Content Management Tool
Lecture Zero
The Kick start session

CAP 807

Course Details

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L T P-

- **Credit**   2
- **Text Book**

WORDPRESS ANTHOLOGY by MICK OLINIK, SHROFF PUBLISHERS & DISTRIBUTORS PVT. LTD

- **Reference Book-**

HEAD FIRST WORDPRESS by JEFF SIARTO, SHROFF PUBLISHERS & DISTRIBUTORS PVT. LTD

COURSE ORGANIZATION

Examinations:

- 4 Continuous Assessments in form of Online
- No Mid Term Examination
- End Term Exam will be held after week 14.

Course Assessment Model

Attendance	5
CA (3 out of 4)	45
ETE	50
Total	100

The Hitch……

The three BURNING questions in mind…

- Why are we learning   Content Management tool ?

- What would we do with it?

- What will be the course outcome?

Course Outcomes

- CO1 :: recognize ,plan and manage website contents using open-source content management system
- CO2 :: determining written, visual and audio contents for website
- CO3 :: apply styles and dynamic nature to website using WordPress
- CO4 :: develop and integrate Widgets, Plugins, Themes and Menus for website
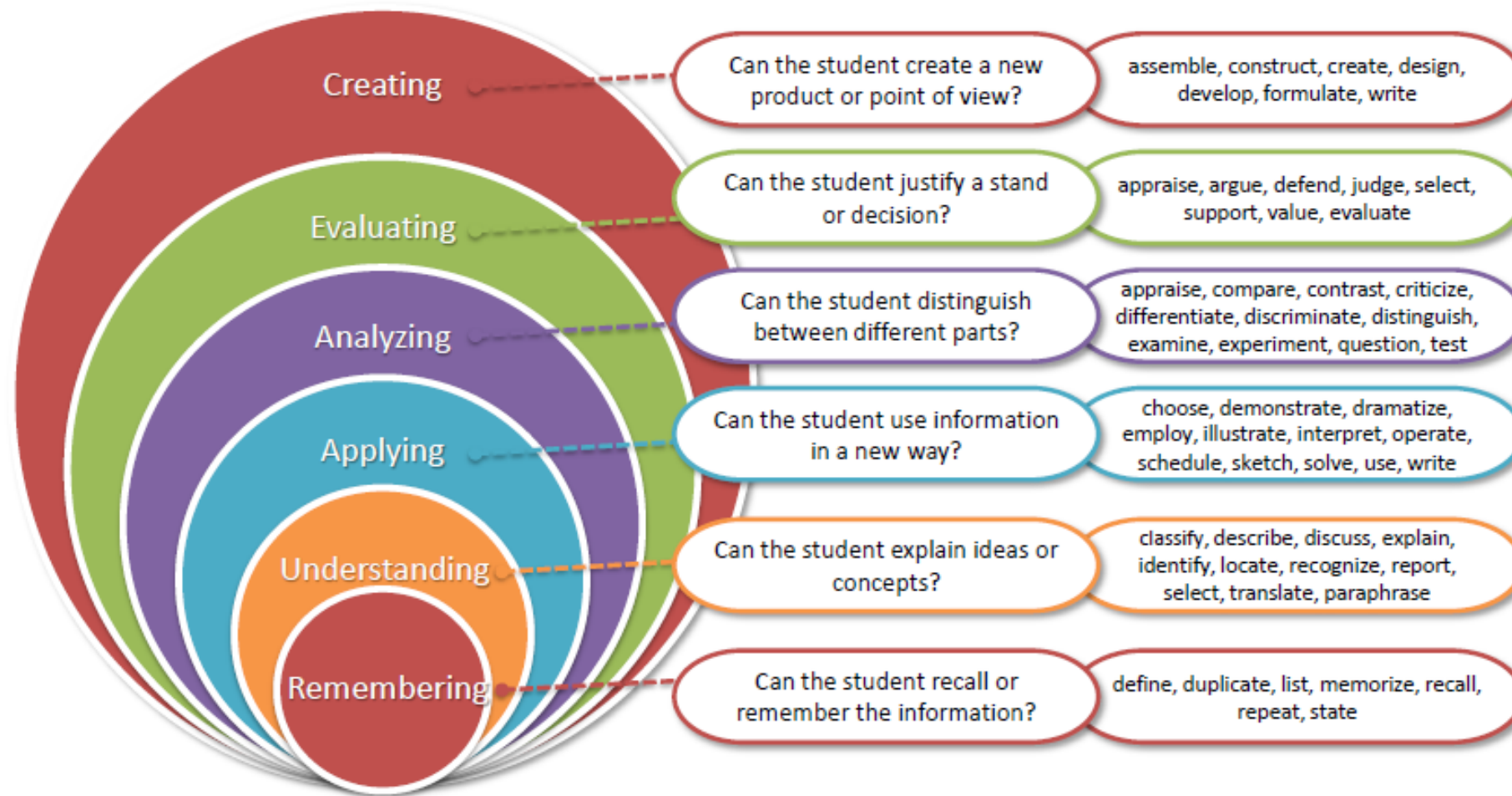
Program Outcomes

Sr. No	Program Outcome (PO)	OUTCOME DESCRIPTION
1	PO1	**Analysis & design of complex problems**::Ability to apply knowledge of computer science concepts, principles & techniques to solve various computing problems.
2	PO2	**Societal Impact**::Acquire and apply advanced knowledge of concepts and participate in sustainable development.
3	PO3	**Modern tool usage**::Ability to use the modern programming languages, tools, techniques and skills necessary for design, develop and deploy software based applications.
4	PO4	**Domain Knowledge**::Ability to apply exploration to study and analyze problems in different areas of information technology.
5	PO5	**Professionalism**:: Ability to Manage time well, demonstrate an appropriate level of preparedness and maintain a high standard for personal and professional demeanor, accepting responsibility and accountability for words and actions
6	PO6	**Research Problem Solving**::Ability to assimilate, evaluate and present research results objectively
7	PO7	**Employability**::Ability to get employment opportunities in corporate/government/private sectors or to be a successful entrepreneur

Bloom's taxonomy

Creating — Can the student create a new product or point of view? — assemble, construct, create, design, develop, formulate, write

Evaluating — Can the student justify a stand or decision? — appraise, argue, defend, judge, select, support, value, evaluate

Analyzing — Can the student distinguish between different parts? — appraise, compare, contrast, criticize, differentiate, discriminate, distinguish, examine, experiment, question, test

Applying — Can the student use information in a new way? — choose, demonstrate, dramatize, employ, illustrate, interpret, operate, schedule, sketch, solve, use, write

Understanding — Can the student explain ideas or concepts? — classify, describe, discuss, explain, identify, locate, recognize, report, select, translate, paraphrase

Remembering — Can the student recall or remember the information? — define, duplicate, list, memorize, recall, repeat, state

Course Content

- Introduction to WordPress
- Setting Up your WordPress site
- Knowing Your Administrative tool
- Creating Written, Visual and audio content
- Organising and Managing your site content
- Widgets and Menus
- Tweaking Your Theme
- Adding functionalities with Plugins
- Making your Site Social
- Managing and maintaining your WordPress site

Lets clear some Basics…..
What is CMS ?

- A content management system is a software application that can be used to manage the creation and modification of digital content.

- CMS's are typically used for enterprise content management and web content management (Managing Website content)

- 70 % already done only you need to upload the data

- Content Management Tool-

  WordPress

  Joomla

  Magento

Why only WordPress?

- Create E-Commerce Website

- Landing page

- Blogging Website

- Create Dynamic Website

Note- WordPress is basically Drag and Drop

Joomla and Magento also open source and free but they are tough in process and you have to manually coding (You must have coding Knowledge for these)

Confused ?

- In WordPress.com

- And in WordPress.org

Any Queries ?

Next- What is WordPress ?