

B. VOC IN E-COMMERCE & DIGITAL MARKETING

COURSE STRUCTURE AND SYLLABUS

THIRD YEAR

Semester-V		Semester-VI	
Subject Code	Name of the Subject	Subject Code	Name of the Subject
General Components			
ECDM501	Entrepreneurship Development & Project Management	ECDM601	Digital Media and the Law
ECDM502	Marketing Research	ECDM602	Integrated Marketing Communication
ECDM503	Human Resources Management	ECDM603	Advance Digital Marketing-I
Skill Component			
ECDM504	Social Media Marketing- II	ECDM604	Advance Digital Marketing-II
ECDM505	Graphics designs for Digital Marketing	ECDM605	Project- II Project report on Web Development (Mini Project)
ECDM506	Project- I Project report on Social Media Marketing (Mini Project)	ECDM606	Project- III Project report on Advance Digital Marketing (Major Project)

HEAD OF DEPARTMENT

E-COMMERCE & DIGITAL MARKETING

PAPER 1: ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

[Course Code -: ECDM501]

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

Objectives:

- 1 To install a spirit of entrepreneurship among the student participants.
- 2 To provide an overview of the competences needed to become an entrepreneur
- 3 To give insights into the Management of Small Family Business

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Concept and Definitions: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development; Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs. Entrepreneur, Entrepreneurial Process. Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing. <i>Women Entrepreneurs</i>	12
2	Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection. Project Report Preparation: Methods of Project Appraisal - requirements of financial institutions, projected financial statement preparation. Government strategies for SME.	12
3	Role of Support Institutions and Management of Small Business: Director of Industries; DIC;SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board. DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, proceduresfor obtaining contract from Railways, Defence, P & T etc., SIDBI.	12
4	Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.	12
		48

