Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Autonomous)

Three Year B. Vocational Degree Program in

E-Commerce & Digital Marketing

(Faculty of Vocational)

CBCS Syllabus

FY B.VOC Semester -I

For Department of E-Commerce & Digital Marketing

Tuljaram Chaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

1

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

Title of the Programme: FY B.VOC (ECD)

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.

Eligibility criteria   **:** 12th Pass (any stream)

Preamble

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in science and technology and the evolving approaches in various domains of E-Commerce & Digital marketing and related subjects, the Board of Studies in E-Commerce & Digital marketing at Tuljaram Chaturchand College, Baramati - Pune, has developed the curriculum for the first semester of F.Y. B. Voc. ECD , which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCRF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

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",

2

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

"Start – Up and Stand – Up India" and "Digital India".

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 management 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.

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.

3

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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 centred 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.
PSO8	**Self-directed and Life-long learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
PSO9	**Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
(Autonomous)

Board of Studies (BOS) in
E-Commerce & Digital Marketing

From 2022-23 to 2024-25

Sr. No.	Name	Designation
1.	**Prof. Dr. Siddharth Sorate**	Chairman
2.	**Prof. Sunil J. Pawar**	Member
3.	**Prof. Mahesh Phule**	Member
4.	**Prof. Dr. Pravin Yadav**	Vice-Chancellor Nominee
5.	**Prof. Dr. Anup Mule**	Expert from other University
6.	**Prof. Dr. Ashish Malani**	Expert from other University
7.	**Mr. Vilas Borate**	Industry Expert
8.	**Mr. Shubham Chinchkar**	Meritorious Alumni
9.	**Mr. Sarthak Devkule**	Student Representative
10.	**Ms. Bhumi Pokaar**	Student Representative

5

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
(Autonomous)
B. VOC (E-COMMERCE) FACULTY: BASKETS OF COURSES AS PER NEP 2020
Academic Year: 2023-2024, Semester-I (Level-4.5)

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.
		Mandatory	**Electives**							
4.5	I	ECD-101-MJM: Business Communication-I (T)	--	--	ECD -116-OE: Basics of Marketing-I (T)	ECD -121-VSC: Basics of E-Commerce (T)	ENG- 131-AEC: English- I (T)	CC1 (2 credit)	22	
		ECD-102-MJM: Fundamentals of Information Technology (T)			ECD -117-OE: Basics of Marketing-I (P)	ECD -126-SEC: Life Skills (P)	ENV- 135-VEC: Environment Education (T)			
		ECD-103-MJM: MS-Office (P)					ECD -137-IKS: Evolution of E-Commerce & Digital marketing (T)			
		2+2+2 Credit			2+2 Credit	2+2 Credit	2+2+2 Credit	2 Credit		
	II	ECD-151-MJM: Business Communication-II (T)	--	ECD-161-MN: Operations & Supply Chain Management (T)	ECD -166-OE: E-Commerce Management (T)	ECD -171-VSC: Marketing Skills (T)	ENG-181-AEC Functional English-II	CC2 (2 credit)		UG Certificate 44 credits
		ECD-152-MJM: RDBMS (T)			ECD -167-OE: E-Commerce Management (P)	ECD -176-SEC: Web Technology using HTML (P)	COS- 185-VEC: Digital & Tech. Solutions (T)		22	
		ECD-153-MJM: MySQL (P)								
		2+2+2 Credit		2 Credit	2+2 Credit	2+2 Credit	2+2 Credit	2 Credit		
	Cum Cr.	**12**	--	2	8	8	10	4	44	

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

Credit Distribution Structure for F.Y. B.VOC.-2023-2024 (ECD)

Course Structure for F.Y. ECDM (2023 Pattern)

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	Major Mandatory	ECD-101-MJM	Business Communication-I (T)	Theory	02
	Major Mandatory	ECD-102-MJM	Fundamentals of Information Technology (T)	Theory	02
	Major Mandatory	ECD-103-MJM	MS-Office (P)	Practical	02
	Open Elective (OE)	ECD-116-OE	Basics of Marketing- I (T)	Theory	02
	Open Elective (OE)	ECD-117-OE	Basics of Marketing- II (P)	Practical	02
	Vocational Skill Course (VSC)	ECD-121-VSC	Basics of E-Commerce (T)	Theory	02
	Skill Enhancement Course (SEC)	ECD-126-SEC	SEC: Life Skills (P)	Practical	02
	Ability Enhancement Course (AEC)	ENG-131-AEC	English- I (T)	Theory	02
	Value Education Course (VEC)	ECD-135-VEC	Environment Education (T)	Theory	02
	Indian Knowledge System (IKS)	ECD-137-IKS	Evolution of E-Commerce & Digital marketing (T)	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
				Total Credits Semester-I	**22**
II	Major Mandatory	ECD-151-MJM	Business Communication-II (T)	Theory	02
	Major Mandatory	ECD-152-MJM	RDBMS (T)	Theory	02
	Major Mandatory	ECD-153-MJM	MySQL (P)	Practical	02
	Minor	ECD-161-MN	Operations & Supply Chain Management (T)	Theory	02
	Open Elective (OE)	ECD-166-OE	E-Commerce Management-I (T)	Theory	02
	Open Elective (OE)	ECD-167-OE	E-Commerce Management-II (P)	Practical	02
	Vocational Skill Course (VSC)	ECD-171-VSC	Marketing Skills (T)	Theory	02
	Skill Enhancement Course (SEC)	ECD-176-SEC	Web Technology using HTML (P)	Practical	02
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English-II	Theory	02
	Value Education Course (VEC)	ECD-185-VEC	Digital & Tech. Solutions (T)	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
				Total Credits Semester II	22
				Cumulative Credits Semester I and II	**44**

Semester I

Paper Code   : ECD-101-MJM   **Total Credits**   : 02

Paper Title   : Business Communication- I   **No. of lectures**   : 30

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.

Students will be able to engage in effective interpersonal communication and networking within a

business context.

CO7.   Students will be able to draft professional business documents.

<table>
<tr><td colspan="3">ECD-101-MJM / BUSINESS COMMUNICATION- I   (30 Hours)</td></tr>
</table>

UNIT	TOPIC	No. of Lectures
1	**Introduction of Business Communication:** Introduction,	7

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

	Meaning, Definition, Features, Process of Communication, Principles, Importance, Barriers to Communication & Remedies.	
2	**Methods and Channels of Communication:** Methods of Communication- Merits and Demerits; Channels of Communication and their Types; Merits & Demerits.	8
3	**Soft Skills**: Meaning, Definition, Importance of Soft Skills Elements of Soft Skills: 1) Grooming Manners and Etiquettes 2) Effective Speaking 3) Interview Skills 4) Listening 5) Group Discussion 6) Oral Presentation	7
4	**Business Letters:** Meaning, Importance, Qualities or Essentials, Physical Appearance, and Layout of Business Letter	8
		30

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   : ECD-102-MJM   **Total Credits**   : 02

Paper Title   : Fundamentals of Information Technology   **No. of lectures**   : 30

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.
6. To understand basics of computer and working with OS.
7. To develop working skills with productivity tools, graphics designing and Internet.

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.

CO6.   Students will develop skills for productivity software and OS

CO7.   Students will develop interests in using computers for professional work

ECD-102-MJM / FUNDAMENTALS OF INFORMATION TECHNOLOGY   (30 Hours)

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,	7

	Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples, Pseudocodes and decision tables.	
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	8
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 XP/Win 7. Activation and Automatic Updating procedures.	7
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), Intranet and Internet. Wi-Fi, Bluetooth.	8
		30

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	: ECD-103-MJM	**Total Credits**	: 02
Paper Title	: Programming Lab on MS-OFFICE	**No. of lectures**	: 30

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.
6. Students will develop skills for productivity of MS-Office.
7. Students will develop interests in using computers for professional work.

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.

ECD-103-MJM / PROGRAMMING LAB ON MS-OFFICE   (30 Hours)

UNIT	TOPIC	No. of Lectures
1	**Ms-Office:** MS Office Applications & its Functions;	7

16

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

	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	
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.	8
3	**MS–Power Point:** Presentation overview, entering information, Presentation creation, opening and saving presentation, inserting audio and video.	7
4	**MS-Excel:** Exploring Microsoft Excel, Creating Workbook Files, Editing Worksheet, Managing Worksheets and Workbook Files, Formulas.	8
		30

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

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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

3. 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.

Paper Code	: ECD -121-VSC	**Total Credits**	: 02
Paper Title	: Basics of E-Commerce	**No. of lectures**	: 30

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.

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.

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

ECD -121-VSC / BASICS OF E-COMMERCE	(30 Hours)

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 – Commerce infrastructure.	7
2	**Business models of E– Commerce**: Business to Business – Business to customers– Customers to Customers – Business to Government – Business to Employee – E – Commerce strategy – Influencing factors of successful E– Commerce.	8
3	**Marketing strategies & E – Commerce**: Website – components of website – Concept & Designing website for E– Commerce – Models of internet advertising – Weakness in Internet advertising – Mobile Commerce	7
4	**Electronic Payment System :** Introduction – Online payment systems – prepaid and postpaid payment systems – e– cash, e–cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system. UPI Payment & Online Payment Gateways: PhonePe, GooglePay, Amzon Pay, Paytm etc. **Legal and ethical issues in E– Commerce:** Security issues in E–Commerce– Regulatory framework of E– commerce	8
		30

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

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	: ECD -126-SEC	**Total Credits**	: 02
Paper Title	: Life Skills	**No. of lectures**	: 30

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.

ECD -126-SEC / LIFE SKILLS	(30 Hours)

UNIT	TOPIC	No. of Lectures
1	**Introduction To 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 analyses.	7
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	8
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.	7
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.	8
		30

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

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   : ECD -116-OE   **Total Credits**   : 02

Paper Title   : Basics of Marketing- I (T)   **No. of lectures** : 30

Course Objectives:

1. To introduce students to the fundamental concepts and principles of marketing.
2. To provide students with a comprehensive understanding of the marketing mix (product, price, place, and promotion) and its application in various business contexts.
3. To familiarize students with the process of market research and its role in effective marketing decision-making.
4. To develop students' analytical and problem-solving skills in relation to marketing challenges.
5. To enhance students' ability to identify, target, and engage with different consumer segments.
6. To nurture students' creativity and innovation in developing marketing strategies.
7. To instill ethical considerations in marketing practices and decision-making.

Course Outcomes:

CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.
CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.
CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.
CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.
CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.
CO6. Demonstrate effective communication skills in promoting and selling products or services.
CO7. Recognize and address ethical issues and challenges in the marketing field.

UBECD-122 / Basics of Marketing-I (30 Hours)		
CONTENT OF SYLLABUS		
UNIT	**TOPIC**	**No. of Lectures**
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, Selling VS Marketing, The Holistic marketing, Target marketing,	7

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

2	Approaches to Marketing. Marketing Myopia. Core concepts of Marketing. Customer VS Consumer.	8
3	Marketing Environment: Components of modern marketing information system, SWOT analysis,	7
4	Analyzing the marketing environment- Micro and Macro, Demand forecasting –need and techniques.	8
		30

Case studies (Based on the above Units)

- 4 case studies should be conducted on each unit.

Books recommended

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

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					1	
CO 2	2	2			1		2
CO 3	2	2	3				
CO 4			2	1			
CO 5			1		2	3	
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. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

PO 2 Critical Thinking and Problem solving

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

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

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 4 Research-Related Skills

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

PO 5 Personal and Professional competence

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 6 Effective Citizenship and Ethics

CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 7 Environment and Sustainability

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

Paper Code	: ECD -117-OE	**Total Credits**	: 02
Paper Title	: Basics of Marketing- II (P)	**No. of lectures**	: 30

Course Objectives:

1. To introduce students to the fundamental concepts and principles of marketing.
2. To provide students with a comprehensive understanding of the marketing mix (product, price, place, and promotion) and its application in various business contexts.
3. To familiarize students with the process of market research and its role in effective marketing decision-making.
4. To develop students' analytical and problem-solving skills in relation to marketing challenges.
5. To enhance students' ability to identify, target, and engage with different consumer segments.
6. To nurture students' creativity and innovation in developing marketing strategies.
7. To instill ethical considerations in marketing practices and decision-making.

Course Outcomes:

CO1.   Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO2.   Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3.   Apply marketing research techniques to gather and analyze data for informed decision-making.

CO4.   Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

CO5.   Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

CO6.   Demonstrate effective communication skills in promoting and selling products or services.

CO7.   Recognize and address ethical issues and challenges in the marketing field.

UBECD-122 / Basics of Marketing-II (30 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Consumer markets, Factors influencing consumer behavior, Consumer decision making process, analyzing business markets- the procurement process.	7
2	Business Buying behavior. Role of customers in marketing.	8

3	Market Segmentation: Bases for Market Segmentation, Target Market Strategies	7
4	Designing and managing marketing channels, STP policies, marketing mix.	8
		30

Case studies (Based on the above Units)

- 4 case studies should be conducted on each unit.

Books recommended

4. Philip Kotler - Marketing Management
5. J.C. Gandhi - Marketing Management
6. William M. Pride and O.C. Ferrell – Marketing

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					1	
CO 2	2	2			1		2
CO 3	2	2	3				
CO 4			2	1			
CO 5			1		2	3	
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. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

PO 2 Critical Thinking and Problem solving

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

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

CO3. Apply marketing research techniques to gather and analyze data for informed decision-making.

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 4 Research-Related Skills

CO4. Develop marketing plans and strategies that align with organizational objectives and target specific consumer segments.

PO 5 Personal and Professional competence

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 6 Effective Citizenship and Ethics

CO1. Understand the basic concepts and theories of marketing, including the marketing process, customer needs and wants, and the importance of building customer relationships.

CO5. Utilize the marketing mix (product, price, place, and promotion) to create value for customers and achieve competitive advantage.

PO 7 Environment and Sustainability

CO2. Analyze and evaluate various marketing strategies and tactics, and their effectiveness in meeting organizational objectives.

Paper Code	: ECD -117-IKS	**Total Credits**	: 02
Paper Title	: Evolution of E-Commerce & Digital Marketing	**No. of lectures**	: 30

Course Objectives:

1. To provide an overview of the evolution and impact of e-commerce and digital marketing on businesses and consumers.

2. To understand the key concepts, principles, and strategies of e-commerce and digital marketing.

3. To analyze and evaluate different online business models and e-commerce platforms.

4. To develop practical skills in implementing and managing effective digital marketing campaigns.

5. To explore the ethical and legal considerations in e-commerce and digital marketing.

6. To understand the role of digital marketing in e-commerce and the various strategies used to attract and retain customers.

7. To gain knowledge about legal and ethical considerations in e-commerce, including consumer protection and privacy laws.

Course Outcomes:

CO 1. Understand the historical development and evolution of e-commerce and digital marketing.

CO 2. Demonstrate knowledge of key terms, concepts, and principles related to e-commerce and digital marketing.

CO 3. Analyze different online business models and e-commerce platforms, and identify their strengths and weaknesses.

CO 4. Apply digital marketing techniques and strategies to effectively promote products/services online.

CO 5. Identify and discuss the ethical and legal issues surrounding e-commerce and digital marketing practices.

CO6. Students will be able to implement digital marketing strategies to attract and retain customers in an e-commerce business.

CO7. Students will be able to understand and apply legal and ethical considerations in e-commerce operations.

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020

ECD -117-IKS / Evolution of E-Commerce & Digital Marketing (30 Hours)

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	History and evolution of E-Commerce: The Timeline Of The History Of eCommerce & Its Evolution, Milestones of e-commerce, e commerce tribute media	7
2	How commerce is shifting to E-Commerce? Future of E-Commerce, Evolution of e-commerce and its growth	8
3	History and evolution of Digital Marketing : Future of E-Commerce, Evolution of e-commerce and its growth	7
4	Future of online shopping: M-Commerce & V-Commerce, The Future of Online Shopping: Predictions and Trends;	8
		30

Text Books:

1. Web Commerce Technology Handbook, by Daniel Minoli, Emma Minoli, McGraw-Hill

2. Frontiers of electronic commerce by Galgotia.

Reference Books:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley

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	2		2			3	2
CO 2							
CO 3	1	3					
CO 4					2		
CO 5				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

C01. Understand the historical development and evolution of e-commerce and digital marketing.

C03. Analyze different online business models and e-commerce platforms, and identify their strengths and weaknesses.

PO 2 Critical Thinking and Problem solving

C03. Analyze different online business models and e-commerce platforms, and identify their strengths and weaknesses.

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

C01. Understand the historical development and evolution of e-commerce and digital marketing.

PO 4 Research-Related Skills

C05. Identify and discuss the ethical and legal issues surrounding e-commerce and digital marketing practices.

PO 5 Personal and Professional competence

C04. Apply digital marketing techniques and strategies to effectively promote products/services online.

PO 6 Effective Citizenship and Ethics

C01. Understand the historical development and evolution of e-commerce and digital marketing.

PO 7 Environment and Sustainability

C01. Understand the historical development and evolution of e-commerce and digital marketing.

AES's T. C. College (Autonomous), Baramati. CBCS Syllabus 2023 Pattern as per NEP 2020