Course Syllabus
Gyanmanjari Institute of Technology
Semester-1

Subject: WordPress - BETCE10201

Type of course: Skill Enhancement Courses (SEC)

Prerequisite: Knowledge of basic PHP is required.

Rationale:

WordPress is a popular open-source Content Management System (CMS) that powers over 40% of all websites on the internet. There are several reasons why WordPress is a popular choice for building websites, including:

Easy to use: WordPress is known for its user-friendly interface, making it easy for anyone to create and manage a website without needing to know how to code.

Customizable: WordPress offers a wide range of customizable themes and plugins that allow users to create a website that looks and functions exactly the way they want it to.

Support and Community: WordPress has a large and supportive community of developers and users who regularly contribute to its development and provide support to those who use it.

Overall, WordPress is a versatile and powerful CMS that offers users the ability to create and manage a wide range of websites, from simple blogs to complex e-commerce sites. Its ease of use, customizability, SEO-friendliness, security, and supportive community make it an excellent choice for anyone looking to create a website.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
0	0	4	2	0	0	10	40	50	100

Legends: CI-ClassRoom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

Sr. No	Active Learning Activities	Marks
1	**Create a Blog**: One of the best activities to start with WordPress is to create a blog. Students can pick a topic they are interested in and create a blog around it. This activity will help them understand the basics of WordPress such as creating a post, adding media, and managing comments.	10
2	**Customizing a Theme**: Another fun activity is to customize a WordPress theme. Students can experiment with different color schemes, fonts, and layouts to create a unique look for their blog or website.	10
3	**Installing Plugins**: WordPress has a vast library of plugins that can add various functionalities to a website. Students can explore different plugins and install them to their website to see how they work.	05
4	**Creating a Portfolio**: Students can use WordPress to create a portfolio of their work. This activity will help them showcase their skills and achievements to potential employers or clients.	10
5	**Setting up an E-commerce Store**: WordPress has many plugins and themes that can turn a website into an online store. Students can set up an e-commerce store to sell products or services and learn about online transactions.	10
6	**SEO Optimization**: Students can learn about SEO (Search Engine Optimization) and how to optimize their website for search engines. This activity will help them improve their website's visibility on search engines and increase traffic.	05
	Total	50

Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Introduction to WordPress: What is Content Management System (CMS)? Features, Advantages and Disadvantages. Introduction to WordPress and its history. System Requirements for WordPress. Download WordPress. Create Store Database. Step by Step WordPress installation. Understanding the Dashboard Menu - Screen Options, Customize Your Site, Quick Draft, News, Activity.	10	20
2	WordPress Themes: What Are WordPress Themes? Where Do I Get WordPress Themes? Installing & Activating a Theme Manually Uploading & Activating a Theme. Deleting a Theme Customizing Appearance. Customizing the Site Identity (Logo, Title, & Tagline). Adding a Site Icon (Favicon). Customizing the Header. Customizing Colors. Changing a Template Layout	12	20

3	WordPress Post and Page: Creating a New Blog Post. Using the Visual Editor. Pasting Without Formatting & Clearing Formatting. Formatting Headings. Formatting Bulleted & Numbered Lists. Formatting Quotes. Publishing a Post. Deleting a Post. Restoring a Post from the Trash (or Deleting it Delete Permanently). Publishing a Post (Making it Live). Adding the Read More Tag. Changing the Text in the More Tag. Linking to Another Website. Opening a Link in a New Tab. Linking to a Page Within Your Site. Editing & Removing Links.	08	20
4	WordPress Media Library: Adding an Image to a Post or Page Editing Images (Manually Resizing, Cropping, & Rotating). Media Settings (Customizing the Size of Thumbnail, Medium, & Large). Adding a Featured Image Uploading Images & Files Directly into the Media Library. Editing & Deleting Images in the Media Library. Deleting Unused Images (Cleaning Out the Media Library). Adding an Image Gallery Editing an Existing Image Gallery. Embedding YouTube Videos Uploading a Video File	06	15
5	WordPress Plugin: About WordPress Plugins. Installing a WordPress Plugin. Updating Plugins. Recommended WordPress Plugins like SEO, WooCommerce, Security etc. Developing responsive and mobile-friendly websites using WordPress.	12	15
6	Deploying WordPress Website: Importance of data backup and its different methods. Monitor your site for security issues. Choose a hosting provider, Install WordPress, Configure WordPress settings, Choose and customize a theme, Install and configure plugins, set up security measures, optimize your site for speed, test and launch your site. Understand about different error code and scree color and layout. Different types of user and credentials. Broken links or missing images. Installing a security plugin for retrieving website from unnecessary access.	06	10

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	NA	NA	NA	NA	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand about WordPress, its features, and how it can be used to create websites.
CO2	Navigate the WordPress dashboard, including creating and managing posts, pages, and media.
CO3	Customize WordPress themes using the WordPress Customizer and basic HTML and CSS.
CO4	Search, install, and manage plugins in WordPress, including security and SEO plugins.
CO5	Create their own website using WordPress and apply the knowledge and skills they have learned in a practical sessions.

List of Practical
(Minimum-10practical):

Sr. No	Descriptions	Unit No	Hrs
1	Install WordPress on your local machine or on a web server.	1	02
2	Choose a WordPress theme that you like and customize it to fit your needs.	2	04
3	Create some pages for your website, such as an "About Us" page or a "Contact Us" page.	3	02
4	Install some plugins that you find useful or interesting, and configure them to work with your website.	5	04
5	Create a blog post and publish it on your website.	3	04
6	Create a custom menu for your website, and add the pages and categories that you want to display.	3	04
7	Use the built-in WordPress editor to create some custom content, such as a photo gallery or a video.	4	02
8	Configure your website's settings, such as the site title, tagline, and homepage settings.	3	04

9	Create a custom template for a specific page or post, using the WordPress template hierarchy.	3	04
10	Use the WordPress customizer to customize the appearance of your website, such as colors, fonts, and layout.	5	04
11	Mini Project	ALL	20
		Total	54

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

1	WordPress: The Ultimate Guide	ShoutMeLoud	BPB Publications, New Delhi, India, ISBN: 9789386487613
2	Professional WordPress: Design and Development	Brad Williams, David Damstra, and Hal Stern	Wrox Press, Hoboken, New Jersey, USA, ISBN:9781119674778
3	WordPress Plugin Development: Beginner's Guide	Vladimir Prelovac	Packt Publishing Birmingham, UK ISBN: 9781787282195
4	WordPress: The Missing Manual	Matthew MacDonald	O'Reilly Media, Sebastopol, California, USA ISBN: 9781491947825
5	WordPress for Dummies	Lisa Sabin-Wilson	Wiley Publishing, New Jersey, USA, ISBN:9781119748388