



SR.No.	Date	Total Lecture	Chapter	Topic	Remarks
1	16/02/2023	1	Unit-1 : Open Source Software	Open Source Software (OSS), OSS advantages,	
2	17/02/2023	2		free software, freeware,	
3	20/02/2023	3		free and open source software (FOSS), public domain software,	
4	23/02/2023	4		FSF, GPL, LGPL	
5	24/02/2023	5	Unit-2 : Linux Operating System	History of LOS	
6	25/02/2023	6		features of LOS	
7	27/02/2023	7		applications, distributions	
8	02/03/2023	8		distributions, kernel,	
9	03/03/2023	9		desktop environments : GNOME	
10	04/03/2023	10		desktop environments : KDE	
11	06/03/2023	11	Unit-3 : Managing Files and Directories	architecture	
12	09/03/2023	12		boot loaders,	
13	10/03/2023	13		Rules for naming files and directories,	
14	13/03/2023	14		FHS, file types, file permissions,	
15	16/03/2023	15		Class Test - 1	
16	17/03/2023	16		Linux file management ,commands: cat, touch,	
17	18/03/2023	17		head, tail, cp, rm,	
18	20/03/2023	18		mv, more, less, pwd,	
19	23/03/2023	19		mkdir, rmdir, ls, cd, chmod;	
20	24/03/2023	20		use of wild card characters,	
21	25/03/2023	21		standard input, output	
22	27/03/2023	22		error files; pipes and filters	
23	31/03/2023	23		Unit-4 : Linux Networking	Networking terminology (basic concept only) : TCP/IP,
24	03/04/2023	24	IPv4 and IPv6 addresses,		
25	06/04/2023	25	netmask, gateway, DNS,		
26	10/04/2023	26	Class Test -2		
27	13/04/2023	27	DHCP, ports;Linux networking commands		
28	17/04/2023	28	: ifconfig, finger, ping,		
29	20/04/2023	29	arp, netstat, host, traceroute,		
30	21/04/2023	30	nmap, ssh, telnet, ftp		
31	24/04/2023	31	Unit-5 : Linux Administration	User management : users, groups, primary and secondary groups,	
32	27/04/2023	32		Linux commands for user management : useradd, usermod, userdel, passwd, groupadd, groupmod,	
33	28/04/2023	33		groupdel, groups, chown, chgrp; package management,	
34	29/04/2023	34		configuration files: hosts, fstab, passwd, group, resolv.conf;	
35	01/05/2023	35		Linux Servers : Telnet server, SSH server,	
36	04/05/2023	36		Disk management : manage disk partitions, format partitions,	
37	06/05/2023	37		mount and unmount file systems;	
38	08/05/2023	House Test week According to Academic Calendar (i.e. 2nd week of May 2023)			
39	11/05/2023				
40	12/05/2023				
41	15/05/2023	38	Unit-5 : Linux Administration	FTP server, NFS server,	
42	18/05/2023	39		proxy server,	
43	19/05/2023	40		DHCP server,	
44	20/05/2023	41		SAMBA	
45	25/05/2023	42	Unit-6 : Shell Programming	Linux shells, bash shell script,	
46	26/05/2023	43		echo, read, variables : naming rules,	
47	27/05/2023	44		readonly variable, unset variables,	
48	29/05/2023	45		special variables (\$, \$\$, \$#, \$?, \$n),	
49	01/06/2023	46		environment variables,	
50	02/06/2023	47		positional parameters,	
51	03/06/2023	48		command substitution,	
52	05/06/2023	49		flow control constructs - "if..then..fi" construct,	
53	08/06/2023	50		"else" construct, "elif" construct, case, while construct,	
54	09/06/2023	51		until, for, break and continue.	
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SR.No.	Date	Total Lecture	Chapter	Topic	Remarks
1	14/02/2023	1	Unit-1 : Introduction to Wireless Communication	Wireless communication and its applications, advantages and disadvantages of wireless communication,	
2	15/02/2023	2		Types of Services : broadcast, paging, cellular telephony, trunking radio, cordless telephony, WLAN, PAN	
3	20/02/2023	3		adhoc & sensor networks, fixed wireless access; challenges in wireless communication	
4	21/02/2023	4		electromagnetic spectrum, licensed/unlicensed spectrum bands, ISM band	
5	22/02/2023	5		terrestrial and satellite microwave communication, broadcast radio	
6	25/02/2023	6		infrared and lightwave communication, wireless transmission impairments	
7	27/02/2023	7		attenuation, distortion, noise, interference	
8	28/02/2023	8		pathloss, shadowing and fading.	
9	01/03/2023	9	Unit -2 Fundamentals of Wireless Communication	Concept of bandwidth, analog and digital signals,	
10	04/03/2023	10		data rate, signal strength, SNR,	
11	06/03/2023	11		RSSI, electromagnetic wave propagation: ground waves,	
12	07/03/2023	12		sky waves and line-of-sight propagation: radio waves,	
13	13/03/2023	13		microwaves, infrared;	
14	14/03/2023	14		Class Test -1	
15	15/03/2023	15		Overview of Propagation Mechanisms: reflection,	
16	18/03/2023	16		diffraction and scattering;	
17	20/03/2023	17	outdoor and indoor propagation.		
18	21/03/2023	18	outdoor and indoor propagation.		
19	22/03/2023	19	Unit-3 : Wireless Communication Systems	Cellular Communication: cellular concept,	
20	25/03/2023	20		cellular system architecture,	
21	27/03/2023	21		cells, clusters, frequency reuse,	
22	28/03/2023	22		cell splitting, handoff,	
23	29/03/2023	23		Digital Cellular System : TDMA,	
24	01/04/2023	24		ETDM, PCS, CDMA,	
25	03/04/2023	25		Global System for Mobile Communication (GSM),	
26	04/04/2023	26		GSM network : switching system, BSS,	
27	05/04/2023	27	operation and support system,		
28	10/04/2023	28	Generations of cellular networks and their features (1G – 5G).		
29	11/04/2023	29	Class Test -2		
30	12/04/2023	30	Unit-4 : Wireless LAN Technology and Bluetooth	Wireless LAN (WLAN), IEEE-802.11	
31	17/04/2023	31		WLAN applications, WLAN types,	
32	18/04/2023	32		WLAN problems – hidden station and exposed station problems	
33	19/04/2023	33		: Bluetooth technology,	
34	24/04/2023	34		Direct Sequence Spectrum Scheme,	
35	25/04/2023	35		Frequency Hopping Spread Spectrum,	
36	26/04/2023	36		Personal Area Networks,	
37	29/04/2023	37		Mobile computing, Mobile computing functions,	
38	01/05/2023	38	Unit-5 : Mobile Computing Introduction	Mobile computing functions, Mobile Computing Devices,	
39	02/05/2023	39		Middleware and Gateways,	
40	03/05/2023	40		Mobile computing environment,	
41	06/05/2023	41		Applications and services.	
42	08/05/2023	42	House Test week According to Academic Calendar (i.e. 2nd week of May 2023)		
43	09/05/2023				
44	10/05/2023				
45	15/05/2023	42	Unit-5 : Mobile Computing Introduction	Mobile computing environment,	
46	16/05/2023	43		Applications and services.	
47	17/05/2023	44	Unit-6 : Mobile Computing Architecture	Three tier architecture for Mobile Computing,	
48	20/05/2023	45		design considerations for mobile computing,	
49	23/05/2023	46		client context manager, introduction to CC/PP,	
50	24/05/2023	47		Policy manager, semantic web,	
51	27/05/2023	48		security manager,	
52	29/05/2023	49		context aware systems,	
53	30/05/2023	50		GPS, Mobile computing through Internet	
54	31/05/2023	51		GPS, Mobile computing through Internet	
55	03/06/2023	52	Unit-7 : Operating System for Mobile Device	An overview of Android Operating System	
56	05/06/2023	53		Architecture, Features of Android OS,	
57	06/06/2023	54		Architecture, Features of Android OS,	
58	07/06/2023	55			



SR.No.	Date	Total Lecture	Chapter	Topic	Remarks
1	14/02/2023	1	Unit-1 : Principles of Digital Marketing	Definition, introduction to Digital marketing,	
2	15/02/2023	2		Real vs Digital Marketing,	
3	17/02/2023	3		Digital Marketing Models,	
4	20/02/2023	4		advantages and disadvantages of digital marketing,	
5	21/02/2023	5		factors for shifting from traditional marketing to digital marketing,	
6	22/02/2023	6		factors for shifting from traditional marketing to digital marketing,	
7	24/02/2023	7		types of Digital marketing,	
8	27/02/2023	8		types of Digital marketing,	
9	28/02/2023	9		Set of activities of digital marketing	
10	03/03/2023	10		Set of activities of digital marketing	
11	06/03/2023	11	Unit-2 : Search Engine Optimization	Introduction to SEO : What is SEO,	
12	10/03/2023	12		How Search Engines Work,What it Takes to Rank,	
13	13/03/2023	13		Long-Tail ,Concept & Theory	
14	14/03/2023	14		Content management, How to Approach Your SEO, Strategy,	
15	15/03/2023	15		Class Test - 1	
16	17/03/2023	16		Techniques : On Page SEO: Website Content, URL Structure, Pictures, Title Tags & Meta Tags, Headline Tags, Internal Linking,	
17	20/03/2023	17		Off-Page SEO: Who's Linking to You? How are they Linking to You?	
18	21/03/2023	18		Using Social Media to Spread Content, Using Email to Spread Content,	
19	22/03/2023	19		Identifying Keywords: How to Identify Long-Tail Keywords,	
20	24/03/2023	20		Check Your Web Analytics, Keyword Research Tools, Search for Keywords,	
21	27/03/2023	21		Measuring Success: Traffic, Introduction to Search Engine Optimization Leads/ROI,	
22	28/03/2023	22		Indexed Pages, Inbound Links, Keywords, Rankings,	
23	29/03/2023	23		Making a List of Keywords, Build a Keyword-Focused Webpage,	
24	31/03/2023	24		Build a Keyword-Focused Webpage, Set Up a Blog	
25	03/04/2023	25		Unit-3 : Google AdWords	Setting up Google AdWords Campaigns – that avails high ranking at low cost,
26	04/04/2023	26	Content Structuring, Understanding Quality Score,		
27	05/04/2023	27	Finding and selecting the right Keywords, Keywords Matching Options,		
28	10/04/2023	28	Campaign Setup procedure, Ads and Ad Groups, Organizing Ad Groups,		
29	11/04/2023	29	Creating Effective Ads, Optimizing Landing Pages, Bid Management,		
30	12/04/2023	30	Class Test - 2		
31	17/04/2023	31	Negative Keywords,Analytics – Measure and fine-tune,		
32	18/04/2023	32	Remarketing Campaigns – How to configure, Setup and Monitor them,		
33	19/04/2023	33	YouTube Video Ad Campaigns.		
34	21/04/2023	34			
35	24/04/2023	35	Unit-4 : Google Analytics	Getting Started with Google Analytics, Understanding Dashboard – Audience Advertising	
36	25/04/2023	36		Traffic Source Content Conversions, Taking decisions based on Analytics Reporting,	
37	26/04/2023	37		Defining Business Goals and Objectives, Tracking Social Media Traffic,	
38	28/04/2023	38		Tracking SEO Traffic,Integrating your Google AdWords campaigns into Google Analytics,	
39	01/05/2023	39		Measuring Tools and Methods,Measuring your Site's ROI,	
40	02/05/2023	40		Introduction to Goal Conversion – Tracking the Conversions,Configuring UTMs	
41	03/05/2023	41		Google Tag Manager – a brief overview.	
42	08/05/2023			House Test week According to Academic Calendar (i.e. 2nd week of May 2023)	
43	09/05/2023				
44	10/05/2023				
45	12/05/2023				
46	15/05/2023	42	Unit-5 : Social Media Marketing	Introduction to Social Media marketing,Introduction to Blogging: create a blog, include headline,	
47	16/05/2023	43		imagery links and post, introduction to Facebook	
48	17/05/2023	44		channel advertising and campaigns, create a Facebook outline	
49	19/05/2023	45		introduction to Twitter and channel advertising and campaigns,	
50	23/05/2023	46		introduction to Google+ and LinkedIn, an overview on LinkedIn advertising,	
51	24/05/2023	47		introduction to Instagram and Pinterest,	
52	26/05/2023	48		channel advertising and campaigns,	
53	29/05/2023	49		creative campaign examples across social channels,	
54	30/05/2023	50		KnowEm,	
55	31/05/2023	51		TweetDeck,	
56	05/06/2023	52		UTMs.,	
57	06/06/2023	53			
58	07/06/2023	54			