



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSENAME	Digital Technology	COURSE CODE	26UCGGE1001
COURSE UNITS	5	COURSE TYPE	Generic Elective - I
CONTACT HOURS (L-T-P)	4-0-0	CREDITS	4
OFFERED BY	B.Sc Computer Science with Cognitive Systems	SHIFT (I / II)	Shift I – 8:15 am - 12:50 pm

COURSE OBJECTIVES

1.	To know the concepts of cloud, big data and digital marketing.
2.	To identify the principles of Artificial Intelligence, Block chain technology.
3.	To recognise the use of Digital technology in various Industries.
4.	To understand the principles of Automatix.
5.	To Develop awareness of Automation Anywhere and Bots

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	To understand about cloud , big data, digital marketing	K1
CO2	To apply digital technology for industries	K2
CO3	Understand the principles of Automatix	K2
CO4	To know about Automation Anywhere	K3
CO5	To understand about Bots	K3



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SYLLABUS

UNIT	TOPICS	HOURS
1	Digital Primer: Why is Digital Different?- Digital Metaphors On Cloud 9-A Small Intro to Big Data-Social Media & Digital Marketing-Artificial Intelligence- Unchain the Block chain-Internet of Everything-Immersive Technology.	15
2	Manufacturing and Hi-tech-Banking and Financial Services-Insurance and Healthcare-Retail-Travel & Hospitality-Communications, Media & Information Services-Government.	10
3	Need for Automation-Introduction to RPA - RPA vs BPM. RPA Lifecycle-Benefits and Challenges of RPA. RPA Implementations-RPA Applications in Industries-Overview of RPA Tools - Automatix Overview.	15
4	Introduction to Automation Anywhere – Components of AA Enterprise-Architecture Overview-Control Room Concepts-Bot Creation Process-Business Applications of Automation Anywhere.	10
5	More about Task Bots– All about Recorders-Designers-MetaBots-Cognitive RPA.	10
Note (if any)		Total Hours 60

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Richard Murdoch, “Robotic Process Automation: Guide To Building Software Robots, Automate Repetitive Tasks & Become an RPA Consultant”, 2018
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Books For Reference	1. Kelly Wibbenmeyer, "The Simple Implementation Guide to Robotic Process Automation (RPA): How to Best Implement RPA in an Organization", 2018
E-Learning Resources	1. https://en.wikipedia.org/wiki/Robotic_process_automation 2. https://en.wikipedia.org/wiki/Automatix_(software) 3. https://www.automationanywhereuniversity.com/ 4. https://www.automationanywhere.com/in/products/iq-bot

PEDAGOGY (TEACHING METHODOLOGY):

- Chalk & Talk
- LCD
- Student Assignments
- Student Seminars
- MCQ
- Quizzes
- Web Resources

CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6		PSO1	PSO2	PSO3
CO1	3	2	3	3	3	-		3	3	3
CO2	3	3	2	3	2	-		3	3	3
CO3	3	3	3	3	3	-		3	3	3
CO4	3	3	3	3	3	-		3	3	3
CO5	3	1	3	3	3	-		3	3	3
Average (Use only filled in cells for calculation)	3	2.4	2.8	3	2.8	-		3	3	3

Correlation Level: 1-Low 2-Moderate 3-Strong



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JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Students will acquire the good Domain Knowledge of Digital Primer.
	PO2	2	Students will acquire good skills in Digital Marketing.
	PO3	3	Students will gain some understanding of societal problems through digital technology.
	PO4	3	Students will need this knowledge and it is very helpful to progress through the program and for higher education.
	PO5	3	Students can apply the knowledge in employment.
	PO6	-	No direct contribution to imbibing ethical and moral values.
	PSO1	3	Provides good knowledge on digital marketing concepts.
	PSO2	3	Enables good skills regarding digital marketing.
	PSO3	3	Very helpful for pursuing higher education.
CO2	PO1	3	Students will acquire the good Domain Knowledge of Digital Marketing Services.
	PO2	3	Students will acquire moderate skills in services of Digital Marketing in various Sectors.
	PO3	2	Students will gain some understanding of societal problems via digital marketing.
	PO4	3	Students will need this knowledge is very helpful to progress through the program and for higher education.
	PO5	2	Students can apply the knowledge in employment.
	PO6	-	No direct contribution to imbibing ethical and moral values.
	PSO1	3	Provides good knowledge on digital marketing services.



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	PSO2	3	Enables moderate skills regarding the digital marketing services in various sectors.
	PSO3	3	Very helpful for pursuing higher education.
CO3	PO1	3	Students will acquire the moderate Domain Knowledge of digital for Industries.
	PO2	3	Students will acquire good skills in the Art of RPA.
	PO3	3	Students will gain some understanding of societal problems through implementing digital technologies in industries.
	PO4	3	Students will need this knowledge is very helpful to progress through the program and for higher education.
	PO5	3	Students can apply the knowledge in Research and employment.
	PO6	-	No direct contribution to imbibing ethical and moral values.
	PSO1	3	Provides moderate knowledge on digital technologies in industries.
	PSO2	3	Enables good skills regarding the art of RPA.
	PSO3	3	Very helpful for pursuing higher education.
CO4	PO1	3	Students will acquire the good Domain Knowledge of Automation Anywhere.
	PO2	3	Students will acquire basic skills of AA architecture.
	PO3	3	Students will gain some understanding of societal problems through implementing AA.
	PO4	3	Students will need this knowledge is very helpful to progress through the program and for higher education.
	PO5	3	Students can apply the knowledge in Research as well as in employment.
	PO6	-	No direct contribution to imbibing ethical and moral values.



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	PSO1	3	Provides good knowledge on Automation Anywhere concepts.
	PSO2	3	Enables moderate skills regarding the AA architecture.
	PSO3	3	Very helpful for pursuing higher education.
CO5	PO1	3	Students will acquire the good Domain Knowledge of Bots.
	PO2	1	Students will acquire good skills in Meta Bots and Cognitive RPA.
	PO3	3	Students will gain some understanding of societal problems via Bots technology.
	PO4	2	Students will need this knowledge is very helpful to progress through the program and for higher education.
	PO5	3	Students can apply the knowledge in employment.
	PO6	-	No direct contribution to imbibing ethical and moral values.
	PSO1	3	Provides good knowledge on Bots.
	PSO2	3	Enables good skills regarding the meta and cognitive bots
	PSO3	2	Very helpful for pursuing higher education.