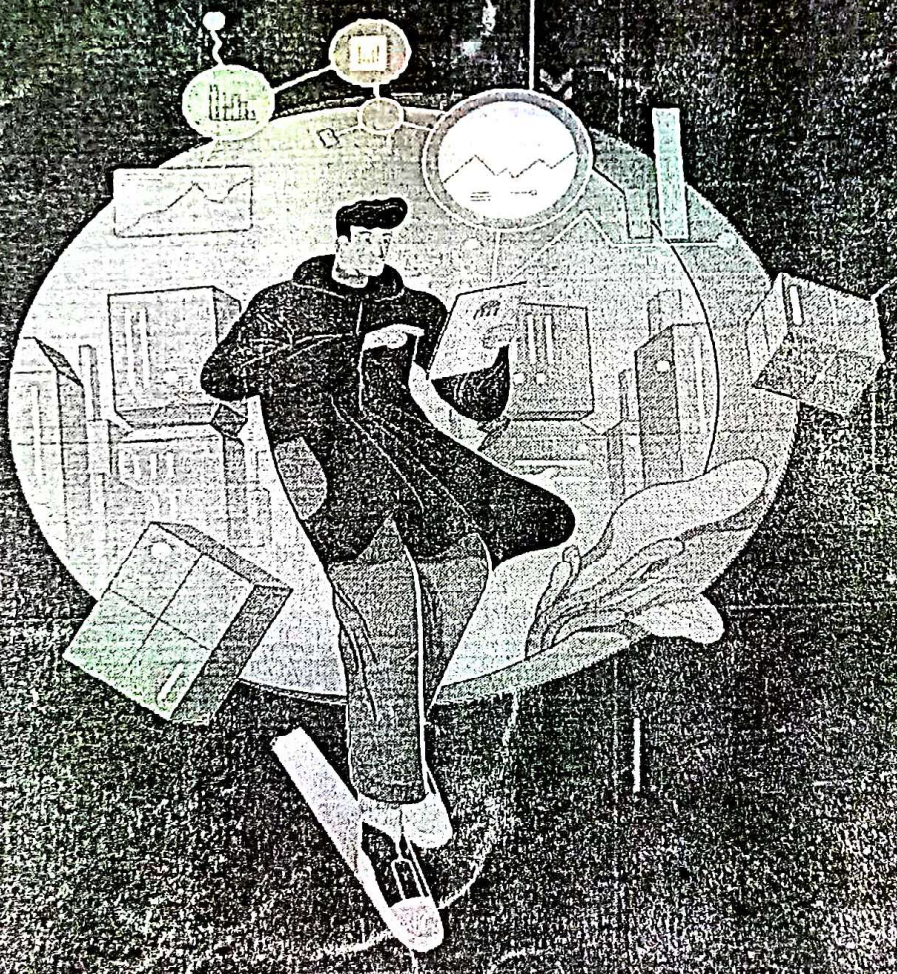
HINDU COLLEGE, AMRITSAR

PG Department Of Computer Science

ADVANCED WEB TECHNOLOGY



ADD ON COURSE

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PG Department of Computer Science & Applications

Academic Year 2022-23

NOTICE

All the students of our institute are hereby informed that the PG Department of Computer Science & Applications is going to start value added Certification course on February 2023, as per the following schedule: -

Course Name	Timing
1. Adv.Web Technology	8.20 AM to 9 AM
2. Adv.Digital Marketing	2.20 PM to 3 PM.

Course Coordinator

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PG Department of Computer Science

Syllabus of Advanced Web Technology

(ADD ON COURSE)

Sr. No.	TOPICS	DAYS
1.	Introduction of Advanced Web Technology and Tools	3
2.	What are domain names in web technology	5
3.	Brief Introduction Web hosting and its types	4
4.	Basics of ASP/ JSP objects	4
5.	Database Connectivity	5
6.	Brief Introduction of Cookies and Sessions	6
7.	Error Handling	5
8.	Middleware Technologies	5
9.	Ecommerce Architectural Technology	6
10.	Project Implementation	8

Outcome of Course:

1. Domain Names: Understanding and management of unique web addresses.
2. Web Hosting: Knowledge of various hosting types and their suitability.
3. ASP/JSP Objects: Proficiency in server-side scripting for dynamic web content.
4. Database Connectivity: Competence in integrating databases with web applications.

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List of Students For

Add on Course

Advanced Web Technology 2023

The following students have been enrolled in Add on course in Web Technology-:

Sr. No.	Name	Roll No	Signature
1	Aarti	7901	Aarti
2	Gautam	7902	Gautam
3	Nandini	7903	Nandini
4	Rosy	7904	Rosy
5	Ishaan	7905	Ishaan
6	Simranjit	7906	Simranjit
7	Bhumika	7907	Bhumika

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HINDU COLLEGE AMRITSAR.

Register of Daily Attendance of Advanced Web Tech class for the month of feb 2023

Roll No.	Name of Scholar	1	2	3	4	Sunday 5	6	7	8	9	10	11	Sunday 12	13	14	15	16	17	18	Sunday 19	20	21	22	23	24	25	Sunday 26	27	28	No. of Attendances for the month	No. of
1	Parti	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
2	Gautam	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
3	Nandini	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
4	Rosy	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
5	Ishaan	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
6	Simranjit	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
7	Bhumika	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		

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HINDU COLLEGE, AMRITSAR.

Register of Daily Attendance of Advanced Web Tech *class for the month of* March 2023

Roll No.	Name of Scholar	1	2	3	4	5 Sunday	6	7	8	9	10	11	12 Sunday	13	14	15	16	17	18	19 Sunday	20	21	No. of Attendances for the month	No. of Attendances brought forward
1	Arti	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
2	Gautam	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
3	Nandini	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
4	Rosy	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
5	Ishan	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
6	Simranjit	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P	P		
7	Bhumika	P	P	P	P																			

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PG Department of Computer Science
Advanced Web technology
(Add On Course)
Questionnaire

Time: 3hours **Total Marks: 50**

Attempt All the Questions

1. What role do domain names play in web technology, and why are they important for online presence?

2. Can you explain the concept of web hosting and its various types?

3. What are ASP and JSP objects, and how do they contribute to web development?

4. How does database connectivity enhance the functionality of web applications?

5. What are cookies and sessions, and how are they used in web development for managing user data?

6. What strategies are employed for error handling in web applications, and why is it essential?

7. Could you provide examples of middleware technologies commonly used in web development?

8. How does architectural technology facilitate the implementation of e-commerce platforms?

9. Can you outline the steps involved in project implementation for web development projects?

10. How do advanced web technologies and tools enhance the efficiency and functionality of web applications compared to traditional methods?

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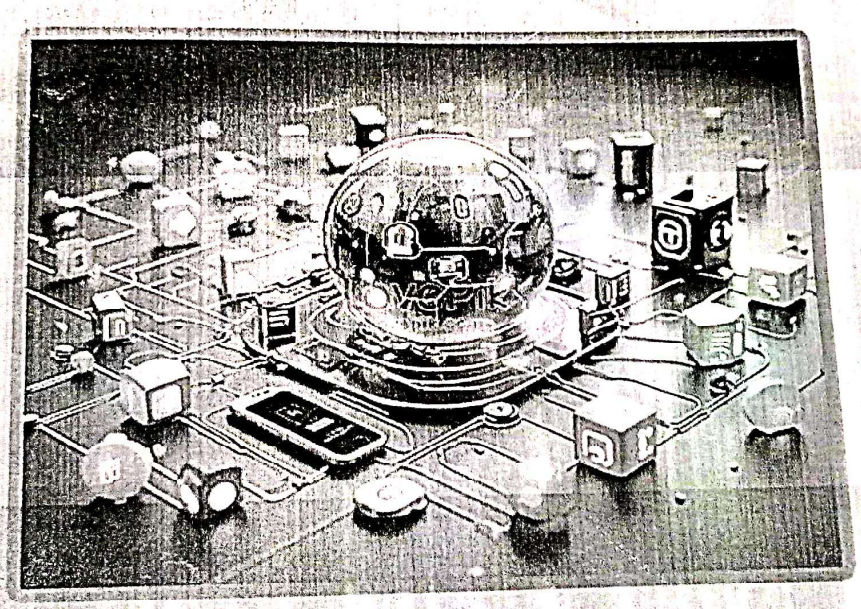
HINDU COLLEGE, AMRITSAR

PG DEPARTMENT OF COMPUTER SCIENCE

ADVANCED TOOLS IN DIGITAL MARKETING



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PG Department of Computer Science

Syllabus of Advanced Tools in Digital Marketing

(ADD ON COURSE)

Sr. No.	TOPICS	DAYS
1.	Introduction of Advanced tools in Digital Marketing	1
2.	Social Media Ads	3
3.	Media Monitoring	3
4.	Competitive Intelligence and Analysis	4
5.	Introduction of SEO (Search Engine Optimization)	4
6.	Identify technical SEO issues	3
7.	ASO (App Store Optimization)	4
8.	Web Optimization	3
9.	Audience Research	3
10.	Affiliate Links	4
11.	Content Writing Marketing	3
12.	Editing Tools	3
13.	Copywriting	2
14.	Wordpress website Creation	3
15.	Keywords Search and Paid Search	4
16.	Search Marketing and Demand Generation	4

Outcome Of The Course:-

1. To optimize online campaigns for maximum impact.
2. From AI-driven Witch providing actionable insights to marketing.
3. These tools revolutionize how businesses connect with their audience.

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List of Students

Add on course

Advanced tools in Digital Marketing 2023

The following students have been enrolled in Add on course Advance tools in Digital Marketing 2023

Sr.No.	Roll No.	Name	Signature
1	2818	Deepak	Deepak
2	1205	Rahul	Rahul
3	2845	Amit	Amit
4	6208	Nikhil	Nikhil
5	7916	Jagdeep	Jagdeep
6	7534	Agam	Agam
7	7522	Gitesh	Gitesh
8	5622	Paras	Paras
9	4402	Karan	Karan
10	4401	Shivam	Shivam

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HINDU COLLEGE, AMRITSAR.

Register of Daily Attendance of Advanced Tools and Digital Marketing **class for the month of** Feb 2023

Roll No.	Name of Scholar	1	2	3	4	5 Sunday	6	7	8	9	10	11	12 Sunday	13	14	15	16
2818	Deepak	P	P	P	P		P	P	P	P	P	P		P	P	P	P
1205	Rahul	P	P	P	P		P	P	P	P	P	P		P	P	P	P
2845	Amit	P	P	P	P		P	P	P	P	P	P		P	P	P	P
6208	Nikhil	P	P	P	P		P	P	P	P	P	P		P	P	P	P
7916	Jagdeep	P	P	P	P		P	P	P	P	P	P		P	P	P	P
7534	Agam	P	P	P	P		P	P	P	P	P	P		P	P	P	P
7522	Gitesh	P	P	P	P		P	P	P	P	P	P		P	P	P	P
5622	Paras	P	P	P	P		P	P	P	P	P	P		P	P	P	P
4402	Karan	P	P	P	P		P	P	P	P	P	P		P	P	P	P
4401	Shivam																

17	18	19 Sunday	20	21	22	23	24	25	26 Sunday	27	28	No. of Attendances for the month	No. of Attendances
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		
P	P		P	P	P	P	P	P		P	P		

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HINDU COLLEGE AMRITSAR.

Register of Daily Attendance of Advanced Tools & Digital Marketing class for the month of March 2023

Roll No.	Name of Scholar	1	2	3	4	Sunday	6	7	8	9	10	11	Sunday	13	14	15	16	17	18	19	Sunday	21	22	23	24	No. of Attendances for the month	No. of Attendances brought forward
2818	Deepak	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
1205	Rahul	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
2845	Amit	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
6208	Nitish	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
7916	Jagdeep	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
7534	Agam	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
7522	Gitesh	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
5622	Parav	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
4402	Karan	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		
4401	Shivam	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P	P		P	P	P	P		

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PG Department of Computer Science
Advanced Tools in Digital Marketing
(Add On Course)
Questionnaire

Time: 3hours **Total Marks: 50**

Attempt All the Questions

1. How can advanced tools enhance the effectiveness of social media advertising campaigns?

2. What are the key benefits of media monitoring in the realm of digital marketing?

3. How does competitive intelligence and analysis contribute to a company's marketing strategy?

4. What are the fundamental principles of SEO (Search Engine Optimization) and its significance in digital marketing?

5. How do you identify and address technical SEO issues to improve website performance?

6. What strategies are involved in ASO (App Store Optimization) to increase app visibility and downloads?

7. What are the essential elements of web optimization for improving website speed and user experience?

8. How does audience research influence content strategy and targeting in digital marketing?

9. What role do affiliate links play in digital marketing, and how can they be effectively utilized?

10. What are the key considerations and best practices for creating and optimizing content in digital marketing?

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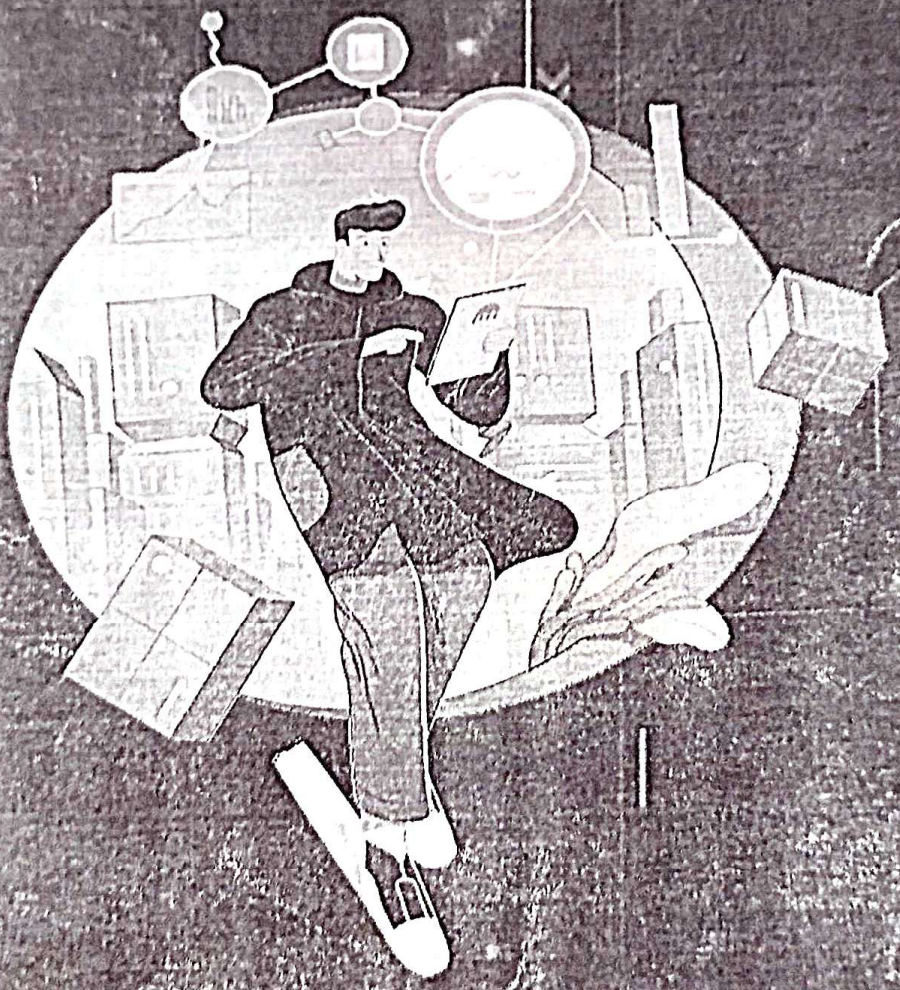
HINDU COLLEGE, AMRITSAR

PG Department Of Computer Science

WEB TECHNOLOGY



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PG Department of Computer Science & Applications

Academic Year 2021-22

NOTICE

All the students of our institute are hereby informed that the PG Department of Computer Science & Applications is going to start value added Certification course on September 2021, as per the following schedule: -

Course Name	Timing
1. Web Technology	8.20 AM to 9 AM
2. Digital Marketing	2.20 PM to 3 PM.

K Kaushal for

Course Coordinator

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PG Department of Computer Science

Syllabus of Basic Web Technologies

(ADD ON COURSE)

Sr. No	TOPICS	DAYS
1.	Introduction of HTML, CSS, javascript	4
2.	Basics of Client side programming	3
3.	Javascript objects	4
4.	Host objects	3
5.	Basics of Server side programming	3
6.	Representing Web data, Data base connectivity.	4
7..	Project Implementation using HTML, CSS, javascript	6
8.	Introduction to PHP	5
9.	How to handle files in PHP	3
10.	How to upload files in PHP	4
11.	Error handling	3
12.	Intoduction to MySql	4
13.	How to Create Website using PHP	5

Outcome of Course:

1. HTML, CSS, JavaScript: Mastery in front-end web development

2. Client-side Programming: Proficiency in dynamic client-side interactions

3. Server-side Programming: Ability to handle data and processes on the server

4. PHP & MySQL: Competence in server-side scripting and database management for dynamic website creation

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List of Students For

Add on Course

Web Technology 2022

The following students have been enrolled in Add on course in Web Technology-:

Sr. No.	Name	Roll No	Signature
1	Aarti	7901	Aarti
2	Gautam	7902	Gautam
3	Nandini	7903	Nandini
4	Rosy	7904	Rosy
5	Ishaan	7905	Ishaan
6	Simranjit	7906	Sijit
7	Bhumika	7907	Bhumika

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HINDU COLLEGE, AMRITSAR.

Register of Daily Attendance of Web Technology

Class for the month of September

Roll No.	Name of Scholar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
7452	Anjali	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7453	Harshdeep Singh	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7454	Jaswinderpreet Kaur	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7901	Sukhmanpreet	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7907	Shubham	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7909	Manav	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7911	Paras	P	P	P	P	|	P	P	P	P	P	P	|	P	P	P	P	P	P	|	P
7913	Sonali	P	P	P	P	|	P	P	P	P	P	P	|							|	

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HINDU COLLEGE, AMRITSAR.

Register of Daily Attendance of Web Technology

Class for the month of Oct

Roll No.	Name of Scholar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
7452	Anjali	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7453	Harshdeepsingh	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7454	Anandeep kaur	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7901	Subhampreet	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7907	Shubham	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7909	Manav	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7911	Paras	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P
7913	Sonali	P			P	P	P	P	P	P		P	P	P	P		P		P	P	P

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PG Department of Computer Science

Basic Web technology

(Add On Course)

Questionnaire

Time: 3hours **Total Marks: 50**

Attempt All the Questions

1. What is the purpose of HTML, CSS, and JavaScript in web development? Provide a brief explanation of each.

2. How are JavaScript objects different from JavaScript variables? Give an example of creating an object in JavaScript.

3. Explain the concept of host objects in JavaScript. Provide examples of commonly used host objects.

4. What are the main differences between client-side and server-side programming? Give examples of tasks typically performed on each side.

5. How would you represent web data in a relational database? Discuss the importance of database connectivity in web development.

6. Describe a project implementation using HTML, CSS, and JavaScript. What are the key components and functionalities?

7. What is PHP and how does it fit into web development? Provide examples of tasks that PHP is commonly used for.

8. Explain how file handling works in PHP. Discuss different file manipulation functions and their purposes.

9. How would you implement a file upload feature in a PHP-based website? Discuss the necessary steps and considerations.

10. What are some common techniques for error handling in PHP? Provide examples of error handling mechanisms in PHP code.

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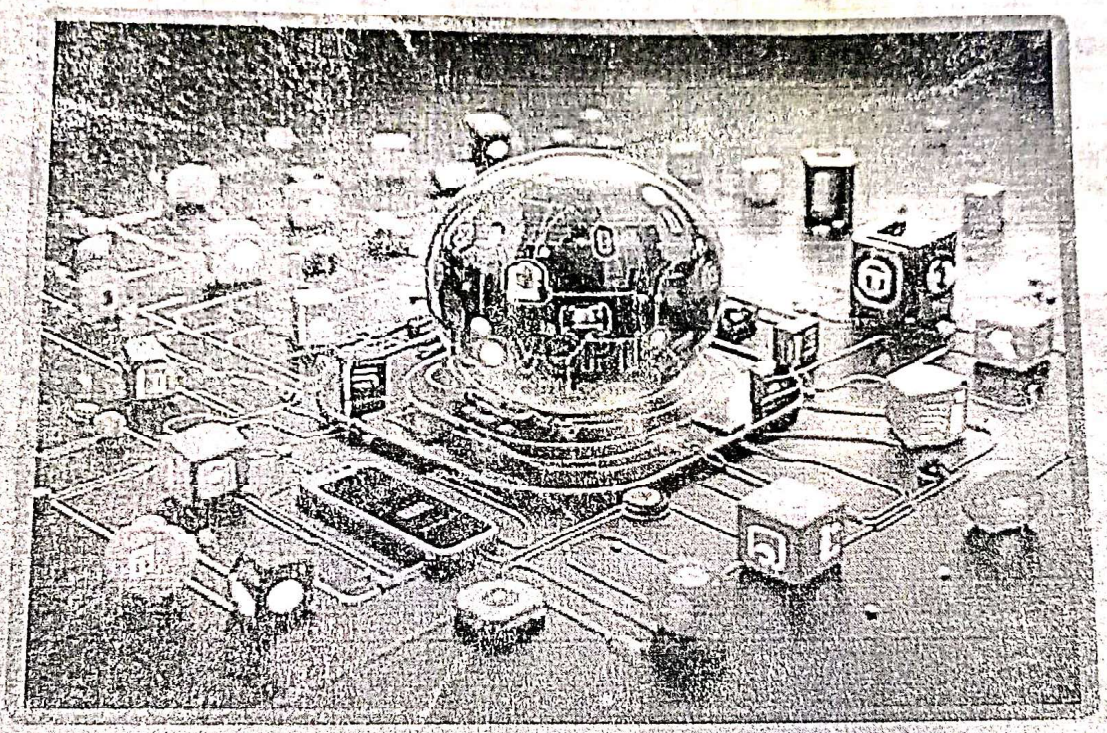
HINDU COLLEGE, AMRITSAR

PG DEPARTMENT OF COMPUTER SCIENCE

DIGITAL MARKETING



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PG Department of Computer Science

Syllabus of Basic Digital Marketing

(ADD ON COURSE)

Sr. No.	TOPICS	DAYS
1.	Fundamentals of Digital marketing	1
2.	Significance of Digital marketing	2
3.	Traditional marketing Vs Digital Marketing	3
4.	Digital marketing tools	4
5.	The Digital marketing Plans	2
6.	Social media marketing (build company bland) • Faceboook • Instagram • You Tube marketing.	6
7.	Email Marketing	3
8.	Mobile Marketing	3
9.	Blogging	4
10.	Website Readability	4
11.	CPC (Cost Per Click)	3
12.	Different type of ad tools	4
13.	Display advertising terminology	3
14.	Types of display ads	3
15.	Different ad formats	4
16.	Customer Satisfaction	2

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Outcome of the Course:-

1. Possess a comprehensive understanding of digital marketing principles and tools.

2. Gain practical skills in various areas such as SEO, social media marketing, and email campaigns.

3. Develop analytical proficiency to track campaign performance and make data-driven decisions.

4. Be equipped with strategic thinking to craft effective digital marketing strategies aligned with business objectives.

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22-23.

List of Students

Add on course

Digital Marketing 2022

The following students have been enrolled in Add on course in Digital Marketing 2022

Sr.No.	Roll No.	Name	Signature
1	2818	Deepak	Deepak
2	1205	Rahul	Rahul
3	2845	Amit	Amit
4	6208	Nikhil	Nikhil
5	7916	Jagdeep	Jagdeep
6	7534	Agam	Agam
7	7522	Gitesh	gitesh
8	5622	Paras	Paras
9	4402	Karan	Karan
10	4401	Shivam	Shivam

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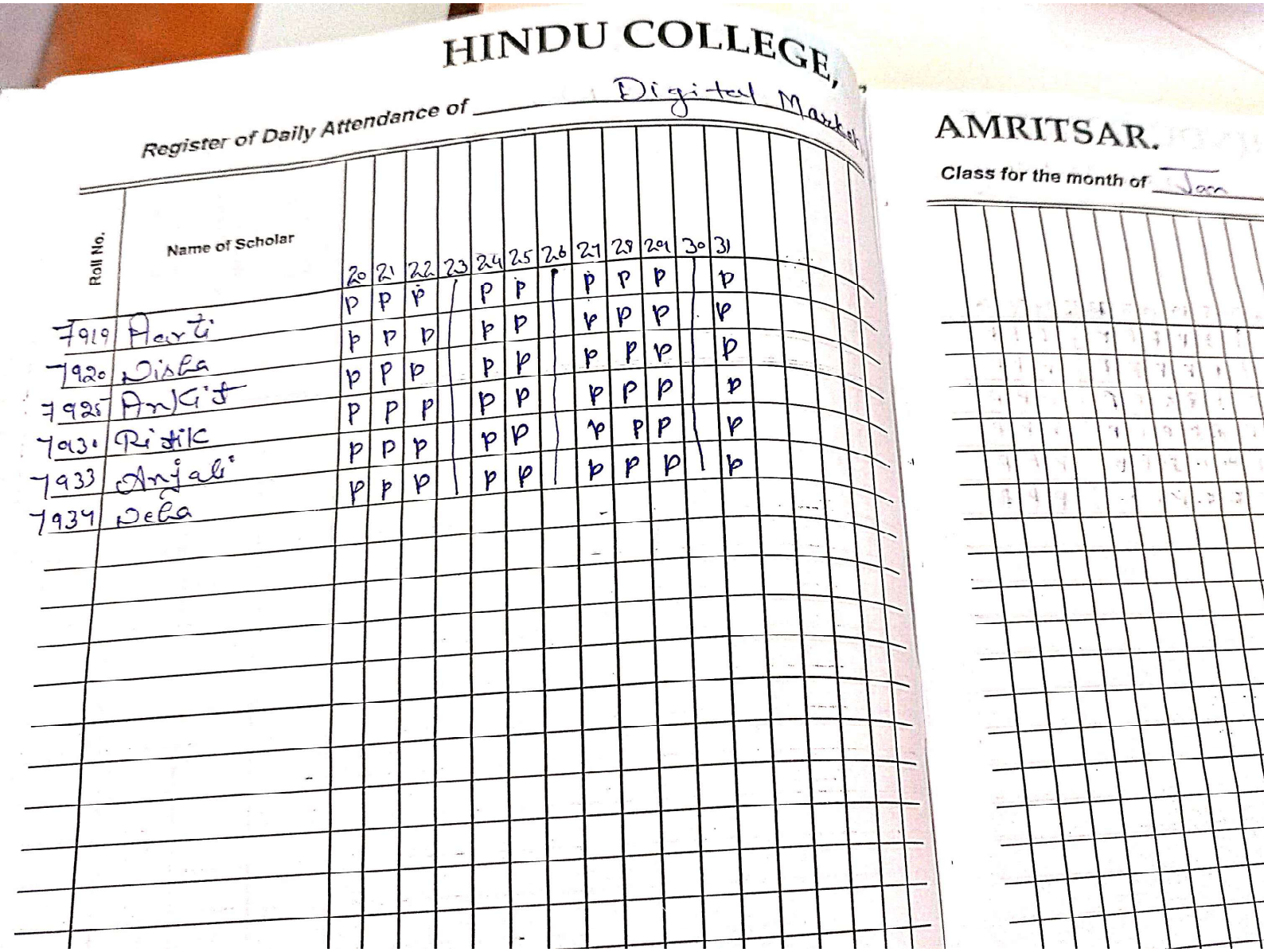

HINDU COLLEGE, AMRITSAR.

Register of Daily Attendance of Digital Market

Class for the month of Jan

Roll No.	Name of Scholar	20	21	22	23	24	25	26	27	28	29	30	31
7919	Aarti	P	P	P	/	P	P	/	P	P	P	/	P
7920	Disha	P	P	P	/	P	P	/	P	P	P	/	P
7925	Angit	P	P	P	/	P	P	/	P	P	P	/	P
7930	Ritik	P	P	P	/	P	P	/	P	P	P	/	P
7933	Anjali	P	P	P	/	P	P	/	P	P	P	/	P
7934	Deba								-				

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HINDU COLLEGE, AMRITSAR.

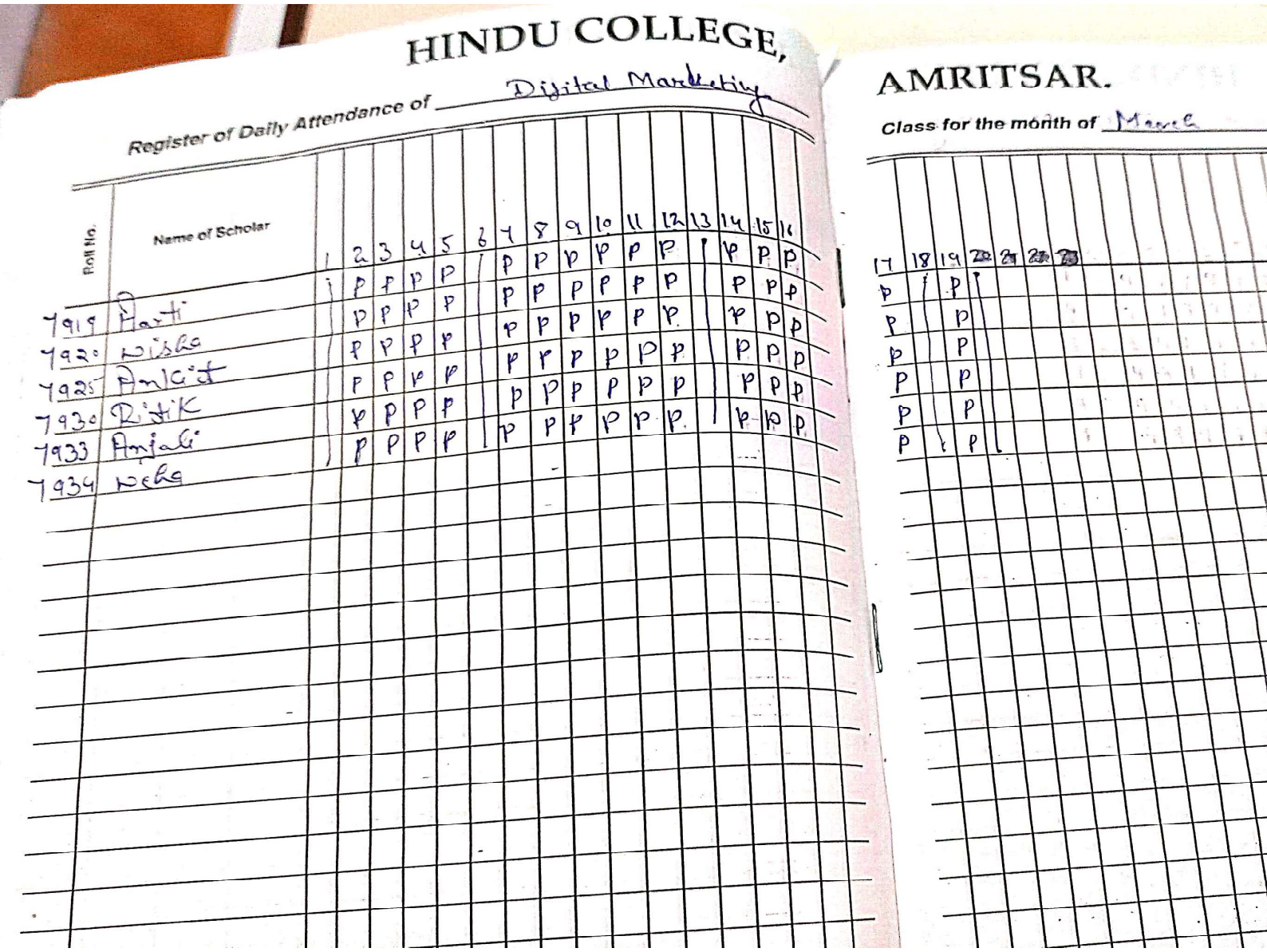
Register of Daily Attendance of Digital Marketing

Class for the month of Feb

Roll No.	Name of Scholar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
7919	Aarti	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P
7920	Disha	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P
7925	Ankit	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P
7930	Ritik	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P
7933	Anjali	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P
7934	Neha	P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P		P

Signature valid

Digitally signed by Dr Rakesh Joshi
2024.02.29 02:59 +05:30



HINDU COLLEGE,

AMRITSAR.

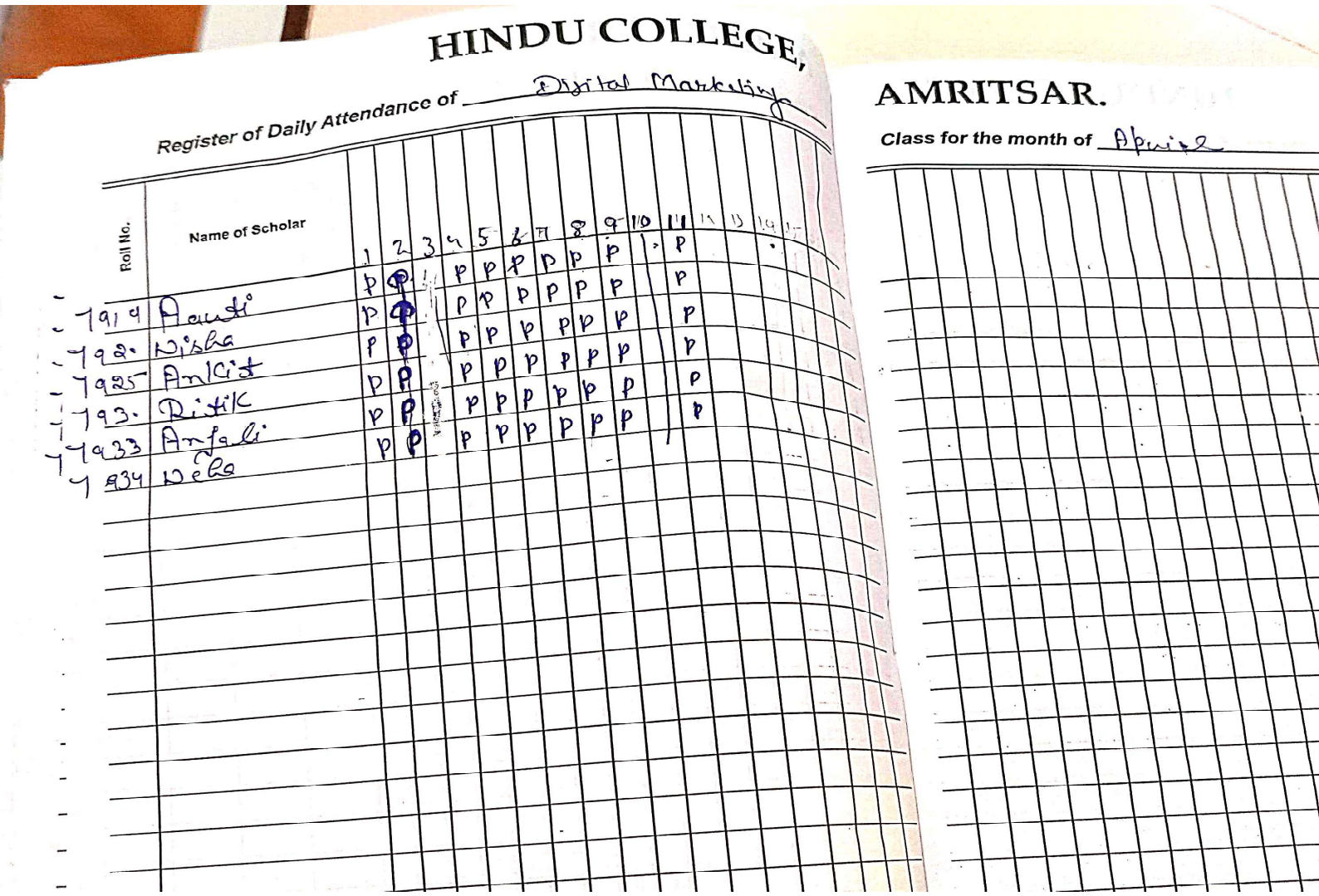
Register of Daily Attendance of Digital Marketing

Class for the month of March

Roll No	Name of Scholar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
7919	Aarti	P	P	P	P	/	P	P	P	P	P	P		P	P	P	P		P					
7920	Nisha	P	P	P	P		P	P	P	P	P	P		P	P	P	P		P					
7925	Anjali	P	P	P	P		P	P	P	P	P	P		P	P	P	P		P					
7930	Ritik	P	P	P	P		P	P	P	P	P	P		P	P	P	P		P					
7933	Anjali	P	P	P	P		P	P	P	P	P	P		P	P	P	P		P					
7934	Neha																							

Signature valid

Digitally signed by Dr Rakesh Joshi
2024.02.29 02:59 +05:30



HINDU COLLEGE,

AMRITSAR.

Register of Daily Attendance of Digital Marketing

Class for the month of April

Roll No.	Name of Scholar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
7914	Aanshi	P	P		P	P	P	P	P	P		P				
7928	Nisha	P	P		P	P	P	P	P	P		P				
7925	Anjali	P	P		P	P	P	P	P	P		P				
7931	Ritik	P	P		P	P	P	P	P	P		P				
7933	Anjali	P	P		P	P	P	P	P	P		P				
7934	Neha															

Signature valid

Digitally signed by Dr Rakesh Joshi
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