B. VOC IN E-COMMERCE & DIGITAL MARKETING
FIRST DRAFT OF COURSE STRUCTURE AND SYLLABUS
SECOND YEAR

Semester-III		Semester-IV	
Subject Code	**Name of the Subject**	**Subject Code**	**Name of the Subject**
General Component			
ECDM301	Principles of Management	ECDM401	Social Media Marketing-I
ECDM302	Marketing Management	ECDM402	Services Marketing
ECDM303	Web designing using PHP	ECDM403	Search Engine Optimization & SMM
Skill Component			
ECDM304	Digital Marketing Overview	ECDM404	Business Management
ECDM305	Programming lab on PHP	ECDM405	Google Adwards & Google Analytics
ECDM306	Management Information System and Case studies.	ECDM406	WordPress framework

Paper 1: PRINCIPLES OF MANAGEMENT [Course Code -: ECDM301]

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

Objectives:

1. To provide conceptual knowledge to the students regarding nature, complexity and various functions of management
2. To give historical perspective of management
3. Students will also gain some basic knowledge on recent trends and international aspects of management

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Unit 1 Nature of Management** Meaning, Definition, Nature, Importance & Functions Management an Art, Science & Profession-Management as social System, Concept of Management-Administration-Organization, Universality of management.	12
2	**Unit 2 Evolution of management Thoughts** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought Various approaches to management (i.e. School of management thought) Indian management Thought	12
3	**Unit 3 Functions of Management: Part – l** Planning –Meaning –Need & Importance, types levels – advantages & limitations; Forecasting- Need & Techniques; Decision making – Types - Process of rational decision making & techniques of decision making. Organizing – Elements of organizing & process Types of organizations, Delegation of authority – Need, difficulties in delegation – Decentralization. Staffing – Meaning & importance	12
4	**Unit 4 Functions of Management : Part –II** Direction - Nature – Principles of Communication – Types & Importance Motivation - Importance – Theories Leadership – Meaning - Styles, qualities & functions of leaders Controlling – Need, nature, Importance, Process & techniques Co-ordination - Need – Importance	12
		48

Practical (Based on the above Units):

Practical based on the above units

Recommended Books:

1. Essential of Management - Harold Koontz and Iteinz Wiebritch- McGraw-Hill International
2. Management Theory & Practice – J.N. Chandan
3. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House
4. Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
5. Business Organization & management – Dr. Y.K. Bhushan.
6. Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and management by Talloo by Tata Mc Graw Hill
9. Business Environment and policy – A book on Strategic Management/ Corporate Planning By Francis Cherunilam, Himalaya Publishing House.
10. Business Organization & Management – C.B. Gupta

Paper 2: MARKETING MANAGEMENT [Course Code -: ECDM302]

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

Objectives:

1 To introduce the concept of Marketing Mix as a framework for Marketing Decision making.

2 To emphasize the need, importance and process of Marketing Planning and Control.

3 To sensitize the students to the dynamic nature of Marketing Function.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**1 New Product Development & Product Life Cycle:** New Product Development :Need for new product development, New Product Development Process: Idea Generation to commercialization. Branding: Introduction to Branding, Product Vs. Brand, Meaning of a brand, brand equity & brand elements. Packaging & Labeling: Meaning & role of Packaging & Labeling, Primary, Secondary & Shipment packages Product Life Cycle: Concept & characteristics of Product Life Cycle,	12
2	**2 Price:** Pricing Basics: Meaning, Importance and Factors influencing pricing decisions Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, Selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing,	12
3	**3 Place:** The Role of Marketing Channels: Channel functions & flows, channel. Channel Design Decisions: Analyzing customers' desired service output levels, Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing , Market Logistics Decisions: Order processing, Warehousing, Inventory, and Transportation.	12
4	**4 Promotion:** Introduction: The role of marketing communications in marketing effort. Communication Mix Elements: Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC) Developing Effective Communication: Identifying target audience, determining communication objectives, designing the communications, selecting communication channels Deciding Marketing Communications Mix: Factors in setting marketing communication mix, measuring communication results	12
		48

Practical (Based on the above Units):
Practical based on the above units

Recommended Books:
1 Text Books
1. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13thEdition
2. Marketing Management by Rajan Saxena, TMGH, 4th Edition
3. Marketing Management by Dr D B Bharati & Rohan Dahivale
2 Reference Books
4. MKTG- CENGAGE Learning- Lamb/Hair/Sharma
5. Principles of Marketing by Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13thEdition
6. Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel Books
7. Marketing Management by Ramaswamy & Namakumari, Macmillan, 4 th Edition.

Paper 3: Web designing using PHP[Course Code -: ECDM303]

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

Objectives: 1.To understands behaviour in web designing.
2. To inform student about market development.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to web:** HTTP basics, Introduction to Web server and Web browser: Introduction to PHP, What does PHP do?, Lexical structure , Language basics, Function and String: Defining and calling a function , Default parameters , Variable parameters, Missing parameters , Variable function, Anonymous function , Types of strings in PHP , Printing functions , Encoding and escaping , Comparing strings , Manipulating and searching strings, Regular expressions, Arrays: Indexed Vs Associative arrays, Identifying elements of an array, Storing data in arrays, Multidimensional arrays, Extracting multiple values, Converting between arrays and variables, Traversing arrays, Sorting , Action on entire arrays, Using arrays.	12
2	**Introduction to Object Oriented Programming**: Classes, Objects, Introspection, Serialization, Inheritance, Interfaces, Encapsulation, Files and directories: Working with files and directories, Opening and Closing, Getting information about file, Read/write to file, Splitting name and path from file, Rename and delete files, Reading and writing characters in file, Reading entire file, Random access to file data, Getting information on file, Ownership and permissions , Databases (PHP-PostgreSQL): Using PHP to access a database, Relational databases and SQL, PEAR DB basics, Advanced database techniques.	12
3	**Web Techniques**: Variables ,Server information ,Processing forms, Setting response headers, Maintaining state, SSL , Handling email with PHP: Email background,Internet mail protocol, Structure of an email message, Sending email with PHP, Email attachments, Email id validation and verification, PHP error handling. XML: What is XML? , XML document Structure, PHP and XML, XML parser, The document object model, The simple XML extension, Changing a value with simple XML.	12
4	**WEB DESIGNING TECHNOLOGIES(JavaScript-DHTML):**4.1) Overview of JavaScript, DHTML, Object Orientation and JavaScript, Basic Syntax (JS datatypes, JS variables), Primitives, Operations and Expressions, Screen Output and keyboard input(Verification and Validation), JS Control statements, JS Functions, JavaScript HTML DOM Events(onmouseup, onmousedown, onclick, onload, onmouseover, onmouseout). JS Strings: JS String methods ,JS popup boxes(alert, confirm, prompt), Changing property value of different tags using DHTML (ex. adding innerhtml for DIV tag, changing source of image etc.). AJAX: Introduction of AJAX, AJAX web application model, AJAX –PHP framework, Performing AJAX validation, Handling XML data using php and AJAX, Connecting database using php and AJAX . PHP framework : Introduction to PHP framework, Features, Applications, One example like WORDPRESS.	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

1. Programming PHP By RasmusLerdorf and Kevin Tatroe, O'Reilly publication
2. Beginning PHP 5 , Wrox publication
3. PHP web sevices, Wrox publication
4. AJAX Black Book, Kogent solution
5. Mastering PHP , BPB Publication
6. PHP cookbook, O'Reilly publication
7. PHP for Beginners, SPD publication
8. Programming the World Wide Web , Robert W Sebesta(3rd Edition)
9. Check out Joomla!presss
10. www.php.net.in
11. www.W3schools.com
12. www.wrox.com
13. https://api.drupal.org

Paper 4: DIGITAL MARKETING OVERVIEW [Course Code -: ECDM304]
Duration: 03 hrs.   Marks: 100   Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

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.

3 To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

4 To understand how the emergence of the technology will affect marketing, value creation, and consumer perceptions.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**1. Digital Marketing Courses Overview** What is Digital Marketing?, Why Digital Marketing?, Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing vs. Marketing, Various Digital marketing platforms & Techniques, Latest Digital Marketing Trends	12
2	**2. Search Engine and its basic's** What is Search Engine?, How Search Engine Works?, Why Digital Marketing?, Types of Search Engines, What is Spiders?, What is crawling?, What is Indexing?, Cache Date, How to check Cache Date?	12
3	**3. Social Media Marketing** SOCIAL MEDIA MARKETING – INTRODUCTION, What is Social Media? History of Social Media Marketing , Importance of Social Media, SMO Strategy for Business, SMO – Key Concepts, Business Profile Creation Brand Awareness, Social Engagement, Viral Marketing .	12
4	**4. Current trends in Digital Marketing** Domain & Hosting, Google Adwards & Analytics, Online Display Advertising, Video Marketing, Mobile Promotions, Lead Generation for Business, Content Marketing, Affiliate Marketing, Growth Hacking, Freelancing Projects.	12
		48

Practical (Based on the above Units):

Practical based on the above units

PROJECT ON WEB MARKETING:

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

The project shall include the following:

1. Company Overview
2. Product and/or Service Description
3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
4. Website Purpose
5. Target Customer

6. Market Description/Competitive Analysis
7. SWOT Analysis
8. Unique Selling Proposition or Value Proposition
9. Revenue Generation
10. Web Marketing Medium Suggestion(s) (How will you get there?)
11. New Website/Web Redesign
12. Search Engine Marketing
13. E-mail
14. Online Advertising
15. Social Media
16. Affiliate Marketing
17. Website optimization/analytics
18. Viral Marketing
19. Traditional Media
20. Online Networking
21. Marketing Execution Plan
22. Budget
23. Tracking and Analysis (how can you tell when you're there, or what's working?)

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 5: Programming Lab on PHP [Course Code -: ECDM305]

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

Objectives: 1.To understand behavior in web designing.
                   2. To inform student about market development.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction of Web & PHP:** What is PHP? The history of PHP, Why choose PHP?, Installation overview. **Language Basics:** Variables Language Construct, Type Juggling, Deleting a Variabel, Operators, Comments, echo, print, if-else, Loops (for, while), switch. **Datatypes:** What is Datatype Types of Datatype, Type Casting, Garbage Value. **Arrays**:What is an Array Types of Array, print_r(), foreach, Important Built-in functions of array :, explode(), implode(), shuffle(), rand(), count(), array_key_exists(), 2 array_reverse(), sort(), ksort(), rsort(), array_push(), array_pop(), array_merge(), array_key_exists(), array_reverse(), Multi-dimensional Arrays.	12
2	**Functions:** What is a function? Types of Function, return statement, How to call a function, Function without parameters, Function with parameters, Static Variable, Difference between Call By Value and Call By Reference, Important Built-in functions of array :, ceil(), floor(), round(), fun_get_args(), fun_num_args(). **Working with Forms:** What is a Form? Important HTML Tags, Super-Global Variable, Different ways to carry form data (GET, POST), isset(), isempty(). **Regular Expression** : What is Regular Expression? Important Symbols used in regular expression with explanation, Validations **Session:** What is a Session?, Creating a Session, Use of Session, Destroying a Session, Login/Logout. **Cookie**: What is a Cookie? Cookie & Deleting a Cookie, Fetching value of Cookie , Creating a Cookie , Types of Cookie .	12
3	**XML**? , XML document Structure, PHP and XML, XML parser, The document object model, The simple XML extension, Changing a value with simple XML. **AJAX**: Introduction of AJAX, AJAX web application model, AJAX –PHP framework, Performing AJAX validation, Handling XML data using php and AJAX, Connecting database using php and AJAX	12
4	**Working with Files and Directories File system basics**: Understanding file permissions, Setting file permissions, PHP permissions, Accessing files, Writing to files, Deleting files, Moving the file pointer, Reading files, Examining file details, Working with directories, Viewing directory content **Sending Emails** Configuring PHP for email, Sending email with mail(), Using headers, Reviewing SMTP, Using PHPMailer,	12
		48

Practical (Based on the above Units):
Laboratory Practical based on the above units
Books recommended

3. Programming PHP By RasmusLerdorf and Kevin Tatroe, O'Reilly publication
4. AJAX Black Book, Kogent solution
5. Mastering PHP , BPB Publication
6. Programming the World Wide Web , Robert W Sebesta(3rd Edition)
7. www.php.net.in
8. www.W3schools.com
9. www.wrox.com
10. https://api.drupal.org

Paper 6: MANAGEMENT INFORMATION SYSTEM [**Course Code -: ECDM406**]

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

Objectives:

1 To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business.

2 To learn to use Information Technology to gain competitive advantage in business.

3 To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Management Information Systems:** Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage **Information Technology Infrastructure:** Information Systems Architecture and Networking Devices – Networks Types - Topologies of Networks	12
2	**Systems Engineering Analysis and Design:** Systems Concept - Systems Development Life Cycle - Assessing Enterprise Information requirements – Alternative System Building Approaches - Prototyping - Rapid Development Tools – CASE Tools – Object Oriented Systems *(Only introduction to these tools & techniques)*	12
3	**Decision Support Systems:** Data Warehousing and Data Mining - Business Intelligence and Analytics - Group Decision Support Systems – Executive Information Systems - Executive Support Systems – Geographical Information Systems - Expert Systems and Knowledge Based Expert Systems – Artificial Intelligence	12
4	**Digital firm Perspective:** MIS Model for a digital firm – Organization Structure for digital firm – e-Business Models and Applications – Mobile computing, Call Centers, BPO **Management Issues in MIS:** Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products **Applications of MIS** in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies.	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Reference Books

1. Management Information Systems by Jaiswal and Mittal, Oxford University Press

2. Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia

3. MIS-Bidgoli/Chattopadhyay- Cengage Learning

4. Management Information Systems by Obrien, Marakas and Ramesh Behl, TMGH

5. Management Information Systems by Dr. D. B. Bharati & Rohan Dahivale Himalaya Publications

6. Management Information Systems by Jawadekar, TMGH, 4th Edition

Paper 1: SOCIAL MEDIA MARKETING [Course Code -: ECDM401]

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

Objectives:

1 To understand the social media landscape

2 To be able to develop social media strategy in a given context

3 To measure the effectiveness of social media strategy

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Social Media Landscape**: Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts, Word of Mouth and Viral Marketing, Consumer-generated content - Encouraged and Organic, Friends, Fans, Followers , Blogs (compare to websites) - Personal , Corporate. Top tier platforms, such as Facebook, Twitter, LinkedIn, YouTube, etc., Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media : In-house guidelines, Copyright and Trademark Implications.	12
2	**Social Media Strategy and Tactics:** Getting an organization ready for Social Media, Defining the social media goals, Content Management, Know your audience & what are they doing, Touch point analysis, Scheduling & Creating content, Managing content programs, Planning Worksheets, the social media conversation, social media listening tools, the connection between PR efforts and social media, incorporating blogs into social media strategies, Blogging platforms, blogosphere outreach, and micro blogging, Mass media driving to social media, Advertising in social media, Sweepstakes in social media, Defining the social media strategy, social media tactical implementation calendar, Utilizing photos and videos sites in social media, Using social media to seed the email lists, Instagram for brands versus personal.	12
3	**Social Media Conversations**: Return on Conversations versus Return on Investments, Conversation happens with or without you, Understanding each community, Everyone in the organization has a stake in social media strategy, Social Media polices for employees, professional ethics matter, define who owns the conversation, branding and messaging consistency, transparency, building trust and relationships, Give up control, customers know products better, content value, sharing economy – sharing is the key, ask the audience	12
4	**Setting Up Tools** : Facebook Creating groups and pages ,Tips and Guides, Posts, Paid Promotion Ads, Contests, Google+ : Set-up and usage, Company profile, Hangouts, Authorship, YouTube Long-form video platforms , Setting up a channel, Managing content , YouTube, Twitter Set-up and usage Tips, LinkedIn : Tips and Guides, Review of profiles, Pinterest, target audience, Visual social media and bookmarking, Set-up and management, Collaborative Marketing & Crowd sourcing, Promoting social media pages in other media, Social commerce implementation,	12

		International social media channels, Best social media listening and management tools, Creating positive chatter in social media, Linking social media accounts, Utilizing discussion boards and social groups. Blogs, Blogger, Tumblr, Wordpress , Set-up, Services Influencers - Who are they? How to find them? How to use them to benefit your brand. **Social Media Case Studies:** Major brand case study, Small company case study, Small B2B case study, Big brand digital media site side optimization, Using social media for brand awareness, Using social media for direct response, Successful use of Pinterest, World Business	
			48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

1. Social Media Marketing, Liana Li Evans, Pearson.

Paper 2: SERVICES MARKETING **[Course Code -: ECDM402]**
Duration: 03 hrs.   Marks: 100   Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)
Objectives:
1 To emphasize the significance of services marketing in the global economy.
2 To make the students understand the deeper aspects of successful services marketing.
3 To provide insights to the challenges and opportunities in services marketing.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Services marketing:** Definition, Significance, Characteristics of Services: Intangibility, Inconsistency, Inseparability and Inventory. Classification of Services. Consumer Behavior in Services: Search, experience and credence attributes, Pre & post experience evaluation, factors influencing customer expectation of service, Moment of truth Extended Marketing Mix for Services: Need for additional three marketing mix elements in Services Financial & economic impact of service.	12
2	**Traditional Marketing Mix Elements in Services: 2 Traditional Marketing Mix Elements in Services:** Service Product: Customer perception, Customer satisfaction, Tolerance zone, Service quality - ServQual, GAP model and Critical incident model, Concept of loyalty & creation of a loyalty programme, Service recovery, Impact of service failures versus product failures, Nature of complaining behavior— Complaint Resolution, Service Recovery Process. Service Pricing: Costs of service delivery, Customer Profitability Measurement, Revenue management Techniques, Price Discrimination and Segmented Pricing. Service Place: Delivering services through intermediaries & electronic channels. Service Promotion: Integrated service marketing communication, Visual merchandising, Referrals, Challenge of Service communication.	12
3	**Service Process:** Service design & standards – Process service blue print, Demand & capacity management , Quality function deployment (QFD), Standardization (hard / soft measures), Service delivery, self-service technologies.	12
4	**People & Physical Evidence:** Employees' Role in Service Delivery, Service Culture: Internal Marketing, Service-Profit Chain, Emotional labor Customers' role in service delivery, Customer as a co-producer Physical Evidence: Experience Servicescape elements (to include architectural design), Virtual Servicescape. Applications of Service Marketing: Marketing in Tourism, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcaresectors (Examples/Case studies on these applications are expected).	12
		48

Practical (Based on the above Units):
Laboratory Practical based on the above units

BOOKS RECOMMENDED
1. Services Marketing by Zeithaml, Bitner, Gremler& Pandit, TMGH, 4th Edition
2. Services Marketing by Christopher Lovelock
3. Services Marketing, Rama Mohan Rao, Pearson
4. Services Marketing by Rampal & Gupta
5. Services Marketing by Helen Woodruff
6. Services Marketing: Concepts and Practices by Ramneek Kapoor, Justin Paul & Biplab Halder, McGraw Hill
7. Services Marketing by Rajendra Nargundkar, McGraw-Hill, 3rd Edition

Paper 3: Search Engine Optimization and SMM [Course Code -: ECDM403]

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

Objectives:

1. To understand Search Engine Optimization (SEO).
2. To inform about google ads & analysis.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to SEO (Search Engine Optimization):** Introduction/Basic SEO, Basic html5 , On Page:Meta Tags,Alt Tags, Anchor text, Sitemaps html/xml, Internal Links, Off Page: Links submissions ,PPT Submissions, Social Bookmarking, Image / Infographics Submission, Video Submissions, Blogs, Articles Submissions, Advance SEO, Google Analytics, Google Webmaster, Google Tag Manager, Htaccess file, Robot.txt, Canonicaltag, Site links, Keyword mapping, Introduction to Wordpress	12
2	**Introduction toSEM (Search Engine Marketing):** Google Adwords/Pay par click, Create campaign, Bidding strategies , Types of adds, Settings, Add groups, Manage multiple account, Remarketing, Conversion tracking, Conversion optimizer, Link Google analytics and Adwords, Payment method and settings, Google Adwords certification, Facebook Advertising, LinkedIn Advertising, You Tube Advertising	12
3	**SMM/SMO(Search Media Marketing/Search Engine Optimization):** Introduction, Importance, Types of accounts, Social platforms intro, Type of social platforms and their uniqueness: Facebook, Twitter, LinkedIn, Youtube, Pinterest	12
4	**Email Marketing:** Introduction, Tips to maximize email marketing, Know your audience , Craft your Message, Choose the right format, HTML emails, Email tracking **Mobile SEO:** Latest Mobile Devices, Latest Operating version systems, Responsive Design, User Friendly, Mobile Friendly, Similar URLs as to your Desktops, Avoid common mistakes¸ Configure for other devices.	12
		48

Practical (Based on the above Units): Laboratory Practical based on the above units

Books recommended

1. SEO for Dummies, 6th Edition, By Peter Kent
2. SEO for Growth, By John Jantsch and Phil Singleton
3.The Art of SEO, Mastering Search Engine Optimization, By Eric Enge, Stephan Spencer and Jessie Stricchiola

Paper 4: BUSINESS MANAGEMENT [Course Code -: ECDM404]
Duration: 03 hrs. Marks: 100   Lectures: 48   Credits: Theory 12+ Practical 18 (Total:30)

Objectives:

1. To provide conceptual knowledge to the students regarding nature, complexity and various functions of Business management
2. To give historical perspective of Business management
3. Students will also gain some basic knowledge on recent trends and international aspects of Business management

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Business Environment: Overview of business management,** nature, importance and scope of business, branches/ functions of business management. **Economics**- Introduction to Economics , Basic Economic Problem, Demand Analysis and Forecasting: **Marketing overview-** market competitions, Risk Analysis and Decision Making. **Technology Management**- Role of technology in business management, importance of technology management in business. Impact of technology on business.	12
2	**Human Resource Management & Financial Management: Introduction to HRM & Framework** - Nature of HRM, Scope of HRM, HRM: Functions and Objectives, SHRM, Nature of SHRM, HR Procurement, Human Resource Planning - Job Analysis, Job Design: Writing job description, Recruitment & Selection, Career Planning: Succession Planning. Training and Development - Employee Training and Development Nature of training, Training process, Training needs assessment, Employee Appraisal & Compensation. **Business Finance**: Introduction of Business Finance: Meaning, Definition of Financial Management, Goals of Financial Management (Profit Maximization and Wealth Maximization), Functions of finance manager, Capital structure: Meaning, Factors affecting the capital structure, Different Sources of Finance and its Types, Capital Budgeting: Meaning, Definition and types of evaluating the project on the basis of Traditional Techniques and Modern Techniques (viz. Payback period, Discounted Payback period, NPV, ARR, IRR, PI) Time Value of Money. Working Capital Management: Nature and Scope, Components of working capital, operating cycle.	12
3	**Operation & Supply Chain Management: Introduction to Operations Management (OM):** Definition, Evolution from production to operations management. Manufacturing trends in India, Services as a part of OM, Operations as a key functional area, OM a system perspective, functions of OM, challenges and current priorities of OM. **Production Planning & Control (PPC):** Role and Functions, Inventory Planning and Control: Continuous and Intermittent demand System, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, cyclic, pipeline, safety.	12

		Implications for Inventory Control Methods. **Supply Chain Management:** Definition, Functions of SCM, Evolution from Physical distribution to Logistics to SCM. **Supply chain integrated framework:** Resource base to end customers Product/service value flow, market accommodation flow, information flow, cash flow.	
4		**Other Branches of Business Management:** Business Analytics (BA) Rural & Agribusiness Management (RABM) Pharma & Healthcare Management (PHM) Tourism & Hospitality Management (THM)	12
			48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended
1. Managerial Economics by Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
2. Indian Economy by Datt & Sundaram, 61st Edition, S Chand
3. Manegerial Economics Mithani Himalaya Publications
4. Managerial Economics by Homas and Maurice, Tata McGraw Hill, 8th Edition
5. Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel

Paper 5: Google Adwards & Google Analytics[Course Code -: ECDM405]
Duration: 03 hrs.   Marks: 100   Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:
4. To understand Search Engine Optimization (SEO).
5. To inform about google ads & analysis.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introducing Google Analytics:** Why google analytics? How Google Analytics works, Google Analytics setup, How to set up views with filters	12
2	**The Google Analytics Interface:** Navigating Google Analytics**,** Understanding overview reports, Understanding full reports, How to share reports, How to set up dashboards and shortcuts	12
3	**Basic Reports:** Audience reports, Acquisition reports, Behavior reports	12
4	**Basic Campaign and Conversion Tracking:** How to measure Custom Campaigns, Tracking campaigns with the URL Builder, Use Goals to measure business objectives, How to measure Google Ads campaigns	12
		48

Practical (Based on the above Units):
Laboratory Practical based on the above units
Books recommended
11. SEO for Dummies, 6th Edition, By Peter Kent
12. SEO for Growth, By John Jantsch and Phil Singleton
13. The Art of SEO, Mastering Search Engine Optimization, By Eric Enge, Stephan Spencer and Jessie Stricchiola
14. http://vairadigital.in/

Paper 6: WORDPRESS FRAMEWORK [Course Code -: ECDM406]
Duration: 03 hrs.   Marks: 100   Lectures: 48   Credits: Theory 12+ Practical 18 (Total: 30)

Objectives:
1.   Page to point to various useful resources and guidelines.
2.   Encouraging Matt to launch accessibility statement in blog etc

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**BASICS WORDPRESS – OVERVIEW** : What is Content Management System (CMS), Features, Advantages, Disadvantages , WORDPRESS – INSTALLATION , System Requirements for WordPress , Download WordPress, Create Store Database , Set Up Wizard, WORDPRESS – DASHBOARD , Dashboard Menu, Screen Options , Welcome , Quick Draft , WordPress News, Activity , At a Glance , **SETTINGS:** WORDPRESS – GENERAL SETTINGS , WORDPRESS – WRITING SETTINGS , WORDPRESS – READING SETTINGS , WORDPRESS – DISCUSSION SETTINGS , WORDPRESS – MEDIA SETTINGS , WORDPRESS – PERMALINK SETTINGS , WORDPRESS – PLUGIN SETTINGS ,	12
2	**CATEGORIES**: , WORDPRESS – ADD CATEGORY , WORDPRESS – EDIT CATEGORY , WORDPRESS – DELETE CATEGORY , WORDPRESS – ARRANGE CATEGORIES , **POSTS**: , WORDPRESS – ADD POSTS , WORDPRESS – EDIT POSTS , WORDPRESS – DELETE POSTS , WORDPRESS – PREVIEW POSTS , WORDPRESS – PUBLISH POSTS ,	12

	MEDIA : WORDPRESS – MEDIA LIBRARY , WORDPRESS – ADD MEDIA , WORDPRESS – INSERT MEDIA , WORDPRESS – EDIT MEDIA , **PAGES**: WORDPRESS – ADD PAGES, Title WYSIWYG Editor, Text Insertion , Publish, Page Attribute , Featured Images, WORDPRESS – PUBLISH PAGES , WORDPRESS – EDIT PAGES , WORDPRESS – DELETE PAGES .	
3	**TAGS** : WORDPRESS – ADD TAGS, WORDPRESS – EDIT TAGS , WORDPRESS – DELETE TAGS , **LINKS:** , WORDPRESS – ADD LINKS , WORDPRESS – EDIT LINKS , WORDPRESS – DELETE LINKS , **COMMENTS** : WORDPRESS – ADD COMMENTS , WORDPRESS – EDIT COMMENTS , WORDPRESS – MODERATE COMMENTS **PLUGINS** : WORDPRESS – VIEW PLUGINS , WORDPRESS – INSTALL PLUGINS , WORDPRESS – CUSTOMIZE PLUGINS . **USERS** : WORDPRESS – USER ROLES , WORDPRESS – ADD USERS , WORDPRESS – USER PHOTO , WORDPRESS – EDIT USERS , WORDPRESS – DELETE USERS , WORDPRESS – PERSONAL PROFILE .	12
4	**APPEARANCE** : WORDPRESS – THEME MANAGEMENT , WORDPRESS – CUSTOMIZE THEME, WORDPRESS – WIDGET MANAGEMENT, WORDPRESS – BACKGROUND . **ADVANCED** : WORDPRESS – HOST TRANSFER , WORDPRESS – VERSION UPDATE , WORDPRESS – SPAM PROTECTION , WORDPRESS – BACKUP & RESTORE , WordPress Files Backup, WordPress Database Backup , Restoring WordPress Files , Restoring WordPress Database, WORDPRESS – OPTIMIZATION , WORDPRESS – RESET PASSWORD	12
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Practical (Based on the above Units):
Laboratory Practical based on the above units
Books recommended:

1. WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress, **Dr. Andy Williams**
2. WordPress All-In-One For Dummies, Lisa Sabin-Wilson
3. https://www.tutorialspoint.com