			

Method of Assessment	External: Laboratory observation and viva voce.		
RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE	FORMAT-3	Sheet No. 3/5
Branch	Information Technology	Semester	V
Course Code		Course Name	E-Governance and Digital Marketing

Course Outcome - 3	Apply techniques on available tools for digital marketing	Teach Hrs	Marks
Learning Outcome 1	Explain fundamental of Digital Marketing	6	10
Contents	Digital marketing : Concept, Process, Application, Advantages, Limitation, Examples Digital marketing Verses Traditional marketing Digital marketer: Definition, Role Visibility: Concept, Types and Example Visitors Engagement: Concept , Landing page and Conversion Page(Thank you page) Converting Traffic into Leads Inbound Marketing and Outbound Marketing		
Method of Assessment	External: End semester theory examination (Pen paper test).		
Learning Outcome 2	Explain types of Digital Marketing	6	10

Contents	Search Engine Marketing
	    o Search Engine Optimization(SEO)
	    o PPC(Pay Per Click)
	Social Media Marketing
	Display Advertising: Contextual Targeting Vs Behavioural Targeting
	Content Marketing & Blogging
	Email Marketing- Email Ethics, Webmail, Bulk Email
	Mobile marketing – Eg. Bulk SMS
	Affiliate marketing
	Video Marketing		

Method of Assessment	External: End Semester theory examination (Pen paper test).		
Learning Outcome 3	Make use of available tools and techniques for digital marketing	6	10

Contents	Develop a Thank you page , Landing Page Develop a campaign for Search Engine Marketing by using of available tool (like Google AdWords) Construct blog by using available tool (like blogger) Construct an ethical e-mail to attract customer about your enterprise brand product
Method of Assessment	External: Laboratory observation and viva voce.

RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE	FORMAT-3	Sheet No. 4/5

Branch	Information Technology		Semester	V

Course Code		Course Name	E-Governance and Digital Marketing

Course Outcome - 4	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web	Teach Hrs	Marks
Learning Outcome 1	Explain SEO basic	6	10

Contents	Search Engine: Concept, Importance, Working Search Engine Algorithms: concept, characteristics SEO: Need, Importance SEO Terminologies : SERP, On Page & Off Page, Related Search, Search Trends SEO Working : Crawling, Indexing and Ranking Backlinks: Concept, Importance, Dofollow & Nofollow How to Get Backlinks?
Method of Assessment	External: End semester theory examination (Pen paper test).

Learning Outcome 2	Utilize SEO guidelines for website search improvement	6	10

Contents	Understanding domain names & domain extensions Website Structure Iframes / frames effects on SEO URL Rewriting Techniques (301, 302) Measuring and Tracking - UTM(Urchin tracking module) Keyword: Keyword Research, Types, Research Methodology, Competition Analysis Off Page SEO : Page Rank, RSS(Rich Site Summary) Feeds Case Study on available SEO Tool (Example Google Search Console)

Method of Assessment	External: End semester theory examination (Pen paper test).		
Learning Outcome 3	Make use of available tools and technique of SEO in Web project	6	10
Contents	Develop OnPage SEO with Title Tag, Meta Tags, Canonical Tag, Header, footer, Anchor Links, image tag, Navigation Menu , Filename, 404 Implementation Develop an HTML and XML sitemap Develop Robots file Develop .htaccess file Identify different "keywords" for Web Project optimization		
Method of Assessment	Internal: Lab Observation/Assignment		

RGPV (DIPLOMA WING) BHOPAL	OBE CURRICULUM FOR THE COURSE	FORMAT-3	Sheet No. 5/5

Branch	Information Technology		Semester	V

Course Code		Course Name	E-Governance and Digital Marketing	

Course Outcome - 5	Perform Social Media Marketing Activities	Teach Hrs	Marks
Learning Outcome 1	Explain social media marketing and terminologies	6	10
Contents	Social Media: Concept, Paradigms & Psychology Social Media Marketing: Concept, Laws, Advantages, Disadvantage, Strategy, Community building Platform (Eg. Facebook, Linkedin, Instagram, Twitter) Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM) Social Media Terminology: hashtag, trends, pin, tweet, emoji, traffic		
Method of Assessment	External: End semester theory examination (Pen paper test).		
Learning Outcome 2	Demonstrate digital analytical tool to monitor measure and optimize digital marketing activities on web.	6	10
Contents	Web Analytics: Concept, Characteristics Traditional V/S Contemporary Web Analytics Case study on available Digital analytical tool (Eg. Google Analytics)		

Method of Assessment	Internal: Mid semester theory examination (Pen paper test).		
Learning Outcome 3	Develop own sample business page and post advertisement on social media	6	10
Contents	Sample business page on available social media platform (Eg. Facebook) Sample Ad Campaign on available social media plateform(Eg. Facebook, Linkedin, Instagram) with events & offer of the day likewise concepts		
Method of Assessment	External: Laboratory observation and viva voce.		

REFERENCE BOOKS:

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

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. **4**
		1	*0*	*4*			*1*	*1*	

COURSE NAME	**E-GOVERNANCE AND DIGITAL MARKETING**
CO Description	**Utilize available resources to present entrepreneurship project report**
LO Description	**Explain basics for entrepreneurship development**

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Entrepreneur: Concept, Characteristics, Functions of Entrepreneur / Start up, Obstacle in entrepreneurship Form of Business Organization: Sole proprietorship, Partnership, Cooperation Scheme of assistance by available entrepreneurial support agencies, Commercial banks and financial institutions for Small Scale Industries(SSI)/Start-up at National, State and Other level (NIESBUD,NSIC, SIDO, EGB, MSME, NABARD, AIC, MPCON, SIDBI, DIC, TBI)	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Paper pen test	Student will be asked basics of entrepreneur and go through government agencies required to set up various small scale industry / startup	10	Test paper + Rating scale	Internal

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

Internal: Progressive examination (Pen paper test).

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*1*	*2*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Utilize available resources to present entrepreneurship project report
LO Description	Illustrate SSI Project Planning, Selection, Formulation and Appraisal

<div align="center">SCHEME OF STUDY</div>

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	SSI Project Planning: Definition, Types of planning, Importance of planning, Steps in planning Selection: Search of Idea/Opportunity, Selection/Short listing of opportunity & Viability assessment Formulation: Stages of formulation Project Report: Scope of project report, content & format Appraisal: Need of Project Appraisal & Steps of Project Appraisal	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

<div align="center">SCHEME OF ASSESSMENT</div>

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

<div align="center">ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)</div>

<div align="center">NIL</div>

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. **4**
		1	*0*	*4*			*1*	*3*	

COURSE NAME	**E-GOVERNANCE AND DIGITAL MARKETING**
CO Description	**Utilize available resources to present entrepreneurship project report**
LO Description	**Construct to present project report for a given/available SSI/start-up**

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Steps and Exercises on preparation and presentation of project report: Preliminary project report including technical, economic and market feasibility, Detect common errors in project report preparations /presentation.	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Lab Observation/Assignment	Student will be asked to prepare and present project report after visit of SSI/Startup in nearby area	10	Observation schedule/check-list /rating scales /rubrics	Internal

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

Teachers instruct/encourage student to visit local small scale enterprise/incubation centre to come up with an idea for developing startup with project report

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*2*	*1*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Utilize activities related to E Commerce & E Governance
LO Description	Explain business model and payment method of E-Commerce

<div align="center">SCHEME OF STUDY</div>

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Electronics Commerce: Introduction, advantages and disadvantages. E-Commerce Business model: B2B, B2C, C2C, Four C's rule E-Commerce Payment: Payment Gateway, Modes of Electronic Payment, Threats & protections for e-commerce payment system E-Marketplace	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

<div align="center">SCHEME OF ASSESSMENT</div>

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

<div align="center">ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)</div>

<div align="center">NIL</div>

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

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Utilize activities related to E Commerce & E Governance
LO Description	Explain Electronic Governance and Mobile Governance basics

<div align="center">SCHEME OF STUDY</div>

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	E-Governance: Introduction, Models, lifecycle, PPP (Public Private Partnership), Visit e-governance sites (Eg. MPESeva, MPOnline) as part of Tutorials E-Security and Cyber laws M-Governance: Concept	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

<div align="center">SCHEME OF ASSESSMENT</div>

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Paper pen test	Student will be asked basics of e-gov and m-gov	10	Test paper + Rating scale	Internal

<div align="center">ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)</div>

<div align="center">Internal: Progressive examination (Pen paper test).</div>

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*2*	*3*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Utilize activities related to E Commerce & E Governance
LO Description	Make use of E Commerce payment method and E governance portal

SCHEME OF STUDY

S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Use Payment gateway method (Credit card, Debit card, Net banking, UPI and E-wallet) on website/mobile app Student will make sure to trained/help at least 5 student of institute performing E-governance portal(e-scholarship, e-granthalaya, MPOnline, mpedistrict) activities and submit/present report for evaluation	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Laboratory test by observation	Student will be asked to submit report of self using and helping other student of institute whom they helped in using E governance portal	10	Observation schedule/check-list /rating scales /rubrics	External

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

Teacher will ensure every student guide/help at least 5 students of other branch of institute in using E governance portal(MPOnline, Scholarship or other)

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*3*	*1*	

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

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Digital marketing : Concept, Process, Application, Advantages, Limitation, Examples Digital marketing Verses Traditional marketing Digital marketer: Definition, Role Visibility: Concept, Types and Example Visitors Engagement: Concept , Landing page and Conversion Page(Thank you page) Converting Traffic into Leads Inbound Marketing and Outbound Marketing	Interactive classroom teaching, demonstration , quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

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

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

NIL

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*3*	*2*	

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

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks

1	Search Engine Marketing
	  o Search Engine Optimization(SEO)
	  o PPC(Pay Per Click)
	Social Media Marketing
	Display Advertising: Contextual Targeting Vs Behavioral Targeting
	Content Marketing & Blogging
	Email Marketing- Email Ethics, Webmail, Bulk Email
	Mobile marketing – Eg. Bulk SMS
	Affiliate marketing
	Video Marketing
		Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

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

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

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

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Apply techniques on available tools for digital marketing
LO Description	Make use of available tools and techniques for digital marketing

<div align="center">SCHEME OF STUDY</div>

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Develop a Thank you page , Landing Page Develop a campaign for Search Engine Marketing by using of available tool (like Google AdWords) Construct blog by using available tool (like blogger) Construct an ethical e-mail to attract customer about your enterprise brand product	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.	

<div align="center">SCHEME OF ASSESSMENT</div>

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Laboratory test by observation	Student will be asked to develop web pages, email or campaign by using available tool.	10	Observation schedule/check-list /rating scales /rubrics	External

<div align="center">ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)</div>

<div align="center">NIL</div>

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code	CO Code	LO Code	Format No. 4
		I	*0*	*4*		*4*	*1*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web
LO Description	Explain SEO basics

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Search Engine: Concept, Importance, Working Search Engine Algorithms: concept, characteristics SEO: Need, Importance SEO Terminologies : SERP, On Page & Off Page, Related Search, Search Trends SEO Working : Crawling, Indexing and Ranking Backlinks: Concept, Importance, Dofollow & Nofollow How to Get Backlinks?	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

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

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

NIL

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

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Apply SEO(Search Engine Optimization) tools and techniques to improve search on web
LO Description	Utilize SEO guidelines for website search improvement

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Understanding domain names & domain extensions Website Structure Iframes / frames effects on SEO URL Rewriting Techniques (301, 302) Measuring and Tracking - UTM(Urchin tracking module) Keyword: Keyword Research, Types, Research Methodology, Competition Analysis Off Page SEO : Page Rank, RSS(Rich Site Summary) Feeds Case Study on available SEO Tool (Example Google Search Console)	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

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

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

NIL

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

COURSE NAME	**E-GOVERNANCE AND DIGITAL MARKETING**
CO Description	**Apply SEO(Search Engine Optimization) tools and techniques to improve search on web**
LO Description	**Make use of available tools and technique of SEO in Web project**

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Develop OnPage SEO with Title Tag, Meta Tags, Canonical Tag, Header, footer, Anchor Links, image tag, Navigation Menu , Filename, 404 Implementation Develop an HTML and XML sitemap Develop Robots file Develop .htaccess file Identify different "keywords" for Web Project optimization	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Lab Observation/Assignment	Student develop the web page/project following SEO guidelines	10	Observation schedule/check-list /rating scales /rubrics	Internal

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

NIL

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		1	*0*	*4*			*5*	*1*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Perform Social Media Marketing Activities
LO Description	Explain social media marketing and terminologies

SCHEME OF STUDY

S. No.	Learning Content	Teaching – Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Social Media: Concept, Paradigms & Psychology Social Media Marketing: Concept, Laws, Advantages, Disadvantage, Strategy, Community building Platform (Eg. Facebook, Linkedin, Instagram, Twitter) Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM) Social Media Terminology: hashtag, trends, pin, tweet, emoji, traffic	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

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

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

NIL

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. 4
		I	*0*	*4*			*5*	*2*	

COURSE NAME	E-GOVERNANCE AND DIGITAL MARKETING
CO Description	Perform Social Media Marketing activities
LO Description	Demonstrate digital analytical tool to monitor measure and optimize digital marketing activities on web

SCHEME OF STUDY

S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Web Analytics: Concept, Characteristics Traditional V/S Contemporary Web Analytics Case study on available Digital analytical tool (Eg. Google Analytics)	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will explain the contents and provide handouts to students. Teacher will conduct assignments/ quiz/tutorial to make students practice their knowledge.	6	NIL	Handouts, chalk board, PPT, text book, charts, video film.	

SCHEME OF ASSESSMENT

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Paper pen test	Student will be asked about Web/Digital analytical tools	10	Test paper + Rating scale	Internal

ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)

Internal: Progressive examination (Pen paper test).

RGPV (Diploma Wing) Bhopal	SCHEME FOR LEARNING OUTCOME	Branch Code			Course Code		CO Code	LO Code	Format No. **4**
		I	*0*	*4*			*5*	*3*	

COURSE NAME	**E-GOVERNANCE AND DIGITAL MARKETING**
CO Description	**Perform Social Media Marketing activities**
LO Description	**Develop own sample business page and post advertisement on social media**

<div align="center">SCHEME OF STUDY</div>

S. No.	Learning Content	Teaching –Learning Method	Description of T-L Process	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Sample business page on available social media platform (Eg. Facebook) Sample Ad Campaign on available social media platform(Eg. Facebook, Linkedin, Instagram) with events & offer of the day likewise concepts	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate major components inside the lab to students, students will practice, provide quiz, assignment etc., teacher will conduct remedial and tutorials.	NIL	6	Handouts, chalk board, PPT, text book, charts, video film.	

<div align="center">SCHEME OF ASSESSMENT</div>

S. No.	Method of Assessment	Description of Assessment	Maximum Marks	Resources Required	External / Internal
1	Laboratory test by observation	Student will be asked to develop business pages and campaign on social media platform	10	Observation schedule/check-list /rating scales /rubrics	External

<div align="center">ADDITIONAL INSTRUCTIONS FOR THE HOD/ FACULTY (IF ANY)</div>

<div align="center">NIL</div>