Gyanmanjari
Innovative University

Subject: Wordpress Framework-BCAXX15324

Type of course: Skill Enhancement Course

Prerequisite: Basic knowledge of HTML, CSS, and website structure..

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 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.
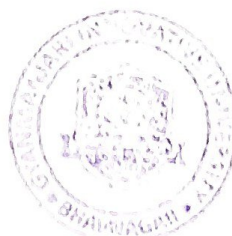
Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P	C	SEE	CCE			
					LWA	V	ALA	
0	0	4	2	50	20	10	20	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; LWA - Lab Work Assessment; V – Viva voce; CCE- Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

CourseContent:

Sr. No	Course content	Hrs	% Weightage
1	**Introduction to WordPress:** • What is Content Management System (CMS)? • Why CMS? • Features, Advantages and Disadvantages of CMS • Introduction to WordPress and it's history. • System Requirements for WordPress.	10	15
2	**WordPress Installation and User Administration:** • Setting up WordPress in Local Server • Upgrading WordPress • Understanding FTP • WordPress Admin • Creating Users • User Rights and Roles	10	15
3	**WordPress Themes:** • Free theme Vs Paid Theme • Theme Selection Process • Adding/installing Themes • Changing Themes • Preview and Activating Themes	4	10
4	**Working with Widgets and Working with Menu for your Website:** • Installing widgets in sidebar • Installing widgets in footer • Creating menus • Adding pages, posts, categories to menus • Creating Sub-menus • Deleting items from menu	12	20
5	**WordPress Plugins and WordPress Settings** • Installing plugins • Activating Plugin and managing plugins • Upgrading plugins • Recommended Plugins • WordPress Settings • General settings • Reading • Media • Writing settings • Discussion	12	20

	• Permalinks		
6	**Working with Content:** • Posts Vs Pages • Adding Hyperlinks • Playing with Media content • Previewing and Editing Posts • Previewing and Editing Pages • Page Order • Creating a post • Adding Media files to content –images and videos • Using Categories and Tags • Creating Pages • Page Hierarchy	12	20

Continuous Assessment:

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

Sr. No	Active Learning Activities	Marks
1	**CMS Research and Presentation** Students have to research different CMS platforms (WordPress, Joomla, Drupal, Wix, Shopify) and create a comparison chart of features, pros/cons, and present findings then upload it on GMIU Portal.	5
2	**Theme Hunt and Justification** Students will individually search for 3 WordPress themes (free or paid) suitable for different industries (blog, e-commerce, portfolio) and justify your choices in a document and upload it on a GMIU Portal.	5
3	**Skill-Building Task:** Mini project definition will be given; Students have to upload the task on GMIU Web Portal.(group of four)	10
	Total	20

Suggested Specification table with Marks (Theory):00

Distribution of Theory Marks (Revised Bloom's Taxonomy)					
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	0	0	0	0	0	0

Course Outcome:

	After learning the course the students should be able to:
CO1	Understand the concept of Content Management Systems (CMS) and analyze the benefits of using WordPress.
CO2	Install and configure WordPress on a local server and manage user roles and permissions.
CO3	Customize WordPress websites using themes, widgets, and menus for enhanced user experience.
CO4	Set up, administer, and customize key plugins and settings in WordPress.
CO5	Create and manage website content using posts, pages, media, categories, and tags.

List of Practical

Sr. No	Descriptions	Unit No	Hrs
1	Install XAMPP and set up WordPress on a local server environment.	1	04
2	Download and install WordPress, and explore its admin dashboard.	1	04
3	Upgrade WordPress to the latest version using admin panel or manual method.	2	04
4	Search, install, preview, and activate a free WordPress theme.	3	02
5	Upload and install a custom theme from a .zip file.	3	04
6	Customize theme appearance using the WordPress Customizer.	3	04
7	Configure General, Writing, Reading, and Media settings in WordPress.	5	02
8	Add widgets to the sidebar and footer areas of a theme.	4	04
9	Create a navigation menu and add pages, posts, and categories to it.	4	02
10	Create submenus and delete menu items from an existing menu.	4	02
11	Search, install, activate, and delete plugins from the WordPress repository.	5	04
12	Upgrade installed plugins to the latest version.	5	02
13	Configure Discussion and Permalink settings for better site management.	5	02
14	Create posts and pages using the block editor.	6	02
15	Insert images, videos, and hyperlinks into posts and pages.	6	02

16	Organize posts using categories and tags.	6	02
17	Edit existing posts and pages and manage page order and hierarchy.	6	04
18	Build a complete multi-page WordPress website using themes, menus, plugins, and content.	ALL	10
		Total	60

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 etc.

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.

References:

[1] https://developer.wordpress.org/reference/

[2] WordPress: The Ultimate Guide ShoutMeLoud BPB   Publications, New Delhi, India,

ISBN: 9789386487613