



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous Institute)

E-COMMERCE

&

DIGITAL MARKETING

TITLE

Name of the Programme: Bachelor of Vocational (B.VOC) -

E-COMMERCE & DIGITAL MARKETING (ECDM)

Nature of the Programme: B.VOC is three years full time graduate degree programme.

PREAMBLE

The curriculum for B.VOC- ECDM is developed keeping in mind the *national priorities* and *international practices*. It also attempts to align the programme structure and course contents with student aspirations & recruiter expectations. This syllabus also attempts to align with National Goal of “Make in India”, “Start – Up and Stand – Up India” and “Digital India”.

NEED FOR THE CURRICULUM

The B.VOC- ECDM programme curriculum of the Tuljaram Chaturchand College of Arts, Science & Commerce (Autonomous) is developed for the dynamism in the industry practices, evolution in technology and the evolving expectations of key stakeholders viz. students, the industry and faculty members at large. It also has relevance due to changed technological, social, cultural and economic environment of the nation.

Jobs of today were perhaps not created about 5 years ago. This aspect has a direct linkage with contents and structure of syllabus across the *Knowledge, Skills and Attitude (KSA) dimensions*, which calls for frequent and meaningful updating of the curriculum.

b) Concerns expressed by the Industry:

The industry has expressed concerns about the need for improvement in the *communication skills, interpersonal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude* of the B.VOC- ECDM graduates. *Newer and innovative evaluation methods* are necessary to address these concerns of the industry.

c) Application Orientation:

There is a pressing need to *imbibe application oriented thinking*, based on sound knowledge of management theories, principles and concepts. Management education needs to move out of the classrooms and instead focus on *group activity, field work, experiential learning, etc.* This can be achieved only through a radical change in the evaluation pattern and course delivery methodology.

d) Changing mindset of the Learner:

The profile of the students for the management programme, their learning styles and the outlook towards higher education has undergone a gradual transformation. The expectations of the students from the B.VOC- ECDM programme have changed over the last decade.

e) Integrate a basket of skill sets:

B.VOC- ECDM colleges are expected to imbibe varied aspects of 'learning beyond the syllabus through innovative curriculum design, contemporary syllabus, effective delivery and comprehensive evaluation.

f) Entrepreneurial aspirations and preparedness for the same:

The youth now aspires to become masters of their own and wish to start up their new ventures. These will create further growth opportunities.

Specifically the following skill sets are in focus:

- i. Reading & Listening Skills
- ii. Problem Definition & Problem Solving Skills
- iii. Application of Technology Tools
- iv. Mastery of Analytics (Quantitative Aspects)
- v. Sensitization to Cross-Functional skills
- vi. Sensitization to Cross-Cultural skills
- vii. Sensitization to Global perspectives
- viii. Peer-based Learning - Working in groups
- ix. Learning by application and doing – Experiential learning
- x. Team building basics and its orientation

B.VOC- ECDM PROGRAMME OBJECTIVES

The B.VOC- ECDM programme prepares a student for a career in diverse sectors of the industry domestically and globally. The B.VOC- ECDM programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.

B. VOC IN E-COMMERCE & DIGITAL MARKETING

Course Structure and Syllabus

FIRST YEAR

Semester-I		Semester-II	
Subject Code	Name of the Subject	Subject Code	Name of the Subject
General Component			
ECDM101	Basics of E-Commerce	ECDM201	Basics of Marketing
ECDM102	Fundamentals of Information Technology	ECDM202	Basic concepts of DBMS
ECDM103	Business Communication I	ECDM203	Business Communication II
Skill Component			
ECDM104	Discussion & Case Study on E-Commerce	ECDM204	Case study on Marketing
ECDM105	Programming Lab based on I.T(MS-Office)	ECDM205	Programming Lab on SQL
ECDM106	Programming Lab of HTML and DHTML	ECDM206	Drafting of Business Letters & Application of New Technology in Communication

Semester I

Paper 1: Basics of E-Commerce

[Course Code -: ECDM101]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To enable students about basic concept of E-Commerce.
2. To aware students about the elements of E-Commerce.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to E-commerce: Meaning and concept – E-commerce v/s Traditional Commerce– E- Business & E- Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E-Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.	12
2	Business models of E – Commerce: Business to Business – Business to customers– Customers to Customers – Business to Government – Business to Employee – E – Commerce strategy – Influencing factors of successful E- Commerce.	12
3	Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media– Models of internet advertising – Weakness in Internet advertising – Mobile Commerce	12
4	Electronic Payment System : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce: Security issues in E-Commerce–Regulatory framework of E- commerce	12
		48

Practical (Based on the above Units):

1. Case studies regarding E-Commerce
2. Discussion & Survey of E-Commerce

Books recommended

1. Turban, Efraim, and David King, “Electronic Commerce: A Managerial Perspective”, 2010, Pearson Education Asia, Delhi.
2. Kalakota, Ravi, “Frontiers of Electronic Commerce”, 2004, Addison – Wesley, Delhi.
3. Rayport, Jeffrey F. and Jaworksi, Bernard J, “Introduction to E–Commerce”, 2003, Tata McGraw Hill, New Delhi.
4. Smantha Shurety, “E–Business with Net Commerce”, Addison – Wesley, Singapore.
5. Rich, Jason R: Starting an E–Commerce Business, 2007, IDG Books, Delhi.
6. Laudon, Kenneth C and Carol Guercio Traver: E–Commerce business. Technology, 2011, Pearson Education, Delhi.
7. Stamper David A, and Thomas L.Case: Business Data Communications, 2005, Pearson Education, New Delhi.
8. Willam Stallings: Business Data Communications, 2007, Pearson Education, New Delhi

Paper 2: Fundamentals of Information Technology

[Course Code -: ECDM102]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To enable the students to understand the concepts information and technology.
2. To develop skills of students in relation with application of IT in E-Commerce.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<p>Introduction to Computers and its Applications:</p> <p>Computer as a system, basic concepts, functional units and their inter relation. Milestones in Hardware and Software. Batch oriented / on-line / real time applications. Application of computers.</p> <p>Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples, Pseudocodes and decision tables.</p>	12
2	<p>Interacting with the Computer:</p> <p>Input Devices: Keyboard, mouse, pens, touch screens, Bar Code reader, joystick, source data Automation, (MICR, OMR, OCR), screen assisted data entry: portable / handheld terminals for Data collection, vision input systems.</p> <p>Output Devices: Monitor, Serial line page printers, plotters, voice response units.</p> <p>Data Storage Devices and Media: Primary storage (Storage addresses and capacity, types of Memory), Secondary storage, Magnetic storage devices and Optical Storage Devices</p>	12
3	<p>MS–Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering.</p> <p>Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.</p>	12
4	<p>MS–Power Point: Presentation overview, entering information, Presentation</p>	12

	creation, opening and saving presentation, inserting audio and video. MS-Excel: Exploring Microsoft Excel, Creating Workbook Files, Editing Worksheet, Managing Worksheets and Workbook Files, Formulas.	
		48

Practical (Based on the above Units) :

Programming Lab based on I.T(MS-Office)

Books recommended

1. Computer Fundamentals – P.K. Sinha.
2. Norton, Peter: Introduction to Computers, McGraw Hill
3. Introduction to Computers – N. Subramanian.

Paper 3: Business Communication I

[Course Code -: RM103]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new trends in business communication.
3. To develop business communication skills through the application and exercises.

UNIT	TOPIC	No. of Lectures
1	Introduction of Business Communication: Introduction, Meaning, Definition, Features, Process of Communication, Principles, Importance, Barriers to Communication & Remedies.	12
2	Methods and Channels of Communication: Methods of Communication-Merits and Demerits & Channels of Communication in the Organization and their Types, Merits & Demerits	10
3	Soft Skills: Meaning, Definition, Importance of Soft Skills Elements of Soft Skills: 1) Grooming Manners and Etiquettes 2) Effective Speaking 3) Interview Skills 4) Listening 5) Group Discussion 6) Oral Presentation	16
4	Business Letters: Meaning, Importance, Qualities or Essentials, Physical Appearance, and Layout of Business Letter	10
		48

Practical (Based on the above Units) :

1. Analysis of Case Studies on Business Communication
2. Analysis of Posters/Pictures (Non-Verbal)
3. Barriers to Communication through Case Studies
4. Barriers to Listening through attending seminars/conferences/public meetings
5. Drafting of Unsolicited/Solicited Job Application Letter with Bio-Data/Resume/CV
6. Collection & Drafting of various Business Letters
7. Group Discussions
8. Class Room Presentations on various Topics
9. Interview Skills

Books recommended

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.

Semester II

Paper 1: Basics of Marketing

[Course Code -: ECDM201]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To help students to understand the concept of marketing and its applications
2. To expose the students to the latest trends in marketing.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.	12
2	Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro, Demand forecasting –need and techniques	12
3	Unit III Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement process	12
4	Unit IV Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix.	12
		48

Practical (Based on the above Units):

Case studies and Surveys

Books recommended

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing

Paper 2: Basics of DBMS

[Course Code -: ECDM202]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To understand consumer behavior in retail sales.
2. To inform customer about specialist products.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Basic Concepts of Database Management (Database, Database System, why database, Data independence) an architecture for a database system (levels of the architecture, mappings, DBA, client/server architecture) Introduction to Relational db systems. Characteristics of database approach, data models, DBMS architecture and data independence.	12
2	E-R Modeling: Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.	12
3	Relational Data Model: Relational model concepts, relational constraints ER and ER to relational mapping: Data base design using EER to relational language	12
4	Data Normalization: Functional Dependencies, Normal form up to 3rd normal form. Concurrency & Recovery: Transaction processing, locking techniques and associated, security and authorization. Recovery Techniques, Database Security	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

1. C.J. Date, "An Introduction of Database System", The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.
2. Silberschatz, Korth and Sudarshan, "Database System Concepts", Third Ed. McGraw Hill International Editions, Computer Science Series-1997.

Paper 3: Business Communication II

[Course Code -: ECDM203]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:

1. To enable students about types and drafting of business letters.
2. To create awareness about new technologies in modern communication.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Types and Drafting of Business Letters: 1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters	12
2	Job Application Letters: Meaning, Types & Drafting of Job Application Letters, Bio-Data/Resume/ CV	10
3	Internal and other Correspondence: 1) Office Memo (Memorandums) 2) Office Orders 3) Office Circulars 4) Form Memos or Letters 5) Press Releases	16
4	New Technologies in Business Communication: Internet: Email, Websites, Electronic Clearance System, Writing a Blog Social Media Network: Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp Voice Mail Short Messaging Services Video Conferencing Mobile	10
		48

Practical (Based on the above Units) :

- Use of Technology in Communication
- Drafting of Memos , Drafting of Press Releases/Notes
- Drafting of Office Orders Drafting of Office Circulars
- Any other topics to be suggested by the Subject Teachers

Books recommended

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.