

B. Voc in E-Commerce & Digital Marketing
Course Structure and Syllabus (Pattern- 2022)
 (With effects from 2022-23)

FIRST YEAR

Semester-I			Semester-II		
Subject Code	Name Of The Subject	Credits	Subject Code	Name Of The Subject	Credits
General Component					
UBECDM-111	Business Communication-I	4	UBECDM-121	Business Communication-II	4
UBECDM-112	Fundamentals of Information Technology	4	UBECDM-122	Basics of Marketing	4
UBECDM-113	Basics of E-Commerce	4	UBECDM-123	E-Commerce Management & Digital Marketing	4
Skill Component					
UBECDM-114	Life Skills	6	UBECDM-124	Retailing & E-tailing	6
UBECDM-115	Operations & Supply Chain Management	6	UBECDM-125	Programming Lab on HTML & DHTML	6
UBECDM-116	Programming Lab on MS-Office	6	UBECDM-126	Programming Lab on DBMS & MySQL	6

Paper Code : UBECDM-121
Paper Title : Business Communication-II

Total Credits : 04
No. of lectures : 60

A) Learning Objectives:

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

B) Learning Outcomes:

1. Upon completion of the course, students are expected to be able to demonstrate a good understanding of: effective business writing.
2. Research approaches and information collection.
3. Developing and delivering effective presentations.

UBECDM-121 / Business Communication-II (60 Hours)

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 9) Purchase letter	20
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 6) Secretarial letters to KMP 7) Resolution & MOM with covering	10
4	New Technologies in Business Communication: Internet: Email, Websites, Electronic Clearance System, Writing a Blog, Social Media Network: Gmail, Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp, Voice Mail, Short Messaging Services, Video Conferencing Mobile commerce	20
		60

Case studies (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. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.

Paper Code : UBECDM-122
Paper Title : Basics of Marketing

Total Credits : 04
No. of lectures : 60

A) Learning 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.

B) Learning Outcomes:

1. Students will be able to identify the scope and significance of Marketing In Domain Industry
2. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms
3. Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

UBECDM-122 / Basics of Marketing (60 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, Selling VS Marketing, The Holistic marketing, Target marketing, Approaches to Marketing. Marketing Myopia. Core concepts of Marketing. Customer VS Consumer.	15
2	Marketing Environment: Components of modern marketing information system, SWOT analysis, analyzing the marketing environment- Micro and Macro, Demand forecasting –need and techniques.	15
3	Unit III Consumer markets, Factors influencing consumer behavior, Consumer decision making process, analyzing business markets- the procurement process. Business Buying behavior. Role of customers in marketing.	15
4	Unit IV Market Segmentation: Bases for Market Segmentation, Target Market Strategies, designing and managing marketing channels, STP policies, marketing mix.	15
		60

Case studies (Based on the above Units)

- 4 case studies should be conducted on each unit.

Books recommended

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

Paper Code : UBECDM-123
Paper Title : E-Commerce Management & Digital Marketing

Total Credits : 04
No. of lectures : 60

A) Learning Objectives:

1. To confront students with discussions about the implications of an increasingly technological society.
2. To provide insights on how to implement marketing in a digital world.

B) Learning Outcomes:

1. To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.
2. To understand how the emergence of the technology will affect marketing, value creation, and consumer perceptions.

UBECDM-123 / E-Commerce Management & Digital Marketing (60 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction- E-Commerce Management <ul style="list-style-type: none">• Register Your Domain• Build Your Site• Host Your Site• Accept Online Payments• Promote Your Business• Manage Your Business	15
2	E-Commerce website design <ul style="list-style-type: none">• Your website should be...• Your website should have...• Store and platforms to develop ecommerce website• Product information• Product names• Product images for ecommerce business must have characteristics• Product descriptions• Filed / Tabs / Attributes• Order information• Shopping cart• Shopping cart abandonment• Shipping• Payment gateways• Website securities - PCI Standard, SSL Certificate	15
3	E-commerce hosting setup <ul style="list-style-type: none">• Customer Registrations• Customer Transactions	15

	<ul style="list-style-type: none"> • Product Catalogs • Customer Orders • Order Security • Server Security • Server Maintenance • Server Backup • Server downtime • Inventory Control • Shipment Methods • Payment Methods • Foreign currency • Credit Cards • Taxes issues • Offers and discounts. 	
4	Introduction to Digital Marketing Meaning, Definition, Features, Need, Importance, Scope, Limitations & Challenges. Traditional marketing vs. Digital Marketing.	15
		60

Case studies: 10 Case studies should be covered in all units.

Recommended Books:

1 Text Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

2 Reference Books

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.
6. Advanced Web Metrics with Google Analytics by Brian Clifton.
7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery

Paper Code : UBECDM-124
Paper Title : Retailing & E-Tailing

Total Credits : 06
No. of lectures : 90

A) Learning Objectives:

1. To develop knowledge of contemporary retail management issues at the strategic level.
2. To describe and analyze the way retailing works, specifically the key activities and relationships.
3. To provide an academic underpinning to the above through the application of retailing theory and research.

B) Learning Outcomes:

1. Understanding of the retail history and its function
2. Awareness about Retail Formats application
3. Buying process, retail market strategy and target market
4. Understand Growth strategy of retailing
5. Choosing retail location and its evaluation, Inventory management, Warehousing, Logistics in SCM.

UBECDM-124 / Retailing & E-Tailing (90 Hours)

CONTENT OF SYLLABUS

Case studies	TOPIC	No. of Practicals to be cover
1	1. INTRODUCTION TO THE WORLD OF RETAILING : Concept and Functions performed by retailers , Emerging Trends and career opportunities in retailing TYPES OF RETAILERS: Retailer characteristics , Retail Formats - Store based, Non-store based, Web based , Various format within store based retailing e.g. specialty store, hyper market, supermarket. Physical and non physical attributes in store, Organized and unorganized retailing. Retail Layout planning.	5
2	2. RETAIL MARKET STRATEGY : Definition of retail and market strategy, Target market, Building a sustainable competitive advantage like - customers loyalty, location, human resource management, distribution and information system, vendor relations. Growth Strategies - Market penetration, market expansion, retail format development diversification, integration. Global Retail Strategies, Strategic retail planning process.	5
3	3. CHOOSING RETAIL LOCATIONS : Types of locations - . Planned sites Unplanned locations, free standing sites, Evaluation of area for location, Evaluating specific area for locations. Roles and responsibilities of store manager. Retail store functions.	5
4	4. E-RETAILING E-retailing, E-retailing models, starting an E-store, Marketing Strategies for E-stores, Payment & Security issues, Customer Relation Management in E-retailing and Latest Developments, Post pandemic Trends and Practices.	4

Practicals:

1. Field survey to find out Emerging Trends and career opportunities in retailing.
2. Store based retail format
3. Non-store based retail format
4. Web based retail format
5. Various format within store based retailing
6. Organized and unorganized retailing.
7. Retail Layout planning.
8. Retail and market strategy
9. Building a sustainable competitive advantages.
10. Global Retail Strategies and Strategic retail planning process.
11. How to choose retail location.
12. Evaluating specific area for locations.
13. Retail growth strategies.
14. Roles and responsibilities of store manager.
15. Retail store functions.
16. Marketing Strategies for E-stores
17. Payment & Security issues in retailing.
18. Customer Relation Management in E-retailing and Latest Developments
19. Post pandemic Trends and Practices in retailing.

Recommended books

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
2. Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas).
3. Berman B abd Evans J. R., Retail Management (Pearson Edition).
4. Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)
5. Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).
6. Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education)

Paper Code: UBECDM-125

Total Credits : 06

Paper Title: Programming Lab on HTML & DHTML

No. of lectures : 90

A) Learning Objectives:

1. To learn how to combine basic HTML elements to create Web pages.
2. To understand how to use HTML tags and tag attributes to control a Web page's appearance.
3. To learn how to add absolute URLs, relative URLs, and named anchors to your Web pages.
4. To find out how to use tables and frames as navigational aids on a Web site.
5. To get the answers to all you questions about copyright law and the Web.

B) Learning Outcomes:

1. Define HTML and common terminology related to HTML.
2. Recognize correct HTML syntax.
3. Be able to write a brief, error-free HTML code.

UBECDM-125 / PROGRAMMING LAB ON HTML & DHTML (90 Hours)

CONTENT OF SYLLABUS

Case studies	TOPIC	No. of Practicals to be cover
1	Basics in HTML: Web Programming introduction, HTML-Introduction, Basic Formatting Tags, Grouping Using Div Span, Lists, Images, Hyperlink, Table, Iframe, Form, Headers, Miscellaneous.	5
2	HTML Advanced (HTML5): HTML Doctype, Layout, Head, Meta, Scripts, Entities, URL, URL Encode, Validation, Features- New Input Types, Canvas, SVG, Audio, Video, Web Storage, Application Cache, Web Workers, SSE, Geolocation, Drag & Drop.	5
3	CSS & CSS3: CSS- Introduction, Syntax, Selectors, Color Background Cursor, Text Fonts, Lists Tables, Box Model, Display Positioning, Floats, CSS3- Introduction, Borders, Backgrounds, Text Effects, Text, Fonts, Transforms, Transitions, Animations, Multiple Columns, User Interface.	5
4	DHTML: Introduction to JavaScript: What is DHTML, JavaScript, basics, Variables, String Manipulations, Mathematical functions, statements, operators, arrays and functions.	5
		20

Practicals:

Practical No.1- Display your family information with background and other formatting.

Practical No.2- Write a HTML code to generate lists.

Practical No.3- Write a HTML code to create table.

Practical No.4- Write a HTML code set of frames to show.

Practical No.5- Design the web page to display the table with hyperlink the department name for every information inside the table.

Practical No.6- HTML image Examples.

Practical No.7- Write a HTML code for to create an HTML form.

Practical No.8- Write a HTML5 code for Graphics- Canvas, SVG.

Practical No.9- Write a HTML5 code for Media- Audio, Video, YouTube.

Practical No.10- Write a HTML5 code for Geolocation.

Practical No.11- Write a CSS code for Colors(Front, Background).

Practical No.12- Write a CSS code for Borders.

Practical No.13- Write a CSS3 code for Demonstrating the Box Model.

Practical No.14- Write a CSS3 code for Table.

Practical No.15- Write a CSS3 code for Navigation Bar & Dropdowns.

Practical No.16- Write a CSS3 code for Animations.

Practical No.17- Write a DHTML code for Document.write() Method.

Practical No.18- Write a DHTML code to checks the Grade of a student according to the percentage criteria with the JavaScript and HTML DOM.

Practical No.19- Write a DHTML code for onsubmit event handler.

Practical No.20- Write a DHTML code for Mathematical operators.

Recommended books:

1. Head First HTML and CSS- Elizabeth Robson and Eric Freeman.
2. HTML and CSS Quickstart Guide- David DuRocher

Learning Objectives:

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

Learning outcomes:

1. Produces an Entity-Relationship model from a realistic problem specification.
2. Describes the conceptual schema of a database.
3. Describes the physical schema of a database.
4. Uses formal design techniques to produce a database schema.
5. Applies normalization techniques.

UBECDM-126 / Programming Lab on DBMS & MySQL (90 Hours)

CONTENT OF SYLLABUS

Case studies	TOPIC	No. of Practicals to be cover
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, Components of DBMS, Concept of Primary & Foreign Key, Unique Key, Traditional file environment Vs. DBMS.	5
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.	5
3	Relational Data Model: Relational model concepts, relational constraints ER and ER to relational mapping: Data base design using EER to relational language 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	5
4	MySQL: Basics, Query Design & Functions, Database Operations, Procedures.	5
		20

Practicals:

Practical No.1- Create an Entity set for student information.

Practical No.2- Create an one-to-one, one-to-many and many-to-many relationship between student and Course.

Practical No.3- Create an Relation diagram for employee and department.

Practical No.4- Create an Attributes diagram for student information.

Practical No.5- Create an ER diagram for student.

Practical No.6- Create an ER diagram for College Department.

Practical No.7- 'Enrolled in' is a relationship that exists between entities Student and Course.

Practical No.8- Create an ER diagram for College Management System.

Practical No.9- Write a SQL statement to create a simple table countries including columns country_id, country_name and region_id.

Practical No.10- Write a SQL statement to create a simple table countries including columns country_id, country_name and region_id which is already exists.

Practical No.11- Write a SQL statement to create the structure of a table dup_countries similar to countries.

Practical No.12- Write a SQL statement to create a duplicate copy of countries table including structure and data by name dup_countries.

Practical No.13- Write a SQL statement to create a table countries set a constraint NULL.

Practical No.14- Write a SQL statement to create a table named jobs including columns job_id, job_title, min_salary, max_salary and check whether the max_salary amount exceeding the upper limit 25000.

Practical No. 15- Write a SQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that no countries except Italy, India and China will be entered in the table.

Practical No. 16- Write a SQL statement to create a table named job_histroy including columns employee_id, start_date, end_date, job_id and department_id and make sure that the value against column end_date will be entered at the time of insertion to the format like '--/--/----'.

Practical No. 17- Write a SQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that no duplicate data against column country_id will be allowed at the time of insertion.

Practical No. 18- Write a SQL statement to create a table named jobs including columns job_id, job_title, min_salary and max_salary, and make sure that, the default value for job_title is blank and min_salary is 8000 and max_salary is NULL will be entered automatically at the time of insertion if no value assigned for the specified columns.

Practical No. 19- Write a SQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that the country_id column will be a key field which will not contain any duplicate data at the time of insertion.

Practical No. 20- Write a SQL statement to create a table countries including columns country_id, country_name and region_id and make sure that the column country_id will be unique and store an auto incremented value.

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.