

Shankarlal Khandelwal Arts, Science and Commerce College Akola

BCA Department

Addon Course detail

Course Name Web Designing with Digital Marketing

Total Hours 30 Hours

Sr. No	Topic	Sub Topic	Duration
1	Basics of Programming	Detailing about programming	2 Hours
2	Internet and its Usage	Working structure of internet	2 Hours
3	HTML & CSS	Lesson 1: Introduction to HTML5 and Web Design	5 Hours
		Lesson 2: How to Create a Simple Web Page	
		Lesson 3: How to Format Your Text	
		Lesson 4: Adding Web Links and Images	
		Lesson 5: Creating Tables	
		Lesson 6: Forms	
		Lesson 7: Adding Styles and Classes to Your Web Pages	
		Lesson 8: Borders, Backgrounds, and Floating Divs	
		Lesson 9: Building Web Page Layouts with CSS	
		Lesson 10: HTML5 – What Is It?	
		Lesson 11: Adding Videos and Graphics with HTML5	
		Lesson 12: HTML5 and CSS3 – Fonts and Effects	
		Lesson 13: Introduction to Responsive Web Design with CSS3 and HTML5	
		Lesson 14: Drawing with the Canvas Tag	
		Lesson 15: Summary of New Elements and How to Use Them	
4	Java Script	Lesson 1: Introduction	10 Hours
		Lesson 2: Statement, Syntax, Comments	
		Lesson 3: Variable, Let, Const, Operator	
		Lesson 4: Data Types, Function	
		Lesson 5: Objects, Event, Strings	
		Lesson 6: Arrays	
		Lesson 7: Javascripts Dates	
		Lesson 8: Important Functions	
		Lesson 9: Conditional Statements	
		Lesson 10: Looping	
		Lesson 11: Classes, JSON, Maps	
		Lesson 12: Web API Introduction	
5	Bootstrap	Lesson 1: Introduction	5 Hours
		Lesson 2: Container	
		Lesson 3: Grid, basic, Typography	
		Lesson 4: Color, Tables, Alerts, Buttons	
		Lesson 5: Badges, Cards, Dropdowns	
		Lesson 6: List, Collapse, Nav, Modal, Tool Tip	

		Lesson 7: Popup, Toast	
		Lesson 8: Bootstrap Forms	
		Lesson 9 : Bootstrap Other Template	
6	Digital Marketing		
		Lesson 1: Introduction	
		Lesson 2: Content Creation	
		Lesson 3: Graphics Creation (Canva/Photoshop)	
		Lesson 4: Creation of bussiness profile on social media	
		Lesson 5: Managing Social media accounts FB/INSTA	
		Lesson 6: Creation of Campagins	
		Lesson 7: Maintaing the ads on social media platforms	

6 Hours

