

UkaTarsadiaUniversity



BCA

Web Searching(030010506)

5thSemester

EFFECTIVE FROM JUNE-2013

UKA TARSADIA UNIVERSITY			
BCA (5th Semester) Syllabus, 2014-2015			
Course Code: 030010506		Course Title: Web Searching	
Course Credits: 04		Total Hours: 48	[Lectures: 04, Tutorial: 00, Practical: 00]
Prerequisites:	030010103 - Computer Fundamentals and Organization and 030010105 - Web Design and Internet Based Application		
Prerequisites By Topics:		Internet and Computer Fundamental	
Objectives:	To study variety of Web Search Engine with basic knowledge of searching techniques and strategies to optimize search engine for finding useful information on the web.		
1	Introduction to Web Searching		[00 Hours]
	1.1.	Fundamentals of Web Searching	
	1.2.	Search Engines: Overview, Working, Programming Search Engines, Myths about Search Engine	
	1.3.	Directories: Types of Directories, Directories Content, Construction of Directories, Searching in Directories	
	1.4.	Meta Search Services: Overview, The Origin of Links, presenting commercial links, Searching in Meta search services, Different Meta search Services	
	1.5.	Directory V/S Search Engines	
	1.6.	Assessing Search Services	
2	Search Process and the Search Query		[00 Hours]
	2.1.	Search Steps	
	2.2.	The Information Need and Search Query	
	2.3.	Formulate Search Query	
	2.4.	Types of Search Query	
	2.5.	Storing and Retrieving Information	
3	Search Strategy		[00 Hours]
	3.1.	Types of Information Seeking	
	3.2.	Searching Vs. Browsing	
	3.3.	Analytical Strategies: Building Blocks, Facet Searching, Pearl Growing, Interactive Scanning	
	3.4.	Types of Browsing Strategies	
	3.5.	Other Search Strategies	
4	Search Technology		[00 Hours]
	4.1.	Select Search Words	
	4.2.	Phrase Searching	
	4.3.	Simple and Advanced Searching: Boolean Logic, Field Searching	
	4.4.	Search in Web Address	
	4.5.	Search in Web Address	
	4.6.	More Search Techniques: Proximity Operator, Find Other File Types	
5	The Invisible Web and Database		[00 Hours]
	5.1.	Invisible Web: Introduction, Relevance, Reasons for invisibility	
	5.2.	Invisible Web: Advantages, Types	
	5.3.	Searching Invisible Web	
	5.4.	Database: Introduction, Characteristics	
	5.5.	Comparison traditional database with search engine	
	5.6.	Searching in database	
6	Search Engine Optimization		[00 Hours]
	6.1.	Introduction	
	6.2.	Benefits of Search Engine Optimization	
	6.3.	Search Engine Optimization Challenges	
	6.4.	Search Engine Optimization Process	
	6.5.	Search Engine Optimization Alternatives	
Course Outcomes: Upon completion of the course, students shall be able to			

C01:	understand the web searching concepts and searching services
C02:	understand the web Information seeking process and query
C03:	find Information on web using searching strategies
C04:	find information on web using searching techniques
C05:	understand the concept of invisible web and searching database
C06:	understand the basic concept of search engine optimization

Course Objectives and Course Outcomes Mapping:

Study of Google Web Search Engine : C01
Knowledge of Searching strategies and techniques : C02, C03, C04, C05
Search engine optimization: C05,C06

Course Units and Course Outcomes Mapping:

Unit No.	Unit	Course Outcome					
		C01	C02	C03	C04	C05	C06
1	Introduction of Web Searching	✓					
2	Search process and The Search Query		✓				
3	Search Strategy			✓			
4	Search Technique				✓		
5	The Invisible Web and Database					✓	✓
6	Search Engine Optimization						✓

Modes of Transaction (Delivery): Appropriate methods of teaching shall be decided depending on the objectives of the content taught.

❖	Lecture method is generally used but along with it, as and when required, discussion method shall be fruitful. It shall be supplemented with various appropriate audio-visual aids.
❖	Activity assignment may be given to the student. Assignment method would help them to learn by doing.

Activities/Practicum:

	The following activities shall be carried out by the students.
❖	Study the history of Internet
❖	Study the history of Google
❖	Find information on web through Bing search engine
	The following activities shall be carried out by the teacher.
❖	Demonstration of searching on Google, Yahoo and MSN search engine
❖	Demonstration of Google book download and Gujarati dictionary tool
❖	Comparative study of search engines

Text Book:

1.	Jonas Fransson - Efficient Information Searching on the Web: A handbook in the Art of Searching for Information
2.	John I. Jerkovic - SEO Warrior - O' Reilly

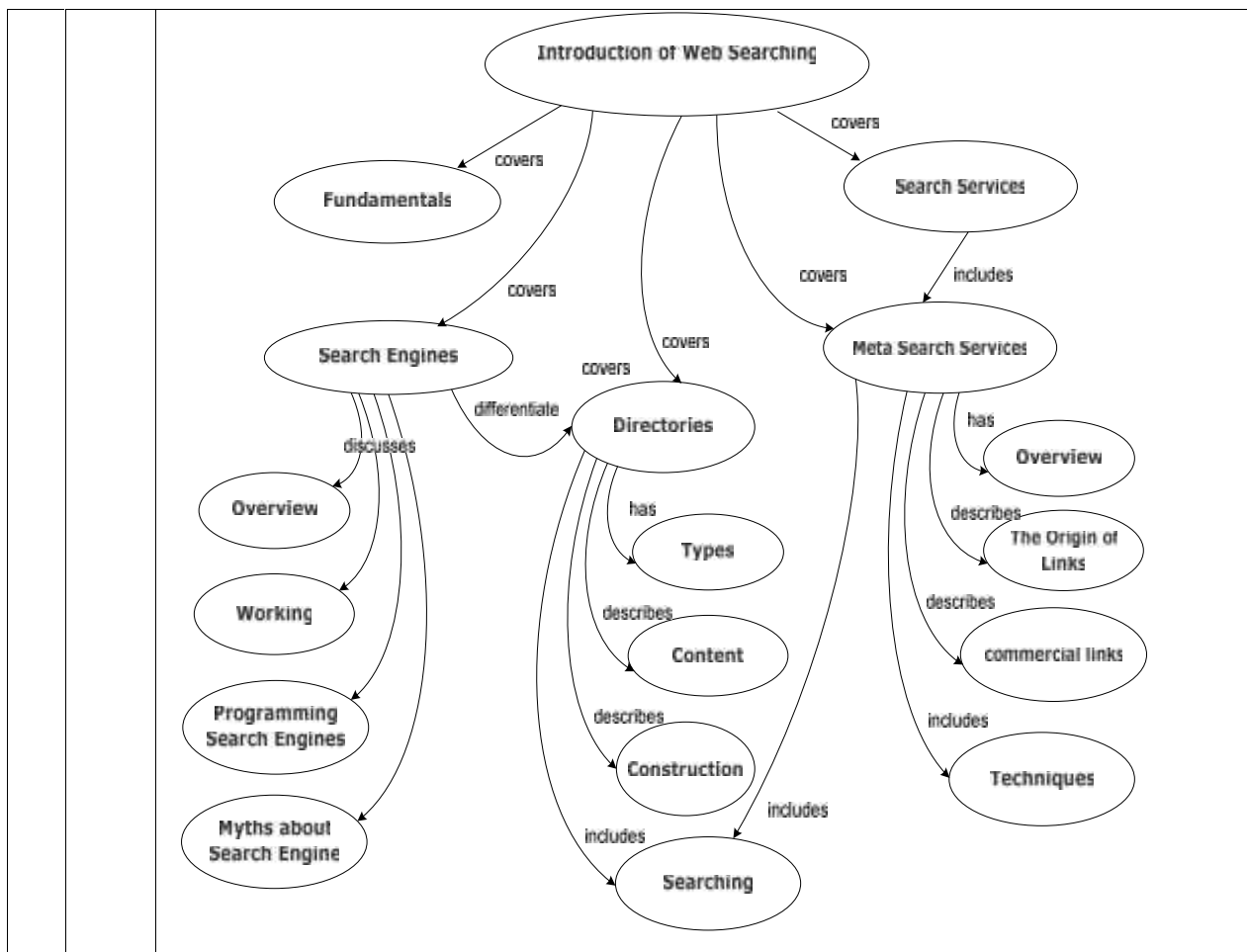
Reference Books:

1.	Edward N. Baylin, Effective Internet Search Meadow, T. Charles, Bert R. Boyce, and Donald H. Kraft, Text
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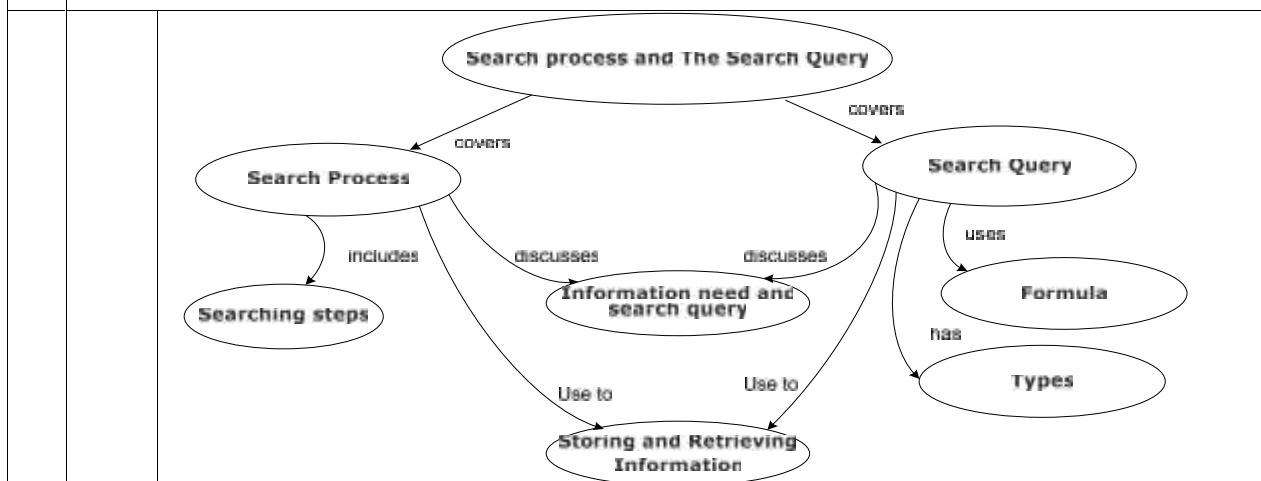
	Information Retrieval Systems, Academic Press, Inc
2.	Jerri L. Ledford, Search Engine Optimization Bible
3.	Bylin, Searching & Researching on the Internet & the World Wide Web,

Concept Map:

	It is a hierarchical / tree based representation of all topics covered under the course. This gives direct / indirect relationship /association among topics as well as subtopics.	
	Introduction to Web Search Engine and Searching Techniques	
		<pre> graph TD A([Introduction to Web Search Engine and Searching Technique]) -- covers --> B([Introduction of Web Searching]) A -- covers --> C([Search process and The Search Query]) A -- covers --> D([Search Strategy]) A -- covers --> E([Search Technique]) A -- covers --> F([The Invisible Web and Database]) A -- covers --> G([Search Engine Optimization]) </pre>
	Unit-1: Introduction of Web Searching	



Unit-2: Search process and The Search Query

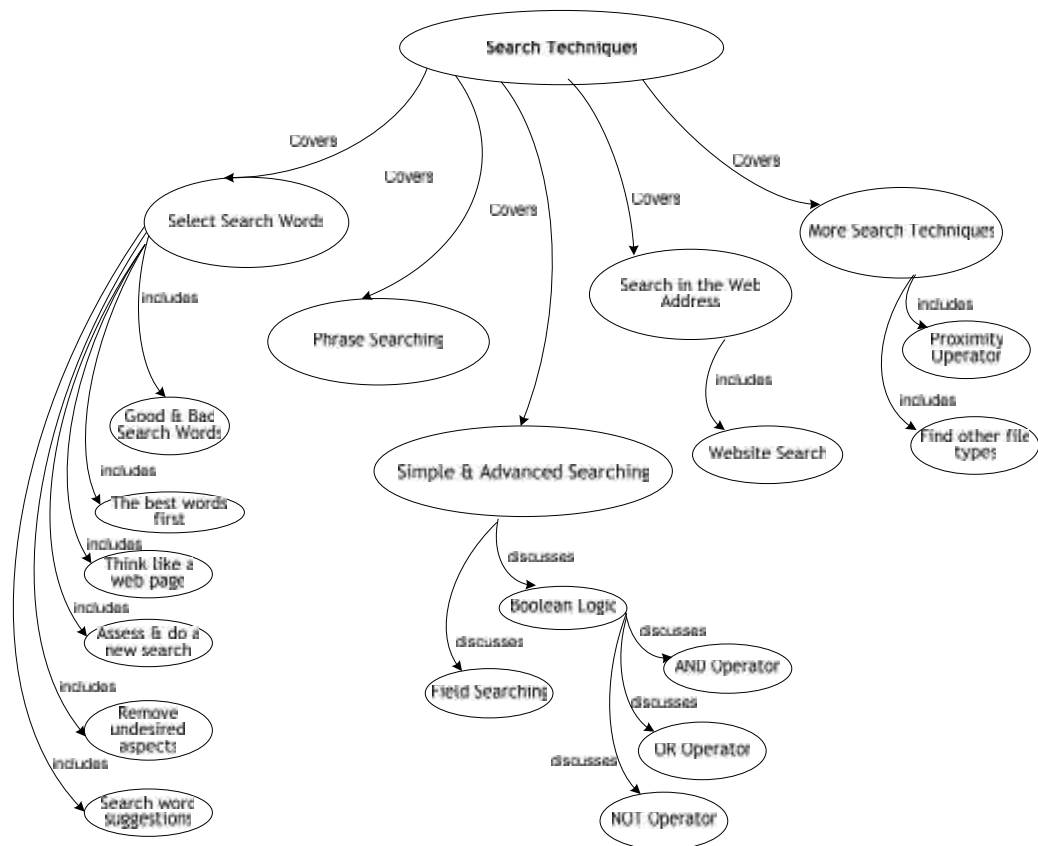


Unit-3: <Search Strategies>

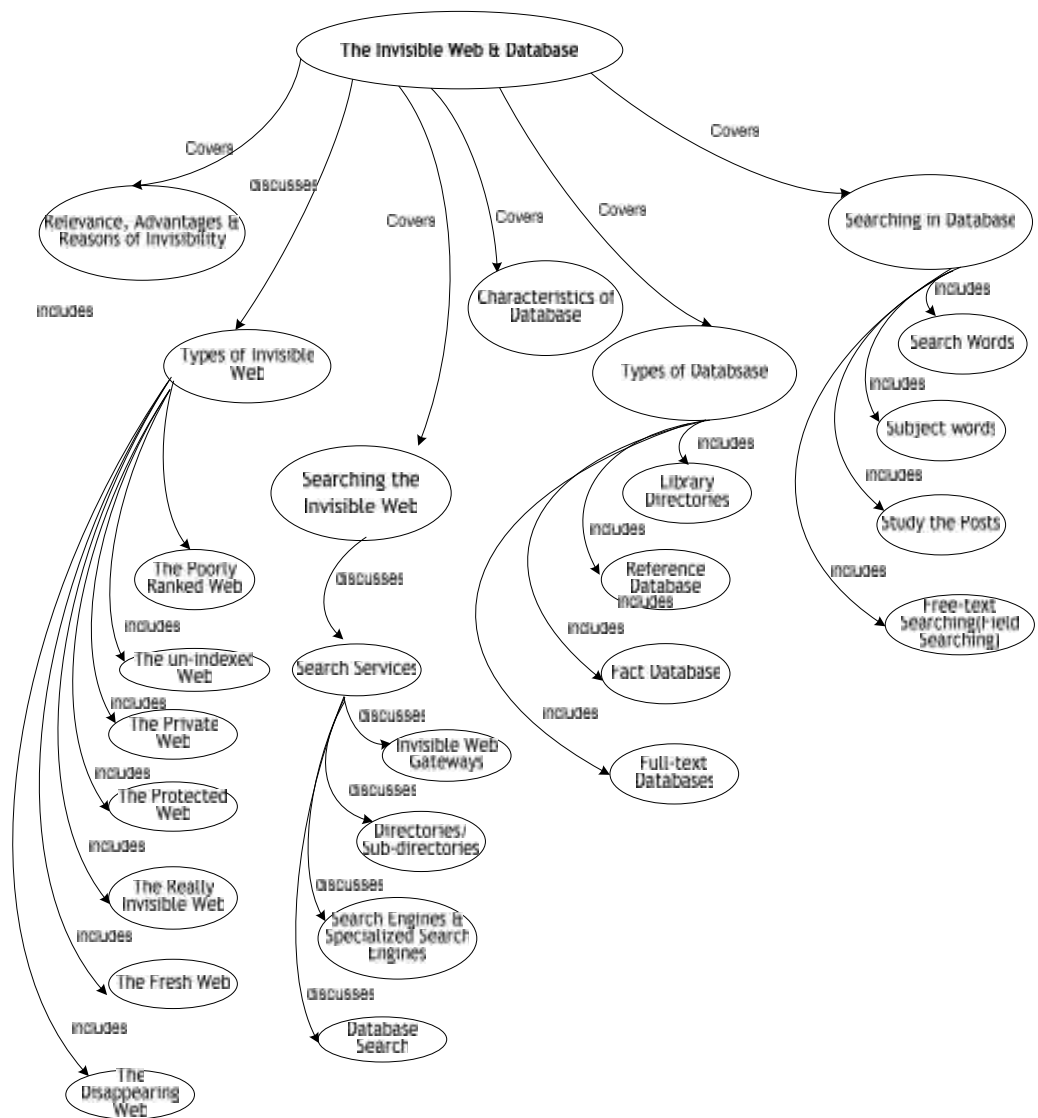
<<Paste concept map of Unit 3>>

Unit-4: < Search Strategies>

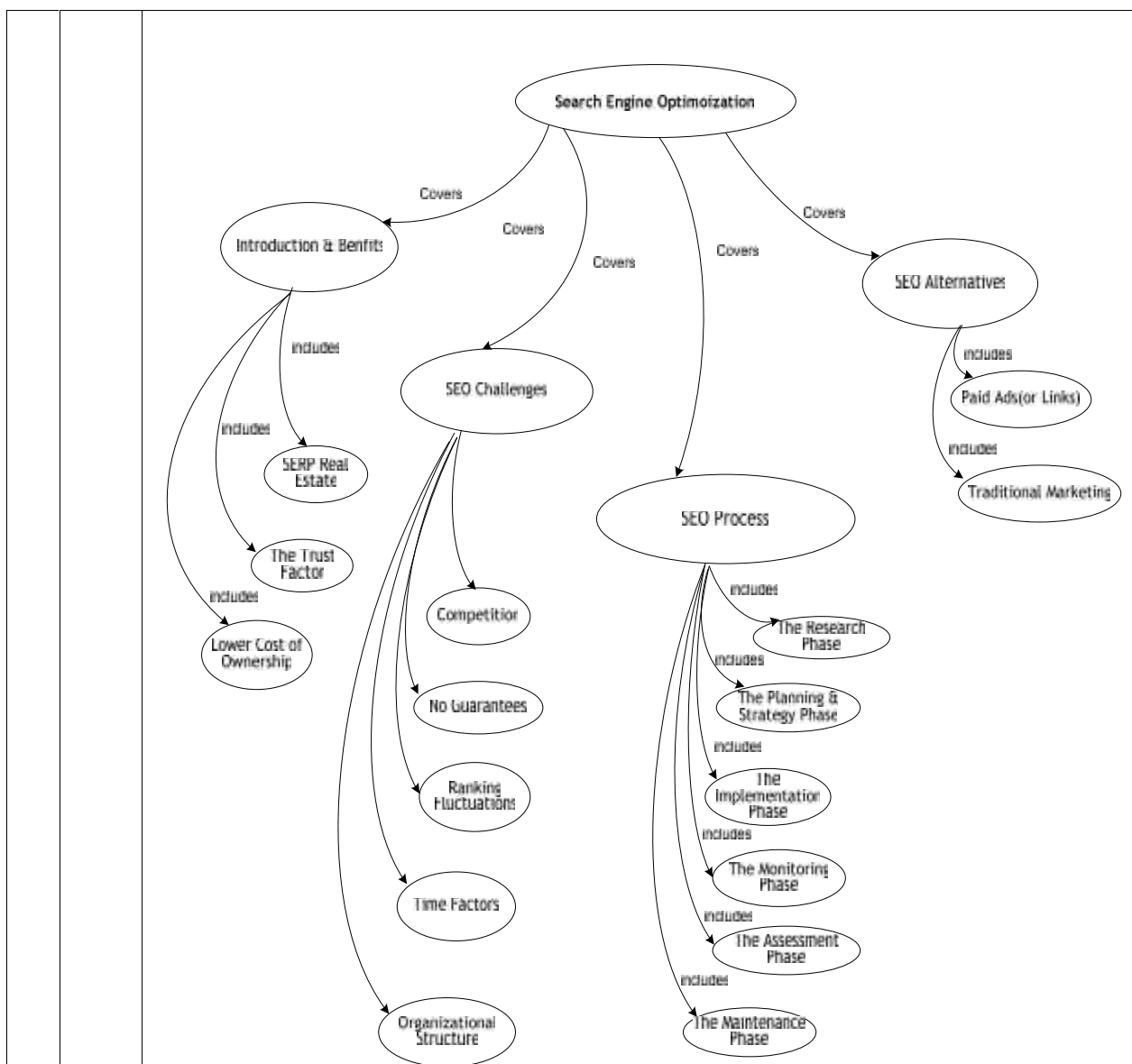
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Unit-5: The Invisible Web and Database



Unit-6: Search Engine Optimization



Assessment:

The weightage of CIE and University examination shall be as per the University regulations.

Composition of CIE shall be

Assessment Code	Assessment Type	Duration of each	Occurrence	Each of marks	Weightage in CIE of 40 marks	Remarks
A1	Quiz	30 mins	2	20	4 X 2 = 8	Taken at the end of unit 3 and 5.
A2	Unit Test	45 mins.	3	20	4 X 3 = 12	Taken at the end of unit 2, 4 and 6.
A3	Assignment		1	20	5 X 1 = 5	-
A4	Internal Examination	2 hrs.	1	50	15 X 1 = 15	Entire Syllabus



A4 Guideline

- A teacher shall provide minimum 20 questions for assignment at the starting of the semester.

		<ul style="list-style-type: none"> ○ Questions for assignment cover all the units equally and it shall be assess at regular interval as per completion of unit. ○ Student shall receive up to 10% penalty of full marks on 2 days late submission, and zero marks if no submission. ➤ Take a quiz in laboratory with an objective that students will find meaningful information on web using Google web search engine. ➤ Syllabus for each CIE parameter shall be covered by the date of the corresponding test. ➤ No make-up work shall be accepted for missed or failed tests.
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Course Assessment with Course Outcomes Mapping

	Assessment	Course Outcomes					
		C01	C02	C03	C04	C05	C06
	A1						
	A2						
	A3						
	A4						

Question Bank:

	Question Bank must be prepared which consists of several types of questions namely Multiple Choice Questions, Fill in the blanks, Short type questions, long type questions. It shall also consist of assignment questions.
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Academic Honesty:

	Coursework is assumed to be accomplished individually (otherwise stated). Any portion of submission taken directly from anywhere (like statements in assignment/report etc.) without modification must be accompanied with the properly formatted reference giving credit to the author and to the source.
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UFM:

	<ul style="list-style-type: none"> ❖ If two or more submitted papers are too similar for coincidence, a penalty shall be imposed that shall usually be the same for the student who did the original as for the one copying from it. ❖ Any ascertained fact of breaking institute policy shall be associated with one or all of the following: (i) zero marks for the work; (ii) report to the Course coordinator; (iii) report to the Director.
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Discussion Group:

	Students are welcome to post on the Course Discussion Board available on SRIMCA View Course Webpage. It is responsibility of the concern subject teacher to maintain Discussion Board.
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Attendance:

	<ul style="list-style-type: none"> ❖ Attendance means being present for the entire class session. Those arriving significant late or leaving significantly early without prior permission shall be counted as ABSENT for the entire class session. ❖ Concern teacher must clearly state his/her attendance policies at the first class meeting.
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