Kamala Education Society's
Pratibha College of Commerce and Computer Studies

DEPARMENT OF B.B.A. (COMPUTER APPLICATION)

B.B.A.(Computer Application)

S. Y. BBA(CA) SEMESTER III

CA-301 : Digital Marketing :

After successful completion of this course, students will be able to:

CO1: Understanding the concept of e commerce and Internet Marketing by using Search Engine Optimization, Search Engine Marketing, Email Marketing, Digital Display Marketing.

CO2: Explain Differences between traditional and digital marketing tools And techniques. Overview of Digital Marketing types such as Internet, Social Media and Mobile.

CO3: Learn how to perform target group analysis and performing SWOT analysis with case study.

CO4: Learn to optimize the website using Qualitative and Quantitative Tools.

CO5: Learn to write SEO content.

CO6: Learn developing an effective marketing strategy using CRM Interactions with a customer, capturing key information generated during interaction.

CO7: Gain practical knowledge about digital marketing using various ways such as Internet, Email, Social media.

CO8: Student will able to use various Digital Marketing tools such as Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner.

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CA-302 : Data Structure :

After successful completion of this course, students will be able to:

CO1: Understand the concepts of ADTs.

CO2: Understand sorting, searching algorithms.

CO3: Learn linear data structures – lists, stacks, and queues.

CO4: Learn to apply Tree and Graph structures.

CA-303 : Software Engineering :

After successful completion of this course, students will be able to:

CO1: Understand the system concept and Identify unique features of various software application domains and classify software applications.

CO2: Choose and apply appropriate lifecycle model of software Development.

CO3: Identify user needs and formulate software specifications, and Able to develop the SRS document for project.

CO4: Analyze software requirements by applying various modeling Techniques.

CO5: Identify different types of risks in software development and able to distinguish different testing strategies and it's working.

CO6: Estimate the quality of software process and make software Maintains.

CA-304 : Angular JS :

After successful completion of this course, students will be able to:

CO1: Build RIA using Angular.js.

CO2: Exploit two-way binding offered by Angular.js.

CO3: Understand and use various directives offered by Angular.js.

CO4: Create custom directives.

CO5: Use bower.js for client-side dependency management.

CO6: Understand Client Side MVC and SPA.

CO7: Develop an AngularJS Single Page Application.

CO8: Create and bind controllers with JavaScript, apply filter in AngularJS application.

CA-305 : Big data :

After successful completion of this course, students will be able to:

CO1: Understand different types of digital data, Characteristics of Big data, Applications of big data.

CO2: Understand Basics of Analytics, Types of Analytics, Population and Sampling methods.

CO3: Learn Basics of Machine Learning, Recognize the characteristics of machine learning that make it useful to real-world problems. Supervised and Unsupervised Learning.

CO4: Learn Data Analytics with Weka and R, Acquire understanding of Data Manipulation and Data Visualization.

CA-306 : Computer Laboratory Based on 302 , 304 and 305:

After successful completion of this course, students will be able to:

CO1: Apply appropriate data structures for the given problem.

CO2: Design an efficient algorithm for the given problem.

CO3: Know about AngularJS Component and Familiar with the Angular js Framework.

CO4: Develop an AngularJS Single Page Application CO5:Create and bind controllers with JavaScript.

CO5: Develop analytical, creative, problem solving skills.

307 AECC : Basic Course in Environmental Awareness :

After successful completion of this course, students will be able to:

CO1: Acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment.

CO2: Understand Various Environmental Pollution, Causes & effects on human beings & also Describe what is being done and what we all can do to help and prevent from harm to the environment.

CO3: Develop conscious towards a cleaner and better managed environment & to promote green practices at home and at work.

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S. Y. BBA(CA) SEMESTER IV

CA-401 : Networking :

After successful completion of this course, students will be able to:

CO1: Understand Basics of computer network.

CO2: Learn different network model.

CO3: Compare and contrast different transport medias.

CO4: Understand Wire and Wireless LAN.

CO5: Learn different network devices.

CO6: Understand Required security constraint.

CA-402 : Object Oriented Concepts Through CPP :

After successful completion of this course, students will be able to:

CO1: Describe the object-oriented programming approach in connection with C++ & Apply the concepts of object-oriented programming.

CO2: Articulate the principles of object-oriented problem solving and programming , outline the essential features and elements of the C++ programming language , Explain programming fundamentals, including statement and control flow and recursion.

CO3: Apply the concepts of class, method, instance, data abstraction, function abstraction & Analyze, write, debug, and test basic C++ codes using the approaches introduced in the course.

CO4: Apply the concepts of class, method, instance, constructor and Destructor & Analyze, write, debug, and test C++ programs using constructor and destructor.

CO5: Apply the concepts of class, method, inheritance and its concepts. & Analyze, write, debug, and test C++ codes using the approaches

introduced in the course.

CO6: Apply the concepts of class, method, polymorphism, overloading, overriding and its concepts & Analyze, write, debug, and test basic C++ codes using the approaches introduced in the course.

CO7: Illustrate the process of data file manipulations using C++.

CO8: Managing input & output console using C++

CO9: Understand exception handling with C++ & analyze problems and implement simple C++ applications using an object-oriented software engineering approach.

CA-403 : Operating System :

After successful completion of this course, students will be able to:

CO1: Understand services provided by the operating system.

CO2: Learn concept of Process and Memory Management.

CO3: Learn scheduling concept and scheduling algorithm.

CO4: Learn Memory Management schemes like contiguous and noncontiguous allocation.

CO5: Learn concept of deadlock, various deadlock avoidance and prevention algorithms.

CO6: Learn I/O Systems and Disk Management.

CA-404 : Node – JS :

After successful completion of this course, students will be able to:

CO1: Understand the JavaScript and technical concepts behind Node JS.

CO2: Understand Structure a Node application in modules.

CO3: Understand and use the Event Emitter.

CO4: Understand Buffers, Streams, and Pipes.
CO5: Build a Web Server in Node and understand how it really works.
CO6: Connect to a SQL or Mongo database in Node.

CA-405 : Project :

After successful completion of this course, students will be able to:

CO1: Create a static website using HTML and add dynamic functionality to it by using java Script.
CO2: Gain confidence to create dynamic website on real world problems.

CA-406 : Computer Laboratory Based on 402,404 :

After successful completion of this course, students will be able to:

CO1: Write programs using C++ features like operator overloading, constructor and destructor, inheritance, polymorphism and exception handling.
CO2: Build a Web Server in Node and understand how it really works.
CO3: Connect to a SQL or Mongo database in Node.