

Course Code	Course Name	Teaching Scheme			Credits Assigned			
		Theory	Practical	Tutorial	Theory	Practical/Oral	Tutorial	Total
TEITT605	Advanced Internet Technology	04 Hr/Week	02 Hr/Week	---	04	01	---	05

Course Code	Course Name	Examination Scheme								
		Theory Marks					Term Work	Practical	Oral	Total
		Internal assessment			End Sem. Exam					
		Test1	Test 2	Avg. of 2 Tests						
TEITT605	Advanced Internet Technology	20	20	20	80	25	25	---	150	

Course Objectives:

1. To introduce the concept of Search Engine basics.
2. To enable students to determine SEO Objective and develop SEO plan prior to Site Development.
3. To make students well versed with HTML 5, CSS3 and Responsive Web Design.
4. Learning the characteristic of RIA – Web Mashup Eco System.

Course Outcomes: On successful completion of this course students should be able:

1. Develop Keyword Generation, Using Google Analytics etc.
2. To demonstrate Responsive Web Design.
3. To demonstrate Amazon/Google or yahoo mashup.

DETAILED SYLLABUS:

Sr. No.	Module	Detailed Content	Hours
1.	Search Engine Optimization	<p>Search Engine Basics</p> <p>Algorithm based Ranking Systems – Determining Searcher Intent and Delivering Relevant, Fresh Content, Analyzing Ranking Factors, Using Advanced Search Techniques, Vertical Search Techniques, Country-Specific Search Engines</p> <p>Determining SEO Objective and Finding Your Site’s Audience – Setting SEO Goals and Objective, Developing SEO plans Prior to Site Development - SEO for Rawtraffic;E-commerce Sales;Mindsahre/Branding; Direct Marketing; Reputation Management; Ideological Influence</p> <p>Getting started SEO: Defining Your Site’s Information Architecture, Auditing an Existing Site to identify SEO Problems, Identifying Current Server Statistic Software and Gaining Access – Dtermining Top competitors, Benchmarking Current Indexing Status, Current Rankings, Benchmarking Current Traffic Source and Volumes, Conduct SEO/Website SWOT analysis.</p> <p>Keyword Genration – Creating Pages – Website Structure- Creating Content-Creating Communities-building Links-Using Google Analytics-Social Media Optimization-Creating Pay-per-click Campaigns-Optimizing PPC Campaigns through Quality Score optimization - Tracking Results and Measuring Success.</p>	20
2.	Responsive web design with HTML5 and CSS3	Getting Started with HTML 5, CSS3 and Responsive Web Design.	16

		<p>Media Queries: Supporting Differing Viewports</p> <p>Embracing Fluid Layout</p> <p>HTML 5 for Responsive Design</p> <p>CSS3: Selectors, Typography and color Modes</p> <p>Stunning Aesthetics with CSS3</p> <p>CSS3 Transitions, Transformations and Animations</p> <p>Conquer Forms HTML5 and CSS3</p>	
3.	RIA and Mashup	<p>Characteristic of RIA – Web Mashup Eco Systems – Mashup Techniques :1) Mashing on the Web Server, Rich User Interface using Ajax, Mashing with JSON</p> <p>RIA: Ajax vs Traditional Approach</p> <p>Technical Background:</p> <p>1) Javascript and AJAX</p> <p>2) JSON Alternative to XML</p> <p>3) Syndication</p> <p>4) REST and WS * Web Services</p>	12

Text Books:

1. Professional Web 2.0 Programming WROX press
2. Responsive Web Design with HTML5 and CSS3 PACKT
3. The Art of SEO O'Reilly Publication

References:

1. Rich Internet Application AJAX and Beyond WROX press
2. Web Technology, Srinivasan, Pearson

Term Work: 25 Marks (Total marks) = 15 Marks (Experiment and Case Studies) + 5 Marks (Assignments) + 5 Marks (Attendance)

Suggested Practical List:

- 1) Practical on SEO (Keyword Generation, Using Google Analytics etc.)
- 2) Practical to demonstrate Responsive Web Design
- 3) Practical to demonstrate Amazon/Google or yahoo mashup

Theory Examination:

1. Question paper will comprise of 6 questions, each carrying 20 marks.
2. Total 4 questions need to be solved.
3. Q.1 will be compulsory, based on entire syllabus wherein sub questions of 2 to 3 marks will be asked.
4. Remaining question will be randomly selected from all the modules.
5. Weightage of marks should be proportional to number of hours assigned to each module.