<center>**TITLE**</center>

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

<center>**E-COMMERCE & DIGITAL MARKETING (ECDM)**</center>

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. Specifically, the triggers for the comprehensive revamp of the curriculum are -

a) **New Skills & Competencies desired due to dynamic business environment:**

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, inter-personal 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 E-Commerce & Digital Marketing in terms of Advance Digital Marketing, Audio & Video Advertising, Graphics design and Animation, Public relation, Website designing and all types of media work 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 (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

Semester I

Paper Code	: UBECDM-111	**Total Credits**	: 04
Paper Title	: Business Communication- I	**No. of lectures**	: 60

A) Learning 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.

B) Learning Outcomes:

1. The main outcome of this course is to acquaint students of business communication.

UNIT	TOPIC	No. of Lectures
	UBECDM-111 / BUSINESS COMMUNICATION- I (60 Hours)	
1	**Introduction of Business Communication:** Introduction, Meaning, Definition, Features, Process of Communication, 7Cs of Business Communication, Importance, Barriers to Communication & Remedies.	15
2	**Methods and Channels of Communication:** Methods of Communication- Oral/ Verbal and Non Verbal; Merits and Demerits; Channels of Communication- Formal and Informal; and their Types- Upward, Downward, Horizontal and vertical; Merits & Demerits.	15
3	**Soft Skills**: Meaning, Definition, Importance of Soft Skills, Difference between Hard skills and Soft skills; 21st century's skills- Mind mapping, speed reading, Memory techniques; Elements of Soft Skills: 1) Grooming Manners and Etiquettes 2) Effective Speaking 3) Interview Skills 4) Listening 5) Group Discussion 6) Oral Presentation	15
4	**Business Correspondence :** Meaning, Importance, Qualities or Essentials, Physical Appearance, and Layout of Business Letter	15
		60

Case studies (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. Collection &Drafting of various Business Letters
5. Group Discussions
6. Class Room Presentations on various Topics
7. 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.

Paper Code	: UBECDM-112	**Total Credits**	: 04
Paper Title	: Fundamentals of Information Technology	**No. of lectures**	: 60

A) Learning 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.

B) Learning Outcomes:
1. Analyze common business functions and identify, design, and develop appropriate information technology solutions (in web, desktop, network, and/or database applications).
2. Learn future technologies through acquired foundational skills and knowledge and employ them in new business environments.

<div style="background-color:orange">UBECDM-112 / FUNDAMENTALS OF INFORMATION TECHNOLOGY (60 Hours)</div>

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Computers and its Applications:** 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. **Algorithm and Flowcharts Algorithm:** Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples, Pseudocodes and decision tables.	15
2	**Interacting with the Computer:** **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. **Output Devices:** Monitor, Serial line page printers, plotters, voice response units. **Data Storage Devices and Media:** Primary storage (Storage addresses and capacity, types of Memory), Secondary storage, Magnetic storage devices and Optical Storage Devices	15
3	**Operating System:** Overview of Operating Systems; Background and Basics; Definition and types of Operating Systems - MSDos, Windows 9x/XP/Vista/7/8, Linux, MAC OS, Android etc. Process of Booting the Operating System. Win 11. Activation and Automatic Updating procedures.	15
4	**Computer Networks** Definition, Advantages, Architecture: Peer-to-Peer and Client/Server Network. Network Topologies – Star, Ring, Bus, Tree, Mesh, Hybrid. Types of Network – Local Area Network (LAN), Metropolitan Area Network (MAN), Wide Area Network (WAN), Personal Area Network (PAN), Intranet, Internet and Extranet. Wi-Fi, Bluetooth.	15
		60

Case studies (Based on the above Units)
Books recommended
1. Computer Fundamentals – P.K. Sinha.
2. Norton, Peter: Introduction to Computers, McGraw Hill
3. Introduction to Computers – N. Subramanian.

Paper Code : UBECDM-113   **Total Credits** : 04
Paper Title : Basics of E-Commerce   **No. of lectures** : 60

A) Learning Objectives:
1. To enable students about basic concept of E-Commerce.
2. To aware students about the elements of E-Commerce.

B) Learning Outcomes:
1. Analyze the impact of E-commerce on business models and strategy.
2. Describe the major types of E-commerce. Explain the process that should be followed in building an E-commerce presence.

UBECDM-113 / BASICS OF E-COMMERCE (60 Hours)

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-CRM ; E – Commerce infrastructure.	15
2	**Business models of E– Commerce**: Business to Business – Business to customers– Customers to Customers – Business to Government – Business to Employee –, Government to Customer, Customer to Business, E – Commerce strategy – Influencing factors of successful E– Commerce.	15
3	**Marketing strategies & E – Commerce**: Website – components of website – Concept & Designing website for E– Commerce – Domain & Hosting and It's Platforms; Introduction to Block chain system – Mobile Commerce	15
4	**Electronic Payment System :** Introduction – Online payment systems – prepaid and postpaid payment systems – e– cash, e– cheque, Smart Card, Credit Card , Debit Card, Electronic Wallet – Security issues on electronic payment system. UPI Payment & Online Payment Gateways; NEFT, RTGS, CDSL, NDSL, IMPS, CBC; **Legal and ethical issues in E– Commerce:** Security issues in E–Commerce– Regulatory framework of E– commerce	15
		60

Case studies (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,
4. Tata McGraw Hill, New Delhi.
5. Smantha Shurety, "E–Business with Net Commerce", Addison – Wesley, Singapore.
6. Rich, Jason R: Starting an E–Commerce Business, 2007, IDG Books, Delhi.
7. Laudon, Kenneth C and Carol Guercio Traver: E–Commerce business. Technology, 2011, Pearson Education, Delhi.
8. Stamper David A, and Thomas L.Case: Business Data Communications, 2005, Pearson Education, New Delhi.
9. Willam Stallings: Business Data Communications, 2007, Pearson Education, New Delhi

Paper Code	: UBECDM-114	**Total Credits**	: 04
Paper Title	: Life Skills	**No. of lectures**	: 60

A) Learning Objectives:
1. To develop core skills for development of self.
2. To cultivate interpersonal skills for successful life.

B) Learning Outcomes:
1. Develop and exhibit and accurate sense of self. Develop and nurture a deep understanding of personal motivation.
2. Develop an understanding of and practice personal and professional responsibility.
3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

UBECDM-114 / PERSONALITY DEVELOPMENT (60 Hours)		

UNIT	TOPIC	No. of Lectures
1	**Introduction To Personality Development and Theories on Personality Development** The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis. **Theories on Personality Development- Big5, MBTI, Trait;**	15
2	**Attitude & Motivation** Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation	15
3	**Self-Esteem** Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low selfesteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.	15
4	**Other Aspects Of Personality Development** Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building - Team-work - Time management -Work ethics – Good manners and etiquette, Self Discipline.	15
		60

Practicals Based on the above Units.
Books recommended:
1. "Personality Development and Soft Skills" by Barun Mitra
2. "Personality Development" by Swami Vivekananda
3. "The Power of your Subconscious Mind" by Joseph Murphy
4. "50 Mantra's of Personality Development" by Aarti Gurav
5. "Personality Development for Students" by Dr Vijay Agrawal
6. "PERSONALITY DEVELOPMENT" by Elizabeth Hurlock
7. "31 Mantras for Personality Development (SEI)" by Abhishek Thakore
8. "Personal Branding, Storytelling And Beyond" by Dr Amit Nagpal and Dr Prakash Hindustani
9. "Personality Development" by Rajiv K Mishra
10. "Complete Personality Development Course" by Surya Sinha

Paper Code	: UBECDM-115		**Total Credits**	: 04
Paper Title	: Operations and Supply Chain Management		**No. of lectures**	: 60

A) Learning Objectives:
1. To develop an understanding of basic concepts of Operation and production management in business.
2. To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
3. To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.

B) Learning Outcomes:
1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.
2. Develop an in-depth understanding of logistics operating areas and their interrelationship.
3. Strengthen integrative management analytical and problem-solving skills.

UBECDM-115 / OPERATIONS AND SUPPLY CHAIN MANAGEMENT (60 Hours)
CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**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.	15
2	**Operations Processes** **Process Characteristics in Operations:** Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems **Process Product Matrix:** Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout; Global Quality Systems- ABC, TQM, JIT, Kaizen.	15
3	**Production Planning & Control (PPC):** Role and Functions **Production Planning:** Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP , MRP II **Production Control**: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts, Decision Tree. **Inventory Planning and Control:** concept of inventory, need for inventory, types of inventory; Warehouse, LIFO AND FIFO.	15
4	**Supply Chain Management:** Definition, Functions of SCM, Evolution from Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Key Issues in SCM; E-Logistics; Difference between SCM & Logistics.	15
		60

Practicals Based on the above Units.
Books recommended:
1. Operations Management (McGraw-Hill Series in Operations and Decision Sciences)
2. Jack: Straight from the Gut by Welch, Jack, Byrne, John A. (October 1, 2003) Paperback
3. Production and Operations Management Books, Prof. K.C. Jain

Paper Code	: UBECDM-116	**Total Credits**	: 04
Paper Title	: Programming Lab on MS-OFFICE	**No. of lectures**	: 60

A) Learning Objectives:
1. To Navigate and perform common tasks in Word, such as opening, viewing, editing, saving, and printing documents, and configuring the application.
2. To Format text and paragraphs. Perform repetitive operations efficiently using tools such as Find and Replace, Format Painter, and Styles.

B) Learning Outcomes:
1. Learners will be familiar with some advanced Office functions, including Mail Merge (Word) and formulas (Excel).
2. Learners will understand how to use Word, Excel, and PowerPoint in a variety of professional, educational, and personal situations. Learners will be able to claim Office proficiency.

UBECDM-116 / PROGRAMMING LAB ON MS-OFFICE (60 Hours)

UNIT	TOPIC	No. of Lectures
1	**Ms-Office:** MS Office Applications & its Functions; 1. MS Word 2. MS Excel 3. MS PowerPoint 4. MS Access 5. MS Outlook 6. MS OneNote Microsoft Office Versions Office Tools Word Processor Spreadsheet Presentation Tool Database Management System	15
2	**MS–Word**: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. 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, Mail merge.	15
3	**MS–Power Point:** Presentation overview, entering information, Presentation creation, opening and saving presentation, inserting audio and video; Templates and Designs.	15
4	**MS-Excel:** Exploring Microsoft Excel, Creating Workbook Files, Editing Worksheet, Managing Worksheets and Workbook Files, Formulas; Conditional Formating.	15
		60

Practicals Based on the above Units.

Books recommended:

1. Exploring Microsoft Office: The Illustrated, Practical Guide to Using Office and Microsoft 365 (7) (Exploring Tech), Author: Wilson, Kevin

2. Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook, Author: Foulkes, Linda

5. Hands-On Microsoft Teams: A practical guide to enhancing enterprise collaboration with Microsoft Teams and Office 365, Author: Ferreira, Joao