



B.A. (Computer Application) Sem. 5

Course Code	UA05MICOP01	Title of the Course	CMS for Website Development (WordPress) & SEO
Total Credits of the Course	4	Hours per Week	4 (2 Theory + 2 Practical per Batch)

Course Objectives:	<ol style="list-style-type: none">1. To understand the concept of CMS2. To understand the use of CMS.3. To enable students to design and develop Blog and Website using WordPress.
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>Content Management Systems (CMS): Introduction, Introduction to Various CMS' (Component Content Management Systems (CCMS), Enterprise Content Management Systems (ECMS), Web Content Management Systems (WCMS), Digital Asset Management Systems (DAMS), Learning Content Management System (LCMS)).</p> <p>Difference: wordpress.org (On-Premise) and wordpress.com (Cloud-based).</p> <p>Meaning of CMS, Components of CMS - Content Management Application (CMA) and Content Delivery Application (CDA).</p> <p>WordPress: Introduction, Installation, Introduction to Blogs and Website, Blog v/s Website, different Blogs types.</p>	25%
2.	<p>WordPress Settings/Editing: Your Profile, Database, Dashboard-(Post, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings-(General, Writing, Reading, Discussion, Media, Permalink)). Managing Accounts, Privacy, Configuring, Setup Categories, Exporting and Importing of Site Content, Backup & Restore of Site data and files,</p> <p>Customization of WordPress: Integration of Third-Party Services, Third Party Comment System, Active Directory (AD) Integration, Web Fonts, Menu, Templets, Template Tags, Tools.</p> <p>Plugins: Akismet, Yoast SEO, Elementor, WooCommerce, MonsterInsights, AIOSEO, Jetpack.</p> <p>Exporting and Importing of Site Content, Backup of Site data and files, Upgrading WordPress. Internal Linking.</p> <p>Features of WordPress: Themes and Plugins, Flexibility, Scalability, Search Engine Optimization (SEO), Analytics integration, Easy installation and upgrades, User management.</p>	25%
3.	<p>Working with media: using Media Library, Audio and Video Files, Managing Comments.</p>	25%



	<p>Syndication: Setup and Display of RSS Feed, Setup of Subscriptions, use of Google Feed Burner with WordPress</p> <p>Widgets and Plugins: Introduction, Uses, Differences between Widgets and Plugins, Advantages, and disadvantages of Plugins.</p> <p>WordPress Themes: Introduction, Theme Customisation, Default Theme, building new Theme, Theme Editor, set up of Menus, Post, Frames.</p> <p>Advance Theme Development: Anatomy of WordPress theme, Template Files, Template Tags, Use of Loop, Custom Post Types and Custom Taxonomy,</p>	
4.	<p>Search Engine Optimization (SEO): Introduction, Importance, Advantages. Tools and plugins.</p> <p>SEO for improving rank: Indexable Website, SSL Certificate, Site Address Format, Enable SEO-Friendly Permalinks, WordPress SEO Plugin, Optimize Indexing Protocols, Site Structure Plan, Enable Breadcrumbs, Keyword Search, Create Great Content, Write SEO-Friendly URLs, Write Optimized Title Tags, Craft Unique Meta Descriptions, Descriptive Image Alt Text, Speed Up Your Website, Mark Up Your Pages with Schema, Secure Your WordPress Website,</p>	25%

Teaching-Learning Methodology	<p>Theory (50%) + Practical (50%)</p> <p>Practical: Practical are based on above Units. (Weightage 50%) – Two Practical periods per week per batch.</p> <p>Multiple teaching approaches: Lectures and discussion, exploration and inquiry, cooperative group work, demonstration, and presentation.</p> <p>Traditional classroom teaching as well as online/ICT based teaching practices.</p> <p>Hands on training through required ICT tools.</p>
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Model for Theory Courses		
CEE (50%)		
Exam Pattern	50 Marks	25 Marks
Class Test (at least one)	15 (30%)	10 (40%)
Quiz (at least one)	15 (30%)	05 (20%)
Active Learning	05 (10%)	--
Home Assignment	05 (10%)	05 (20%)
Class Assignment	05 (10%)	--
Attendance	05 (10%)	05 (20%)
Total	50 (100%)	25 (100%)



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2025-2026

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3) Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	50%
2.	University Examination (Theory 50% + Practical 50%)	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	use CMS.
2.	Create Blog/Website using WordPress
3.	Design and develop professional websites using WordPress
4.	Improve site ranking using SEO

Suggested References:	
Sr. No.	References
1.	WordPress All-in-One for Dummies
2.	Learn WordPress in Easy Way by Dr. Ritesh Kumar (2019)
3.	Professional WordPress: Design and Development 2nd Edition by Brad Williams, David Damstra, Hal Stern
4.	WordPress: The Missing Manual 1st Edition by Matthew MacDonald



5.	WordPress in easy steps: Web Development for Beginners - covers WordPress 4 1st Edition by Darryl Bartlett
6.	SEO 2022 Learn Search Engine Optimization with Smart Internet Marketing Strategies By Adam Clarke · 2022
7.	3 Months to N ^o .1 The Nonsense SEO Playbook for Getting Your Website Found on Google by Will Coombe
9.	How to create a blog (Gujarati Tutorial) https://edusafar1.files.wordpress.com/2013/10/blog-kevi-rite-banavsho.pdf
10.	https://www.tutorialspoint.com/wordpress/index.htm

On-line resources to be used if available as reference material
On-line Resources
SEO Workbook: Search Engine Optimization Success in Seven Steps (2024 Marketing - Social Media, SEO, & Online Ads Books)
Blog tutorial https://www.youtube.com/watch?v=O79pJ7qXwoE
WordPress Tutorial for Beginners 2024 [Made Easy] https://www.youtube.com/watch?v=kYY88h5J86A
Choose Hosting https://www.youtube.com/watch?v=kYY88h5J86A
Pick a domain https://www.youtube.com/watch?v=kYY88h5J86A
Install WordPress https://www.youtube.com/watch?v=kYY88h5J86A
Choose a Theme/Templet https://www.youtube.com/watch?v=kYY88h5J86A
Add content https://www.youtube.com/watch?v=kYY88h5J86A
WordPress Gujarati videos: https://www.youtube.com/playlist?list=PLPhEHPj7GiW-WzyuFLWJEoMGy2xwfgUy
WordPress English Videos: https://videos.wpbeginner.com/
WordPress Video in Gujarati: https://www.youtube.com/watch?v=yuNXQgXWY5Q&list=PLPhEHPj7GiW-WzyuFLWJEoMGy2xwfgUy



B.A. (Computer Application) Sem. 5

Course Code	UA05MICOP02	Title of the Course	Internet and Website Development (HTML)
Total Credits of the Course	4	Hours per Week	4 (Theory) + 2 (Practical per batch)

Course Objectives:	<ol style="list-style-type: none"> 1. Understand the basic concepts of Internet and www technology 2. Learn the concept, usage, and elements of HTML tags with attributes to develop a webpage in structured. 3. Understand the concepts, steps, and importance of webpage design. 4. Be able to create webpage and able to use Tables, Forms, Controls and Navigations.
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Course Content		
Unit	Description E-mail	Weightage* (%)
1.	<p>Introduction to Internet: Introduction to the Internet, History of the Internet. Basic terminology and concepts like WWW, Internet, Intranet, Extranet, Web Address (URL), Gateway, Search Engines, Webpage, Website, Web servers, Web browsers (Internet Explorer, Edge, Chrome, Firefox, Opera, etc.), Importance of Browser, Tabbed browsing, customize setting, managing browsing history, Incognito mode/ Private browsing, bookmarks/ favorites, Popup, Blocking Popup, Saving and Printing Information from a webpage, Cookies. Security and privacy precautions.</p> <p>Protocols: TCP/IP, HTTP, HTTPS, SMTP, POP3, IMAP, FTP, SSL.</p>	25%
2.	<p>Introduction to web design: Defining the site's purpose, audience and goals, Layout of the website, Wireframing, Appearance, Organizing content and images, Typography, and Color selection.</p> <p>Types of websites: Static, Dynamic, Responsive.</p> <p>Introduction to: Website, Portal, Blog, and Vlog. Home page, Web Pages, HTML Editor.</p>	25%
3.	<p>Introduction and Basic Concepts of HTML: Introduction of HTML, HTML Page Structure, Types of Tags (Paired and Unpaired).</p> <p>Basic Tags: <html>, <head>, <title>, <meta>, <body>,
, <hr>, <p>, <h1> to <h6>, <!--...-->, <!DOCTYPE>.</p> <p>Formatting Tag with Attributes: , and , <i>, <u>, <q>, <s> and <strike>, , <small>, <kbd>, <mark>, <pre>, <big>, <blockquote>, <align>, <sup> and <sub>, <time>, <marquee> etc.</p> <p>List Tag with attributes: , , , <dl></p> <p>Table Tags with attributes: <table>, <caption>, <td>, <th>, <tr> etc.</p>	25%





4.	<p>Forms: <form>, <button>, <datalist>, <label>, <input>, <select>, <option>, <output>, <textarea> etc. Form attributes: Action, Autocomplete, Method (get/post), name, target,</p> <p>Image with attributes: , <picture>, <figure>, <figcaption>, <area>, <map> etc.</p> <p>Media Tag with attributes: <audio>, <source>, <track>, <video></p> <p>Link Tags: <a href>, <link>, <nav></p>	25%
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Teaching-Learning Methodology	<ol style="list-style-type: none"> 1. Multiple teaching approaches: Lectures and discussion, exploration and inquiry, cooperative group work, demonstration, and presentation. 2. Traditional classroom teaching as well as online/ICT based teaching practices. 3. Hands on training through required ICT tools
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Model for Theory Courses		
CEE (50%)		
Exam Pattern	50 Marks	25 Marks
Class Test (at least one)	15 (30%)	10 (40%)
Quiz (at least one)	15 (30%)	05 (20%)
Active Learning	05 (10%)	--
Home Assignment	05 (10%)	05 (20%)
Class Assignment	05 (10%)	--
Attendance	05 (10%)	05 (20%)
Total	50 (100%)	25 (100%)

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)





Evaluation Pattern		
Sno	Details of the Evaluation	Weightage
1.	Internal (Theory 50% + Practical 50%) Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination (Theory 50% + Practical 50%)	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Acquaint to the Internet and Internet technology.
2.	Acquaint to the Internet tools and browsers.
3.	Acquaint to design and develop a website
4.	Design and develop webpages using HTML tags
5.	Enhance the Web Page effectively using Tables, Links, Forms and Frame tags.

Suggested References:	
#	References
1.	Networking and How the Internet Works: Everything You Need to Know About Computer Networking and How the Internet Works by Douglas E. Comer, Pearson publication.
2.	The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science! by Jason Beard (Author), James George (Author),
3.	HTML and CSS: Design and Build Websites First Edition by Jon Duckett.
4.	HTML5 & CSS3 For Beginners: Your Guide To Easily Learn HTML5 & CSS3 Programming in 7 Days by by iCode Academy.
5.	Web Design Playground: HTML & CSS the Interactive Way 1st Edition by Paul McFedries
6.	HTML in easy steps 9th Edition by Mike McGrath
7.	Introduction to Internet and HTML Scripting; Bhumika Shroff, Books India
8.	HTML: A Beginner's Guide; Wendy Willard; Mc Graw Hill
9.	Internet & HTML; F.Y.B.A. Subject Elective (SE-2); Dr. G. N. Jani, Dr. Vimal
10.	Internet & HTML; F.Y.B.A. Subject Elective (SE-2); Dr. G. N. Jani, Dr. Vimal
11.	





On-line resources to be used if available as reference material

On-line Resources

Website design principle: [9 Principles of Good Web Design - read our guidelines to consider \(feelingpeaky.com\)](https://feelingpeaky.com)

Website design principle: <https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/>

Webpage design in 7 days; Siamak Sarmady; Learnem Group (<http://www.learnem.com>)

<https://cloudacademy.com/>

<https://www.w3schools.com/html/>

<https://www.youtube.com/watch?v=sEvngxz3OJk>

<https://www.youtube.com/watch?v=U45BkY0f1PM>

<https://www.youtube.com/watch?v=xkIXUqeNlpA>

<https://www.youtube.com/watch?v=GLGIDnGYjio>





B.A. (Computer Application) Sem. 5

Course Code	UA05SECOP01	Title of the Course	Presentation Package
Total Credits of the Course	2	Hours per Week	2 Practical per Batch

Course Objectives:	1. To impart knowledge on fundamental concepts of presentation. 2. To impart basic skill on the presentation software package.
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Course Content		
Unit	Description	Weightage* (%)
1	Presentation Package: Introduction, Objectives, Share, Export, Save, Save As-Save into other format, Printing Presentation. Creating Presentation: New Slide, Slide Layout, Creating Master Slide, Customized slide Show, Working with Text, Insert: Table, Image, Shapes, Icons, 3D Models, SmartArt, Chart, Comment, Text Box, Header & Footer, Symbols, Video, Audio, Screen Recording. Ruler, Gridlines, Guides. Presentation Views: Normal, Outline, Slide Sorter, Notes Page. Master View: Slide Master, Handout Master, Notes Master.	50%
2	Design: Themes, Variants, Format Background. Slide Show: From Beginning, From Current Slide, Present Online, Custom Slide Show. Set Up: Setup Slide Show, Hide Slide, Rehearse Timing, Record Slide Show, Play Narrations, Use Timing, Show Media Controls Monitor: Selecting of Monitor, Use of Presenter View. Working with Action Button. Slide Transitions: Add/Edit/Remove Transition, Different type of Transitions, Timing, Advance Slide-Slide change on mouse click/after given timing, Preview. Slide Animation: Add/Edit/Remove Animation, Different type of animations, Advance Animation, Timing.	50%

Teaching-Learning Methodology	Practical (100%) Practical: Practical are based on above cited units. Two hours practical work per week per batch.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Practical Examination, Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance.	50%
2.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	<ul style="list-style-type: none">• Understand about importance and advantages of presentation.• Create presentation
2.	<ul style="list-style-type: none">• Prepare effective and attractive presentation.• Integrate audio & video in the presentation

Suggested References:	
Sr. No.	References
1.	Introduction to Office Software, Word - Excel - PowerPoint 2020 by Darrell W. Hajek, 2020
2.	Fundamentals of PowerPoint 2016, The Illustrated Guide to Using Microsoft PowerPoint, Kevin Wilson, 2018
3.	Microsoft Office 365, A Complete Guide to Master Word, Excel and PowerPoint 365 for Beginners and Professional by Matt Vic, 2021

On-line resources to be used if available as reference material
On-line Resources
MS Power Point Tutorial in Hindi - Complete PowerPoint Presentation - PowerPoint Tutorial https://www.youtube.com/watch?v=OekrBhNybP0
Complete Microsoft PowerPoint In Hindi in 2021 https://www.youtube.com/watch?v=P50_HCfMh24
MS PowerPoint Hindi Tutorial for Beginners - Everyone Should learn this to create Presentation https://www.youtube.com/watch?v=DunMU8oY4IU
