Recommended Books

1. Artificial Intelligence: Elaine Rich, Kevin Knight, Mc-Graw Hill.
2. Artificial Intelligence: A Modern Approach. Stuart Russell and Peter Norvig. Prentice Hall,
3. Introduction to AI & Expert System: Dan W. Patterson, PHI.
4. Building Expert Systems, Jackson, John Wiley
5. Machine Learning, C. Bishop T. M. Mitchell, McGraw-Hill
6. Pattern Recognition and Machine Learning. Berlin: Springer-Verlag.

MCA-T302 Digital marketing

UNIT-I

Introduction to Digital Marketing:

Importance of digital marketing, Difference between traditional and digital marketing, recent trends and current scenario of the industry, Case studies on digital marketing strategies

Website Planning and Creation:

Adding content, install and activate plug-in, incorporate design elements to website.

UNIT-II

Search Engine Optimization (SEO)

various search engines and their algorithms, various to make a website rank ,different aspects of SEO like on-page and off-page optimization, keywords research, meta tags, meta description, link building and more.

UNIT-III

Search Engine Marketing

Advertisement Strategies, SEM activities via Google Ads platform, Google Keyword Planner, search volume, cost-per-click (CPC), and customer lifetime value (CLV) and other such metrics.

UNIT-IV

Social Media Marketing

Marketing on Paid advertisements on social media platforms like Facebook, Instagram, Effective

social media strategies on platforms such as Facebook, Twitter, Google+, Snapchat etc, building a social media campaign, write ad copies and ad creatives., case studies on social media strategies

UNIT-V

Web Analytics, Digital Media Planning and Buying, Web Remarketing, Email Marketing, Mobile Marketing, E-Commerce Management, **Co**ntent Strategy, Ad sense, Blogging and Affiliate Marketing

Recommended Books

1. Fundamentals of Digital Marketing by Puneet singh Bhatia, PEARSON
2. Digital Marketing: From Fundamentals to Future Paperback by Swaminathan T. N./Karthik Kumar, Cengage publications

MCA-T303 Embedded Systems

UNIT I

Overview and General Purpose Processor

Overview: Overview of embedded systems, Design challenges, common design metrics, processor technologies: general purpose processors, single-purpose processors, application specific

Instruction set processors, IC technologies- full custom/VLSI, semicustom ASIC, PLD, Design Technologies- compilation/ synthesis, libraries/ IP, test/ verification.

General-Purpose Processors: Basic architecture, data path, control unit, memory, operation, instruction execution, pipelining, superscalar and VLIW architectures, programmers view, instruction set, program and memory data space, registers, I/O, interrupts, development environment, design flow and tools, debugging and testing, selecting a microprocessor.

UNIT II

Custom Processors

Custom-Single purpose processors: Custom single purpose processor design, optimizing custom single processors. Standard single-purpose processors: peripherals Timers, counters, watchdog timers, UART, Pulse width modulator, LCD controller, Keypad controller, ADC, Real time clocks.

UNIT III

Application Specific Instruction Set Processors