

ACADEMIC PLAN

Name of the Faculty: **M. KARUNA**

Course: **B.COM (CA) Semester – 4**

Subject: **Health Insurance**

Date	Name of the Chapter	Hours Required
25/11/2024 TO 10/12/2024	Introduction to Health Insurance	12
11/12/2024 TO 27/12/2024	Health Insurance Products	12
28/12/2024 TO 20/01/2025	Health Insurance Underwritings	12
21/01/2025 TO 07/02/2025	Claims, Procedures and Documentation	12
10/02/2025 TO 05/03/2025	Government and Social Health Insurance Schemes in India	12
	Total Number of Hours	60

Course: **BCA Semester – 4**

Subject: **Search Engine Optimization**

Date	Name of the Chapter	Hours Required
25/11/2024 TO 10/12/2024	Search engine optimization overview	12
11/12/2024 TO 27/12/2024	SEO Index, Coverage	12
28/12/2024 TO 20/01/2025	SEO Enhancements	12
21/01/2025 TO 06/02/2025	SEO Security and manual actions	12
10/02/2025 TO 05/03/2025	SEO Legacy Tools and Reports	12
	Total Number of Hours	60

Name of the Faculty: **M. KARUNA**

Course: **BCA Semester – 2**

Subject: **Digital Marketing**

Date	Name of the Chapter	Hours Required
16/12/2024 TO 08/01/2025	Introduction to Digital Marketing	12
10/01/2025 TO 31/01/2025	Marketing Automation	12
03/02/2025 TO 25/02/2025	Digital Marketing Mix	12
26/02/2025 TO 15/03/2025	Email marketing	12
17/03/2025 TO 02/04/2025	Importance of Blogs, Tags, Widgets	12
	Total Number of Hours	60

Course: **B.COM (CA) Semester-4**

Subject: **Skill Course: Cyber Security, 2 hours/week**

Date	Name of the Chapter	Hours Required
16/12/2024 TO 31/01/2025	Introduction to Cybercrime	10
03/02/2025 TO 29/02/2025	Cybercrime mobile and Wireless Devices	10
01/03/2025 TO 01/04/2025	Tools and Methods used in Cybercrimes	10
	Total Number of Hours	30