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. 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

Programme Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs) for B.Voc. Programme

PSO1	**Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PSO2	**Critical Thinking and Problem solving:** Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PSO3	**Social Competence Exhibit thoughts and ideas effectively in writing and orally;** communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PSO4	**Research-Related Skills:** Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
PSO5	**Personal and Professional competence:** Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
PSO6	**Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PSO7	**Environment and Sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of, and need for sustainable development.

Semester I

Paper Code   : UBECDM-111   **Total Credits**   : 04

Paper Title   : Business Communication- I   **No. of lectures**   : 60

Course Objectives:

1. To develop effective written and oral communication skills in a business setting.
2. To enhance interpersonal communication and networking skills.
3. To understand the importance of audience analysis and tailor communication accordingly.
4. To learn to write professional emails, letters, reports, and other business documents.
5. To improve presentation and public speaking skills.
6. To develop critical thinking and problem-solving skills related to communication challenges in the workplace.
7. To gain an understanding of ethics and cultural sensitivity in business communication.

Course Outcomes:

CO1. Students will be able to communicate effectively in a business environment, both orally and in writing.

CO2. Students will demonstrate an understanding of audience analysis and adapt their communication style accordingly.

CO3. Students will be able to write professional emails, letters, reports, and other business documents.

CO4. Students will develop effective presentation skills and be able to deliver engaging and impactful presentations.

CO5. Students will be able to apply critical thinking and problem-solving skills to communicate through challenges in the workplace.

CO6. Students will demonstrate an understanding of ethical and cultural considerations in business communication.

CO7. Students will be able to engage in effective interpersonal communication and networking within a business context.

UBECDM-111 / BUSINESS COMMUNICATION- I (60 Hours)		

UNIT	TOPIC	No. of Lectures
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	15

	Demerits; Channels of Communication- Formal and Informal; and their Types- Upward, Downward, Horizontal and vertical; Merits & Demerits.	
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.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						
CO 2	2	3				2	
CO 3	2	2	3				
CO 4			2	1			
CO 5			1		2		1
CO 6							
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to communicate effectively in a business environment, both orally and in writing.

CO2. Students will demonstrate an understanding of audience analysis and adapt their communication style accordingly.

CO3. Students will be able to write professional emails, letters, reports, and other business documents.

PO 2 Critical Thinking and Problem solving

CO2. Students will demonstrate an understanding of audience analysis and adapt their communication style accordingly.

CO3. Students will be able to write professional emails, letters, reports, and other business documents.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to write professional emails, letters, reports, and other business documents.

CO4. Students will develop effective presentation skills and be able to deliver engaging and impactful presentations.

CO5. Students will be able to apply critical thinking and problem-solving skills to communicate through challenges in the workplace.

PO 4 Research-Related Skills

CO4. Students will develop effective presentation skills and be able to deliver engaging and impactful presentations.

PO 5 Personal and Professional competence

CO5. Students will be able to apply critical thinking and problem-solving skills to communicate through challenges in the workplace.

PO 6 Effective Citizenship and Ethics

CO2. Students will demonstrate an understanding of audience analysis and adapt their communication style accordingly.

PO 7 Environment and Sustainability

CO5. Students will be able to apply critical thinking and problem-solving skills to communicate through challenges in the workplace.

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

Course Objectives:

1. To introduce students to the fundamental concepts and principles of information technology.
2. To provide students with an understanding of the role and applications of information technology in various sectors.
3. To familiarize students with the basic hardware and software components of a computer system.
4. To develop students' skills in using computer applications and tools for data management, communication, and problem solving.
5. To enhance students' understanding of the ethical and social issues related to information technology.

Course Outcomes:

CO1. Students will be able to explain the basic concepts and principles of information technology.

CO2. Students will demonstrate knowledge of the various applications and impacts of information technology in different sectors.

CO3. Students will be able to identify and describe the hardware and software components of a computer system.

CO4. Students will develop proficiency in using computer applications and tools for data management, communication, and problem solving.

CO5. Students will analyze and evaluate ethical and social issues related to information technology and propose appropriate solutions.

UBECDM-112 / FUNDAMENTALS OF INFORMATION TECHNOLOGY (60 Hours)

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:**	15

	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		
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.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3			3			3
CO 2	2	2				2	
CO 3	2	3	3				
CO 4			2	1			
CO 5	1				1		
CO 6							
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to explain the basic concepts and principles of information technology.

CO2. Students will demonstrate knowledge of the various applications and impacts of information technology in different sectors.

CO3. Students will be able to identify and describe the hardware and software components of a computer system.

PO 2 Critical Thinking and Problem solving

CO2. Students will demonstrate knowledge of the various applications and impacts of information technology in different sectors.

CO3. Students will be able to identify and describe the hardware and software components of a computer system.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to identify and describe the hardware and software components of a computer system.

CO4. Students will develop proficiency in using computer applications and tools for data management, communication, and problem solving.

PO 4 Research-Related Skills

CO1. Students will be able to explain the basic concepts and principles of information technology.

CO4. Students will develop proficiency in using computer applications and tools for data management, communication, and problem solving.

PO 5 Personal and Professional competence

CO5. Students will analyze and evaluate ethical and social issues related to information technology and propose appropriate solutions.

PO 6 Effective Citizenship and Ethics

CO2. Students will demonstrate knowledge of the various applications and impacts of information technology in different sectors.

PO 7 Environment and Sustainability

CO1. Students will be able to explain the basic concepts and principles of information technology.

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

Course Objectives:

1. To understand the basics of e-commerce, including its history, concept, and significance in the business world.
2. To develop an understanding of the various types of e-commerce business models and their characteristics.
3. To explore the technological infrastructure required for e-commerce operations, including web hosting, payment gateways, and security measures.
4. To learn about the process of creating and managing an online store, including product selection, pricing, and inventory management.
5. To understand the role of digital marketing in e-commerce and the various strategies used to attract and retain customers.
6. To gain knowledge about legal and ethical considerations in e-commerce, including consumer protection and privacy laws.
7. To explore the challenges and opportunities associated with international e-commerce expansion.
8. To develop practical skills in setting up and managing an e-commerce business, including website creation, online payment integration, and order fulfillment.

Course Outcomes:

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

CO6. Students will be able to understand and apply legal and ethical considerations in e-commerce operations.

CO7. Students will be able to identify and address the challenges and opportunities associated with international e-commerce expansion.

CO8. Students will be able to apply practical skills in setting up and managing an e-commerce business, including website creation, online payment integration, and order fulfillment.

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.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1	3			3		3
CO 2	3	1					
CO 3	2	1	1			2	
CO 4			2	2			
CO 5			1				1
CO 6							
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 2 Critical Thinking and Problem solving

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO2. Students will be able to analyze and compare different e-commerce business models and identify their key characteristics.

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

PO 4 Research-Related Skills

CO4. Students will be able to create and manage an online store, including product selection, pricing, and inventory management.

PO 5 Personal and Professional competence

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

PO 6 Effective Citizenship and Ethics

CO3. Students will be able to identify and utilize the technological infrastructure required for e-commerce operations.

PO 7 Environment and Sustainability

CO1. Students will be able to explain the concept and significance of e-commerce in the business world.

CO5. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

Paper Code	: UBECDM-114	**Total Credits**	: 06
Paper Title	: Life Skills	**No. of lectures**	: 90

Course Objectives:

1. To develop core skills for development of self.
2. To cultivate interpersonal skills for successful life.
3. To define and explain the concept of personality.
4. To identify the factors influencing personality development.
5. To develop self-awareness through introspection and reflection.
6. To recognize personal strengths and areas for improvement.
7. To enhance verbal and non-verbal communication skills.

Course Outcomes:

CO1. Develop and exhibit and accurate sense of self. Develop and nurture a deep understanding of personal motivation.

CO2. Develop an understanding of and practice personal and professional responsibility.

CO3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

CO4. Students will be able to articulate the definition of personality and describe the key factors influencing its development.

CO5. Students will engage in self-reflection activities, producing a self-awareness report that identifies personal strengths and areas for improvement.

CO6. Students will demonstrate enhanced communication skills through a series of presentations and interactive sessions.

CO7. Through group projects and activities, students will exhibit effective interpersonal skills and collaboration within a team.

	UBECDM-114 / PERSONALITY DEVELOPMENT (90 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 -	15

	Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis. **Theories on Personality Development- Big5, MBTI, Trait;**		
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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3		3				
CO 2	2	3			1		
CO 3	2	1	3				
CO 4			1	3			3
CO 5			2				
CO 6						1	
CO 7		2			3		

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Develop and exhibit and accurate sense of self. Develop and nurture a deep understanding of personal motivation.

CO2. Develop an understanding of and practice personal and professional responsibility.

CO3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

PO 2 Critical Thinking and Problem solving

CO2. Develop an understanding of and practice personal and professional responsibility.

CO3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

CO7. Through group projects and activities, students will exhibit effective interpersonal skills and collaboration within a team.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Develop and exhibit and accurate sense of self. Develop and nurture a deep understanding of personal motivation.

CO3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

CO4. Students will be able to articulate the definition of personality and describe the key factors influencing its development.

CO5. Students will engage in self-reflection activities, producing a self-awareness report that identifies personal strengths and areas for improvement.

PO 4 Research-Related Skills

CO4. Students will be able to articulate the definition of personality and describe the key factors influencing its development.

PO 5 Personal and Professional competence

CO2. Develop an understanding of and practice personal and professional responsibility.

CO7. Through group projects and activities, students will exhibit effective interpersonal skills and collaboration within a team.

PO 6 Effective Citizenship and Ethics

CO6. Students will demonstrate enhanced communication skills through a series of presentations and interactive sessions.

PO 7 Environment and Sustainability

CO4. Students will be able to articulate the definition of personality and describe the key factors influencing its development.

| Paper Code | : UBECDM-115 | **Total Credits** | : 06 |
| Paper Title | : Operations and Supply Chain Management | **No. of lectures** | : 90 |

Course 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.
4. To define the concept of supply chain management.
5. To identify and explain the key components of a supply chain.
6. To analyze and design effective logistics and distribution strategies.
7. To evaluate the role of technology in enhancing logistics efficiency.

Course Outcomes:

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO4. Develop inventory control strategies to optimize stock levels.

CO5. Implement techniques for demand forecasting and inventory replenishment.

CO6. Understand the principles of quality management in operations.

CO7. Implement quality control measures to enhance product/service quality.

UBECDM-115 / OPERATIONS AND SUPPLY CHAIN MANAGEMENT (90 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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1	3				1	
CO 2	2	1	3				
CO 3	1	1		2			
CO 4			2			2	2
CO 5	3				2		
CO 6		2					
CO 7	1	3				1	

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO5. Implement techniques for demand forecasting and inventory replenishment.

CO7. Implement quality control measures to enhance product/service quality.

PO 2 Critical Thinking and Problem solving

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO3. Strengthen integrative management analytical and problem-solving skills.

CO6. Understand the principles of quality management in operations.

CO7. Implement quality control measures to enhance product/service quality.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Develop an in-depth understanding of logistics operating areas and their interrelationship.

CO4. Develop inventory control strategies to optimize stock levels.

PO 4 Research-Related Skills

CO3. Strengthen integrative management analytical and problem-solving skills.

PO 5 Personal and Professional competence

CO5. Implement techniques for demand forecasting and inventory replenishment.

PO 6 Effective Citizenship and Ethics

CO1. Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.

CO4. Develop inventory control strategies to optimize stock levels.

CO7.Implement quality control measures to enhance product/service quality.

PO 7 Environment and Sustainability

CO4. Develop inventory control strategies to optimize stock levels.

| Paper Code | : UBECDM-116 | **Total Credits** | : 06 |
| **Paper Title** | : Programming Lab on MS-OFFICE | **No. of lectures** | : 90 |

Course Objectives:

1. To provide students with practical experience in using MS Office applications.
2. To enhance students' skills in using and navigating through different applications in MS Office.
3. To encourage students to explore and utilize the various features and functionalities of MS Office applications.
4. To develop students' ability to solve real-life problems using MS Office applications.
5. To improve students' understanding of how MS Office applications can be used in different professional settings.

Course Outcomes:

CO1.   Students will be able to effectively use MS Word for creating and formatting documents, such as reports, essays, and letters.

CO2.   Students will be able to create and manage spreadsheets using MS Excel, including performing calculations, creating charts, and analyzing data.

CO3.   Students will be able to create visually appealing and engaging presentations using MS PowerPoint.

CO4.   Students will be able to utilize MS Outlook for managing emails, scheduling appointments, and organizing tasks.

CO5.   Students will be able to collaborate and share documents using MS Office online and other cloud-based platforms.

CO6.   Students will be able to troubleshoot common issues and errors encountered while using MS Office applications.

CO7.   Students will be able to integrate data and information from different MS Office applications to create comprehensive documents and reports.

CO8.   Students will be able to apply their knowledge of MS Office to solve real-life problems and tasks in various professional contexts.

UBECDM-116 / PROGRAMMING LAB ON MS-OFFICE (90 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	15

	Word Processor Spreadsheet Presentation Tool Database Management System		
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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1		3				
CO 2	2	3		2			1
CO 3	3	1	2			2	
CO 4			2				
CO 5	3						
CO 6					3		
CO 7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to effectively use MS Word for creating and formatting documents, such as reports, essays, and letters.

CO2. Students will be able to create and manage spreadsheets using MS Excel, including performing calculations, creating charts, and analyzing data.

CO3. Students will be able to create visually appealing and engaging presentations using MS PowerPoint.

CO5. Students will be able to collaborate and share documents using MS Office online and other cloud-based platforms.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to create and manage spreadsheets using MS Excel, including performing calculations, creating charts, and analyzing data.

CO3. Students will be able to create visually appealing and engaging presentations using MS PowerPoint.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Students will be able to effectively use MS Word for creating and formatting documents, such as reports, essays, and letters.

CO3. Students will be able to create visually appealing and engaging presentations using MS PowerPoint.

CO4. Students will be able to utilize MS Outlook for managing emails, scheduling appointments, and organizing tasks.

PO 4 Research-Related Skills

CO2. Students will be able to create and manage spreadsheets using MS Excel, including performing calculations, creating charts, and analyzing data.

PO 5 Personal and Professional competence

CO6. Students will be able to troubleshoot common issues and errors encountered while using MS Office applications.

PO 6 Effective Citizenship and Ethics

CO3. Students will be able to create visually appealing and engaging presentations using MS PowerPoint.

PO 7 Environment and Sustainability

CO2. Students will be able to create and manage spreadsheets using MS Excel, including performing calculations, creating charts, and analyzing data.