



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



1st Semester Syllabus for BCA Admission Batch 2024

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Syllabus Structure:

BCA 1st Year Course Structure: 2024 – Odd Semester

BCA 2024 Course structure										
SEMESTER 1										
SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS	
THEORY										
1	Computer Science & Application	BCACC101	Introduction to C Programming	3	1	0	0	4	4	
2	Computer Science & Application	BCACC102	Digital Electronics	3	1	0	0	4	4	
3	Multidisciplinary	BCAMD101	Digital Marketing	3	1	0	0	4	4	
4	Ability Enhancement	BCAAE101	Discrete Structure	3	1	0	0	4	4	
5	Value Added Course	BCAESP101	General Studies & Current Affairs-I	2	0	0	0	2	2	
PRACTICAL										
6	Computer Science & Application	BCACC191	Programming Lab with C	0	0	4	0	4	3	
7	Multidisciplinary	BCAMD192	Digital Electronics Lab	0	0	4	0	4	3	
SESSIONAL										
8	Skill Enhancement	BCASDP181	Competitive Aptitude Training –I	0	0	0	4	2	2	
9	Skill Enhancement	BCASE101	Soft Skills	0	0	0	4	2	2	
MOOCS/MAR/IFC										
10	Value Added Course	MOOCs	Massive Open Online Course	0	0	0	0	0	0	
11	Value Added Course	IFC	Industry and foreign certification	0	0	0	0	0	0	
12	Value Added Course	MAR	Mandatory Additional Requirements(MAR)	0	0	0	0	0	0	
								30	28	



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Syllabus for BCA Admission Batch 2024

Subject Name: **Introduction to C Programming**

Credit: 4

Lecture Hours: 40

Subject Code: **BCACC101**

Pre-requisite: Fundamental computer knowledge

Relevant Links:

[Study Material](#)

[Coursera](#)

[LinkedIn Learning](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To introduce students to a powerful programming language.
2. To understand the basic structure of a program.
3. To gain knowledge of various programming errors.
4. To enable the students to make flowchart and design an algorithm for a given problem.
5. To enable the students to develop logics and programs.

COURSE OUTCOMES:

CO1 Students will be able to learn how to build by the algorithms for problems and basic understanding of programming language.

CO2 Students will be able to learn how to create pictorial representations of the program and to develop an in-depth understanding of logical concepts of C Programming.

CO3 Students will be able to learn how to implement different operations on functions, pointers, structures, unions and choose best way to solve problem.

CO4 Students will be able to enhance their programming skills through implementing files concept and pre-processor.

Module No	Topic	Chapter Name	Sub Topic	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction	Programming in ANSI, E. Balagurusamy - Chapter 1	History of C, Importance of C, Sample Program, Basic Structure of C Program, Programming Style, Executing C program	International Academia: Practical Programming in C Industry Mapping: CLion, Eclipse(IDE), Visual Studio, CLion, Clang	8	1. The C programs demonstrating core programming concepts. like displaying words and echoing an entered integer. 2. C programming covering the fundamentals of input/output, arithmetic operations, constants, and conditional statements..
	Constants, variables, data types	Programming in ANSI, E. Balagurusamy - Chapter 2	Introduction, Character Set, C Tokens, Keywords and identifiers, Constants, Variables, Data types, Declaration of variables, Declaration of storage class, Assigning values to variables			
	Operators and Expressions	Programming in ANSI, E. Balagurusamy - Chapter 3	Introduction, Arithmetic operators, Relational operators Logical operators Assignment operators Increment and decrement operators Conditional operators, Bitwise operators, Special operators, Arithmetic expression, Evaluating expression precedence of arithmetic operators, Type conversions in expression Operator precedence and associativity			
	Managing Input and Output operations	Programming in ANSI, E. Balagurusamy - Chapter 4	Introduction, reading a Character, writing a Character Formatted Input, Formatted Output			
	Decision making and	Programming in ANSI, E. Balagurusamy - Chapter 5	Introduction, Decision making with IF statement, IF.ELSE statement, Nesting of IF.ELSE statement,	International Academia: Introduction to C	12	C programs demonstrating the fundamental mathematical and logical concepts such as

2	branching Loop Functions	urusamy-Chapter 5,6	ELSE..IF ladder, Switch statement, The ? : operator, GOTO statement Introduction, The WHILE statement, The DO statement, The FOR statement, Jumps in LOOPS	MIT OpenCourseWare		divisibility checks, triangle validity, leap years, iterative printing, number sequences, prime numbers, factorials, gcd and lcm, Armstrong numbers, and Fibonacci series. programming principles, including arithmetic operations, conditional statements, and looping constructs.
	Arrays	Programming in ANSI,E.Balagurusamy-Chapter 7	What are Arrays? One dimensional Array Declaration, One dimensional array Initialization, Two-dimensional array declaration, Two-dimensional array initialization.	IndustryMapping: <i>CLion, Eclipse(IDE), Visual Studio, CLion, Clang</i>		
	Character Arrays and Strings	Programming in ANSI,E.Balagurusamy-Chapter 8	Introduction, Declaring and initializing string variables, reading strings, writing strings, Arithmetic operations on characters, Putting strings together, Comparison on two strings, String handling function			
3	User-defined Functions	Programming in ANSI,E.Balagurusamy-Chapter 9	Introduction, need for user-defined function, A multi-function program, Elements of user-defined function, Definition of functions, return values and types, Function calls, Function declaration, Categories of function, Nesting of function, Recursion, Passing arrays to function, Passing strings to function, Scope, visibility and lifetime of variables		10	C programs focusing on core pointer concepts: calculating gross salary, swapping integers, reversing strings, counting vowels, sorting arrays, and calculating string lengths, providing a concise overview of pointer usage in diverse programming scenarios, highlighting the efficiency in data manipulation.
	Structures and Union	Programming in ANSI,E.Balagurusamy-Chapter 10	Introduction, defining structure, declaring structure variables, accessing structure members, Structure initialization, Copying and comparing structure variables, Operations on individual members Arrays of structures, Structure	International Academia: Lecture Notes Practical Programming in C MIT		

			within structure, Structure and function, Union	OpenCourseWare		
	Pointer	Programming in ANSI,E.Balagurusamy-Chapter 11	Understanding Pointers, accessing address of a variable, Declaring pointer variable, Initialization of pointer variable, accessing a variable through its pointer, Pointer expression, Pointer Increments and scale factor, Pointers and arrays, Pointer and character strings, Array of pointers, Pointers as function arguments, Functions returning pointers, Pointer to function, Pointer and structure	<i>IndustryMapping:</i> <i>CLion, Eclipse(IDE), Visual Studio, CLion, Clang</i>		
4	File Management in C	Programming in ANSI,E.Balagurusamy-Chapter 12	Introduction, Defining and opening a file Closing a file, Input/Output Operations on Files,Error handling during I/O operations, Command Line Arguments	<i>International Academia:</i> File handling MIT OpenCourseWare	10	C programs focusing on file operations. The creating of a new text file and writes data into it, while the second copies contents from one file to another., appends text to an existing file and deletes a file from the system. These tasks demonstrate essential file handling concepts in C.
	The Preprocessor	Programming in ANSI,E.Balagurusamy-Chapter 14	Macro substitution, File inclusion, Compiler Control Directives	<i>IndustryMapping:</i> <i>CLion, Eclipse(IDE), Visual Studio, CLion, Clang</i>		

TEXT BOOK:

1. Programming In Ansi C (8th Edition) , E.Balagurusamy.

REFERENCE BOOKS:

1. Let us C by Yashavant Kanetkar [Book Material](#)
2. Programming-in-ANSI-C by Ray Dawson [Book Material](#)

List of equipment/apparatus for laboratory experiments:

Sl. NO	Requirements
1.	Computer with moderate configuration
2.	A programming language compiler



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Syllabus for BCA Admission Batch 2024

Subject Name: **Digital Electronics**

Credit: 4

Lecture Hours: 40

Subject Code: **BCACC102**

Pre-requisite: Fundamental computer knowledge

Relevant Links:

[Study Material](#)

[Coursera](#)

[LinkedIn Learning](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To gain basic knowledge of digital electronics circuits and its levels.
2. To understand and examine the structure of various number system and its conversation
3. To learn about the basic requirements for a design application
4. To enable the students to understand, analyze and design various combinational and sequential circuits
5. To understand the logic functions, circuits, truth table and Boolean algebra expression

COURSE OUTCOMES:

- CO1:** Convert different type of codes, Boolean algebra and number systems which are used in digital communication and computer systems.
- CO2:** Employ the codes and number systems converting circuits and compare different types of logic families which are the basic unit of different types of logic gates and arithmetic circuits in the domain of performance and efficiency.
- CO3:** Analyze different types of combinational circuits and sequential circuit using various mapping and logical tools and know the techniques

to prepare the most simplified circuit using various mapping and mathematical methods.

CO4: Design different types of with and without memory element digital electronic circuits like Registers and Counters for particular operation.

Module No	Topic	Chapter Name	Sub Topic	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction		Overview of fundamental concepts	<i>International Academia:</i>	8	1 Design and verify the truth table of DeMorgans Law. 2. Design and verify the truth table of Principal of duality.
	Number System	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 1)	Number System, Floating Point Representation Of Numbers, Arithmetic Operations, 1'S and 2'S Complements, 9'S Complement, 10'S Complement, Binary Coded Decimal (BCD), Codes	<u>Signals and Systems Electrical Engineering and Computer Science MIT OpenCourseWare</u>		
	Boolean Algebra	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 2)	Introduction, Development Boolean Algebra, Boolean logic operations, Basic Laws of Boolean Algebra, Demorgan's Theorem, Sum of Products and Product of Sums, Karnaugh Map	<i>IndustryMapping: Tinker Cad, Breadboard, powersupply, IC</i>		
2	Logic Gates	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 3)	Logic Gates, Mixed Logic, Multilevel Gating Networks, Multiple Output Gate Networks	<i>International Academia: <u>Complex Digital Systems Electrical Engineering and Computer Science </u></i>	10	1. Design and verify the truth table of basic logic gates (AND,OR, NOT)

	Arithmetic Circuits	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 5)	Introduction, Procedure for the Design of Combinational Circuits, Half Adder, Full Adder, K Map Simplification, Half Subtractor, Full Subtractor, Parallel Binary Adder,4-bit Parallel Adder/Subtractor, Fast Adder, Serial Adder, 4-bit Serial Adder/Subtractor, BCD Adder	<p><u>MIT OpenCourseWare</u></p> <p><i>IndustryMapping: Tinker Cad, Breadboard, powersupply, IC</i></p>	<ol style="list-style-type: none"> 2. Design and verify the truth table of Universal logic gates (NAND,NOR) 3. Design and verify the truth table of XOR and XNOR gates 4. Design basic logic gates (AND, OR, NOT) using the NAND, NOR gate. 5. Design the circuit diagram and verify the truth table for half adder using XOR and AND gate. 6. Design the circuit diagram and verify the truth table for full adder. 7. Implement full adder using two half adders 8. Design the circuit diagram and verify the truth table for half subtractor using XOR and AND gate.
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						9. Design the circuit diagram and verify the truth table for full subtractor.
3	Combinational Circuits	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 6)	Introduction, Multiplexer (Data Selectors), Applications of Multiplexer, Demultiplexer (Data Distributors), Decoders, Liquid Crystal Display, Encoders, Parity Generators/ Checkers, Parity Generation, Code Converter	International Academia: https://ocw.mit.edu/courses/6-006-introduction-to-algorithms-spring-2020/resources/lecture-6-binary-trees-part-1/ IndustryMapping: Tinker Cad, Breadboard, powersupply, IC	12	1. Design the circuit diagram for 4:1 Multiplexer.
	Flip Flop	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 7)	Introduction, Latches, Flip flop, S-R Flip flop, D Flip flop, J-K Flip flop, T Flip flop, Triggering of Flip flop, Master Slave Flip flop, Realization of one Flip-flop to another Flip flop, Application of Flip flop			2. Design the circuit diagram for 1:4 Demultiplexer.
4	Counters	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 8)	Introduction, Asynchronous Counter, Ripple Counter with decoded output, Ripple Counter with modulus, Asynchronous down counter, Up Down Counter, Propagation delay in ripple counter,	International Academia: Microelectronic Devices and Circuits Electrical Engineering and Computer Science 	10	3. Design the circuit diagram for Octal to binary encoder.
						4. Design the circuit diagram for binary to octal decoder.
						5. Design the circuit diagram for SR flip flop.

		Synchronous Counter, Synchronous Counter with ripple carry, Synchronous Down Counter, Synchronous Up Down Counter, Asynchronous/Synchronous Counter, Design of Synchronous Counter	<u>MIT</u> <u>OpenCourseWare</u> <i>IndustryMapping:</i> <i>Tinker Cad,</i> <i>Breadboard,</i> <i>powersupply, IC</i>		
Registers	S. Salivahanan and S. Arivazhagan, Digital Circuits and Design, Oxford University Press, fifth edition.(Chapter 9)	Introduction, Shift Register, Universal Shift Register, Shift Register counter, Shift Count			

TEXT BOOK:

1. S. Salivahanan and S. Arivazhagan, **Digital Circuits and Design, Oxford University Press, fifth edition.**
2. M. Morris Mano ,”Digital Design” , Pearson

REFERENCE BOOKS:

1. Anand Kumar, **Fundamentals of Digital Circuits, PHI**
2. R.P. Jain, **Modern Digital Electronics, Tata McGraw Hill, 4th edition, 2009.**
3. W.H. Gothmann, “**Digital Electronics- An introduction to theory and practice**”, PHI, 2nd edition, 2006.
4. D.V. Hall, “**Digital Circuits and Systems**”, Tata McGraw Hill, 1989
5. Charles H. Roth and Lizy Kurian John, “**Digital System Design using VHDL**”, second edition, Cengage Learning.

List of equipment/apparatus for laboratory experiments:

Sl. NO	Requirements
1.	Computer with moderate configuration
2.	A programming language compiler



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Syllabus for BCA Admission Batch2024

Subject Name: **Digital Marketing**

Credit: 4

Lecture Hours: 40

Subject Code: **BCAMD101**

Pre-requisite: Basic internet knowledge and an analytical mindset. No technical expertise is required.

Relevant Links:

[Study material](#)

[Linkedin Learning](#)

[Swayam](#)

[Coursera](#)

COURSE OBJECTIVES:

Throughout the course, students will be expected to demonstrate their understanding of Digital Marketing by being able to do each of the following:

1. To apply fundamental concepts of Digital Marketing ecosystem
2. To understand the fundamentals different content marketing social Media Marketing
3. To familiarize yourself with campaigns that are digitally becoming more prevalent in the current scenario.
4. This course is aimed at familiarizing the different styles & strategies of Digital Marketing.

COURSE OUTCOMES:

CO1: To understand the importance and overview About Digital Marketing and be able to apply them.

CO2: To understand and develop and execute transformational digital Marketing Strategies and best practice

CO3: To get familiarize and understand basic of online, social media, content marketing strategies and be able to apply practically

CO4: Understand some basic properties of online marketing and mobile marketing and solve the real-world examples.

Module number	Topic	Chapter Name	Sub-topics	Mapping with Industry and International Academia	Lecture Hours
1	Introduction to Digital marketing	1, 2, 7 (Digital Marketing ,Vandana Ahuja) 1, 9 (Digital Marketing: Strategy, Implementation and practice)	Overview About Digital Marketing, Difference between Traditional Marketing and Digital Marketing, Benefits of using digital media, Inbound and Outbound Marketing, Online marketing POEM: (Paid, Owned, and Earned Media), Components of Online Marketing (Email, Forum, Social network, Banner, Blog) Search Engine Optimization (SEO) About SEO, Need of an SEO friendly website, Search Engine, Role of Keywords in SEO, Off-page Optimization, On-page Optimization concepts, Organic SEO vs Non-organic SEO	International Standards: 1. https://www.coursera.org/specializations/seo Industry Mapping Google Analytics, Search Engine Optimization (SEO), Web Trends Analytics	10

2	Social Media Marketing (SMM) & Content Marketing	5, 10 (Digital Marketing ,Vandana Ahuja) 4 (Digital Marketing: Strategy, Implementation and practice)	Social Media Marketing (SMM) About Social Media Marketing, Different types of Social Media Marketing Content Marketing About Content Marketing, Goals of Content Marketing, Types of Contents, etc.	International Standards: 1 https://www.coursera.org/specializations/social-media-marketing 2. https://www.coursera.org/learn/content-marketing Industry Mapping Google Analytics, Search Engine Optimization (SEO), WebTrends Analytics	9
3	Online Advertising & Mobile Marketing	6 Digital Marketing ,Vandana Ahuja) 3, 7 (Digital Marketing: Strategy, Implementation and practice)Digital Marketing ,Vandana	Online Advertising About Online Advertising, Advantages of Online Advertising, Paid versus Organic, Pay Per Click (PPC) Model. Basic concepts CPC, PPC, CPM, CTR, CR Mobile Marketing About Mobile Marketing, Objectives of Mobile Advertising, Creating a Mobile Marketing Strategy,	International Standard: 1. https://www.coursera.org/learn/mobile-	10

		Ahuja	About SMS Marketing	<p>marketing-optimization-tactics-and-analytics</p> <p>Industry mapping:</p> <p>Google Ads, Google Analytics</p>	
4	Online Marketing	<p>13 (Digital Marketing ,Vandana Ahuja)</p> <p>9, 4 (Digital Marketing: Strategy, Implementation and practice)</p>	<p>Online Marketing Types; Basics of Affiliate Marketing, Viral Marketing, Influencer Marketing. Referral Marketing; Web analytics: About Web Analytics, Types of Web Analytics (On-site, Offsite), Importance of Web Analytics, Online Marketing Impact, Pros & Cons</p>	<p>International Standard:</p> <p>1. https://www.coursera.org/specializations/digital-marketing</p> <p>Industry mapping: Google Analytics</p>	11

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Learning Resources:

TEXT BOOK:

1. Seema Gupta, Digital Marketing Tata McGraw Hill, Third Edition.

REFERENCE BOOKS:

1. Vandana Ahuja, Digital Marketing, Oxford, First Edition
2. PROF. SURABHI SINGH, Digital Marketing, Tata McGraw Hill, New Edition.
3. Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and practice, Pearson, Sixth Edition.
[Download ebook](#)



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Syllabus for BCA Admission Batch 2024

Subject Name: Discrete Structure

Credit: 4

Lecture Hours: 40

Subject Code: BCAAE101

Pre-requisite: Number System, Basic Geometry and Trigonometry

Relevant Links:

[Study Material](#)

[Linkedin Learning](#)

[Infosys Springboard](#)

COURSE OBJECTIVES:

Throughout the course, students will be expected to demonstrate their understanding of Discrete Mathematics by being able to do each of the following:

1. Use mathematically correct terminology and notation.
2. Construct correct direct and indirect proofs.
3. Use counter examples.
4. Apply logical reasoning to solve a variety of problems.

COURSE OUTCOMES:

CO1: Understand the notion of mathematical thinking, mathematical proofs, and algorithmic thinking, and be able to apply them in problem solving.

CO2: Understand the basics of discrete mathematics, propositional logic and number theory, and be able to apply the methods from these subjects in problem solving.

CO3: Be able to use effectively algebraic techniques to analyse basic discrete structures and algorithms.

CO4: Understand some basic properties of graphs and related discrete structures, and be able to relate these to practical examples.

Module number	Topic	Chapter Name	Sub-topics	Mapping with Industry and International Academia	Lecture Hours
1	Set Theory, Relations and Functions	BCA Mathematics, Volume-I, B.K.Pal, K.Das, 3 rd Edition Chapter- 1	<p>Set Theory : Basic concepts of sets, terminology, and notation, subset, power set, operation of sets (union, intersection, symmetric difference of two sets) algebra of sets (idempotent law, associative law, commutative law, distributive law, identity law, involution law, complement law, De Morgan’s law) universal Set, Venn-Euler diagram, principle of inclusion-exclusion.</p> <p>Relation: Definition, ordered pair, domain, and range, types of relations (identity, inverse, reflexive, irreflexive, symmetric, asymmetric, antisymmetric, transitive, equivalence relation, partial ordered relation.</p> <p>Functions : Definition, domain, co- domain and range, types of functions (one-one, onto, into, many-one etc.), inverse of function, composition of functions.</p>	<p>International Standards: https://ocw.mit.edu/courses/hst-951j-medical-decision-support-fall-2005/resources/prologisc_sets/</p> <p>Industry Mapping: Neo4j, Tableau, Gephi, Microsoft Power BI, R and Python (with Pandas and NumPy)</p>	12

2	Graphs and Matrix Representation of a Graph	BCA Mathematics, Volume-III, B.K.Pal, K.Das 4 th Edition Chapter- 2.1, 2.3	Concept of Graph, Graph and Related Terms, Simple Graph, Regular Graph, Complete Graph, Spanning Sub-graph, Di-Graph (Directed Graph), Walk, Path, Circuit, Connected Graph, Disconnected Graph, Theorems of Graph, Euler Graph, Hamiltonian Graph Incidence matrix, Adjacency Matrix	International Standards: https://ocw.mit.edu/courses/18-217-graph-theory-and-additive-combinatorics-fall-2019/resources/lecture-2-forbidding-a-subgraph-i-mantel2019s-theorem-and-turan2019s-theorem/ Industry Mapping: NetworkX graph in Python Programming, Amazon Neptune	12
3	Trees and Fundamental Circuit	BCA Mathematics, Volume-III, B.K.Pal,K.Das 4 th Edition Chapter-2.2	Trees and related Terms ,Binary Trees ,Theorems on Trees ,Theorems on Binary Trees ,Spanning Tree and Co-Tree ,Finding a Spanning Tree of a Connected Graph, Weight of an edge and Weighted Graph ,Minimal Spanning Tree ,Kruskal's Algorithm of finding Minimal Spanning Tree ,Prim's Algorithm of finding Minimal Spanning Tree	International Standards: https://ocw.mit.edu/courses/18-217-graph-theory-and-additive-combinatorics-fall-2019/resources/lecture-2-forbidding-a-subgraph-i-mantel2019s-theorem-and-turan2019s-theorem/ Industry Mapping: NetworkX graph in Python Programming, Amazon Neptune	10

4	Propositional Logic	BCA Mathematics, Volume-III, B.K.Pal, K.Das 4 th Edition Chapter-1.1	Introduction to Proposition or Statement, Truth Table, Logical Connectives, Propositional Formula, Tautology, Contradiction, Logical Equivalence, Algebraic laws of Connectives, Conjunctive Normal Form (CNF), Disjunctive Normal Form (DNF), Arguments	International Standard: 1. https://ocw.mit.edu/courses/hst-951j-medical-decision-support-fall-2005/resources/proplogic_sets/ 2. https://ocw.mit.edu/courses/16-410-principles-of-autonomy-and-decision-making-fall-2010/resources/mit16_410f10_lec10/ Industry mapping: Siemens TIA Portal, Rockwell Studio 5000	6
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Learning Resources:

TEXT BOOK:

1. **BCA Mathematics, Volume-I, B.K.Pal, K.Das**
2. **BCA Mathematics, Volume-III, B.K.Pal, K.Das**

REFERENCE BOOKS:

1. **Graph Theory, Narsingh Deo**
2. **Higher Algebra, S.K.Mapa**



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Syllabus for BCA Admission Batch 2024

Subject Name: Soft Skills

Credit: 2

Lecture Hours: 30

Subject Code: BCASE101

Pre-requisite: Spoken English, Written English

Relevant Links:

[Study Material](#)

[Linkedin Learning](#)

[Coursera](#)

COURSE OBJECTIVES:

- To enable the learner to communicate effectively and appropriately in every situation.
- To use English effectively for study purpose across curriculum.
- To use R, W, L, and S and integrate the use of four language skills, reading, writing, listening & speaking.
- To revive and reinforce structures already learnt.

COURSE OUTCOMES:

- Creating love for the language
- Building self-confidence amongst the learners for using the language at any functional purpose.
- Making the learners industry ready with every aspect of communication.
- Students will develop and maintain constructive working relationships and communicate effectively both written & spoken.

Module Number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Activities & Assignment
1	Soft Skills	1.1 What is soft skills & its importance 1.2 Verbal & Non-Verbal Communication 1.3 Forms of Soft Skills	Mapping: https://ocw.mit.edu/courses/15-289-communication-skills-for-academics-spring-2002/ Industry Mapping: Situational Analysis and Role Play	7	Speaking and listening assignments, Dialogue exchange activities
2	Forms of Communication	2.1 Means of communication 2.2 Same words convey different meaning 2.3 Roles of paralanguage 2.4 Categories of paralanguage 2.5 Elements of paralanguage 2.6 Voice Modulation	International Academia Mapping: https://ocw.mit.edu/courses/15-280-communication-for-managers-fall-2016/pages/syllabus/ Industry Mapping: Industry Role Play	7	Activities on synonyms, expression of speech, delivering thoughts or themes based on different emotions. Activities involving expression and gestures like Role Play

		2.7 Pauses			
3	Leadership & Team Work	<p>3.1 Leadership styles</p> <p>3.2 Qualities of a good leader</p> <p>3.3 Leadership case studies</p> <p>3.4 Teamwork & its importance</p> <p>3.5 Steps for better teamwork</p> <p>3.6 Teamwork strategies</p> <p>3.7 How to improve on teamwork</p>	<p>International Academia Mapping: https://ocw.mit.edu/courses/15-279-management-communication-for-undergraduates-fall-2012/pages/syllabus/</p> <p>Industry Mapping:</p> <p>Role Play</p>	8	Presentation Activities, Report Writing
	Time Management	4.1 Benefits of time management	International Academia Mapping:	8	Time Bound Activities on speaking, listening,

4		<p>4.2 Steps for better time management</p> <p>4.3 Time management matrix</p> <p>4.4 Case Study</p>	<p>https://ocw.mit.edu/courses/15-270-ethical-practice-leading-through-professionalism-social-responsibility-and-system-design-spring-2016/pages/syllabus/</p> <p>Industry Mapping:</p> <p>Case study related to actual industry scenario</p>		<p>writing and reading to improve their time management skills</p> <p>Activities like Extempore</p>
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Learning Resources:

REFERENCE BOOK:

1. **The Art & Science of Business Communication, Pearson Publication 4th Edition**
2. **Technical Communication; Principles & practice, Oxford Publication, 3rd Edition**