

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: IT & DATA SCIENCE**

**PROGRAMME: B.COM (DIGITAL BUSINESS)**

**SEMESTER: II**

**NOMENCLATURE OF THE COURSE: INTRODUCTION TO  
WEBSITE & DESIGN ESSENTIALS**

**NEP Vertical: Major Course**

**Credit: 4**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Programme:</b>	<b>B.COM (DIGITAL BUSINESS)</b>
<b>Nomenclature of the Course</b>	<b>INTRODUCTION TO WEBSITE &amp; DESIGN ESSENTIALS</b>
<b>Total Marks</b>	<b>100</b>
<b>Semester:</b>	<b>II</b>
<b>Academic year</b>	<b>2025 - 2026</b>

**LEARNING OBJECTIVES:**

1. To develop a strong understanding of design fundamentals, including principles, elements, and user-centric design applied to various marketing formats.
2. To explore and differentiate between diverse marketing design types such as emailers, social media visuals, and print materials.
3. To introduce students to the essential components of website creation, covering technical aspects like hosting, domains, and CMS installation.
4. To build practical skills in website development and optimization using platforms like WordPress and Elementor for enhanced user experience and digital marketing effectiveness.

**COURSE OUTCOMES:**

**After completion of the course, learners would be able to:**

1. CO1: Explain and apply core design principles and elements to create visually engaging marketing materials.
2. CO2: Select and tailor design approaches for different marketing channels to meet specific campaign needs.
3. CO3: Understand the technical requirements of website development, including domain setup, hosting, and CMS integration.
4. CO4: Develop and optimize user-friendly websites by effectively using tools such as WordPress and Elementor, ensuring strong usability and accessibility.

**Modules at a glance**

Sr. No	Module	No of Lectures
1	Design Essentials	30
2	Introduction to Website	30
	Total	60

Module	Course Content	Andragogy	No of Lectures
1	Design Essentials		30
	<ul style="list-style-type: none"> <li>● What is Design?</li> <li>● Types of Marketing Design <ul style="list-style-type: none"> <li>○ Emailers</li> <li>○ Landing Page</li> <li>○ Social Media</li> <li>○ Print</li> <li>○ OOH</li> <li>○ Blog Visuals</li> </ul> </li> </ul>	Theoretic Discussion, Presentations, Case Studies, Group Discussion	

	<ul style="list-style-type: none"> <li>○ PPTs</li> <li>● User-Centric Design</li> <li>● Elements of Design <ul style="list-style-type: none"> <li>○ Line</li> <li>○ Shape</li> <li>○ Form</li> <li>○ Space</li> <li>○ Colour</li> <li>○ Value</li> <li>○ Texture</li> </ul> </li> <li>● Typography</li> <li>● Principles of Design</li> </ul> <p>Deiter Rams' Principles of Good Design</p>		
2	Introduction to Website		30
	<ul style="list-style-type: none"> <li>● Why Are Websites Needed? <ul style="list-style-type: none"> <li>○ Marketers' Need for Websites</li> </ul> </li> <li>● Elements Required to Create a Website <ul style="list-style-type: none"> <li>○ Servers</li> <li>○ Hosting</li> <li>○ Domain</li> <li>○ Slug</li> <li>○ IP Address</li> <li>○ Domain Name Server</li> </ul> </li> <li>● Creating a website using CMS</li> <li>● Introduction to WordPress <ul style="list-style-type: none"> <li>○ WordPress.com vs WordPress.org</li> </ul> </li> <li>● Installing WordPress</li> <li>● P.L.A.N <ul style="list-style-type: none"> <li>○ Prepare</li> <li>○ Landscape</li> <li>○ Aesthetics</li> <li>○ Navigation</li> </ul> </li> <li>● Wireframing</li> <li>● Installing Themes</li> <li>● Pages vs Posts</li> <li>● Plugins</li> <li>● Website Usability <ul style="list-style-type: none"> <li>○ UI &amp; UX</li> <li>○ Elements of Web Design</li> </ul> </li> <li>● Website Accessibility</li> <li>● Elementor <ul style="list-style-type: none"> <li>○ Installing Elementor</li> <li>○ Basics of Elementor</li> <li>○ Create a Landing Page</li> </ul> </li> <li>● Website Must Have's: <ul style="list-style-type: none"> <li>○ Banner</li> <li>○ Form</li> <li>○ Carousel</li> </ul> </li> </ul> <p>CTA Buttons</p>	Theoretic Discussion, Presentations , Case Studies, Group Discussion, Practical Learning	

**SUGGESTED READINGS / REFERENCE BOOKS:**

- The Non-Designer's Design Book by Robin Williams
- Don't Make Me Think: A Common-Sense Approach to Web Usability by Steve Krug
- Hooked: How to Build Habit-Forming Products by Nir Eyal

**QUESTION PAPER PATTERN****RUBRICS FOR CONTINUOUS EVALUATION****Internal Assessment (40% of 40 marks) - 16 Marks****A) Continuous Internal Evaluation (CIE):**

<b>Sr. No.</b>	<b>Particular</b>	<b>Marks</b>
1	2 Presentation/Project/Assignment/Case Study of 20 marks each	<b>40</b>

**QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION****B) Semester End Examination (SEE):****Maximum Marks: 60****Duration: 2 Hours****All Questions are compulsory****Question Paper Pattern**

<b>Question No</b>	<b>Particular</b>	<b>Marks</b>
Q 1	Two questions to be asked: A or B Any One to be attempted  From Module-I	15 Marks
Q 2	Two questions to be asked: A or B Any One to be attempted  From Module-I	15 Marks
Q 3	Two questions to be asked: A or B Any One to be attempted  From Module-II	15 Marks
Q 4	Two questions to be asked: A or B Any One to be attempted  From Module-II	15 Marks