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TITLE

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

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E-COMMERCE & DIGITAL MARKETING (ECDM)

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Nature of the Programme: B.VOC is three years full time graduate degree programme.

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PREAMBLE

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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".

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NEED FOR THE CURRICULUM

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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 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.

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.

B. Voc in E-Commerce & Digital Marketing

Course Structure and Syllabus

First Year

Semester-I		Semester-II	
Subject Code	**Name of the Subject**	**Subject Code**	**Name of the Subject**
General Component			
ECDM101	Basics of E-Commerce	ECDM201	Basics of Marketing
ECDM102	Fundamentals of Information Technology	ECDM202	Basic concepts of DBMS
ECDM103	Business Communication I	ECDM203	Business Communication II
Skill Component			
ECDM104	Discussion & Case Study on E-Commerce	ECDM204	Case study on Marketing
ECDM105	Programming Lab based on I.T(MS-Office)	ECDM205	Programming Lab on SQL
ECDM106	Programming Lab of HTML and DHTML	ECDM206	Drafting of Business Letters & Application of New Technology in Communication

Semester II

Paper 1: Basics of Marketing

[Course Code -: ECDM201]

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

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.	12

2	Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro, Demand forecasting –need and techniques	12
3	Unit III Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement process	12
4	Unit IV Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix.	12
		48

Practical (Based on the above Units):

Case studies and Surveys

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)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					1	
CO2	2	2			1		2
CO3	2	2	3				
CO4			2	1			
CO5			1		2	3	
CO6							
CO7							

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.

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 2: Basics of DBMS

[Course Code -: ECDM202]

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

Course Objectives:

1. Understand the fundamentals of database management systems (DBMS).
2. Learn about the different types of database models, including relational, hierarchical, and network.
3. Understand the importance of data integrity, data security, and data privacy in DBMS.
4. Learn about the different components of a database system, including data definition language (DDL), data manipulation language (DML), and data query language (DQL).
5. Understand the concept of data normalization and its importance in database design.
6. Learn about database design principles, including entity-relationship modeling and database normalization.
7. Understand the basics of SQL (Structured Query Language) and its usage in data manipulation and database query.

Course Outcomes:

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

CO5. Demonstrate an understanding of data control and security concepts in SQL, including user authentication and access permissions.

CO6. Implement various types of database relationships, including one-to-one, one-to-many, and many-to-many.

CO7. Develop stored procedures, triggers, and views to automate database tasks and improve system performance.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Basic Concepts of Database Management** (Database, Database	12

	System, why database, Data independence) an architecture for a database system (levels of the architecture, mappings, DBA, client/server architecture) Introduction to Relational db systems. Characteristics of database approach, data models, DBMS architecture and data independence.		
2	**E-R Modeling**: Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.	12
3	**Relational Data Model**: Relational model concepts, relational constraints **ER and ER to relational mapping**: Data base design using EER to relational language	12
4	**Data Normalization**: Functional Dependencies, Normal form up to 3rd normal form. **Concurrency & Recovery:** Transaction processing, locking techniques and associated, security and authorization. Recovery Techniques, Database Security	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

1. C.J. Date, "An Introduction of Database System", The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.

2. Silberscatz, Korth and Sudarshan, "Database System Concepts", Third Ed. McGraw Hill International Editions, Computer Science Series-1997.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						1
CO2	1	3	2		3		
CO3	1	1				2	
CO4				1			
CO5							
CO6							
CO7							

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. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 2 Critical Thinking and Problem solving

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

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

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 4 Research-Related Skills

CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

PO 5 Personal and Professional competence

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 6 Effective Citizenship and Ethics

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 7 Environment and Sustainability

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

Paper 3: Business Communication II

[Course Code -: ECDM203]

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

Course Objectives:

1. To enhance students' oral and written communication skills in a business setting.

2. To develop students' ability to effectively communicate in various business contexts, such as meetings, presentations, negotiations, and written reports.

3. To improve students' listening and critical thinking skills necessary for effective communication.

4. To familiarize students with different communication strategies and techniques used in a business environment.

5. To cultivate cultural sensitivity in business communication to ensure effective communication in a diverse and global workplace.

Course Outcomes:

CO1. Students will be able to deliver clear and concise oral presentations in a professional manner.

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

CO6. Students will be able to adapt their communication style and strategies to different audiences and cultural contexts.

CO7. Students will be able to demonstrate active listening skills and apply effective listening techniques in business communication.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Types and Drafting of Business Letters: 1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters	12

2	Job Application Letters: Meaning, Types & Drafting of Job Application Letters, Bio-Data/Resume/ CV	10
3	Internal and other Correspondence: 1) Office Memo (Memorandums) 2) Office Orders 3) Office Circulars 4) Form Memos or Letters 5) Press Releases	16
4	New Technologies in Business Communication: Internet: Email, Websites, Electronic Clearance System, Writing a Blog Social Media Network: Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp Voice Mail Short Messaging Services Video Conferencing Mobile	10
		48

Practical (Based on the above Units) :

- Use of Technology in Communication
- Drafting of Memos , Drafting of Press Releases/Notes
- Drafting of Office Orders Drafting of Office Circulars
- Any other topics to be suggested by the Subject Teachers

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

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Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2	2	2			1		
CO3	2	2	3				3
CO4			2	1			
CO5			1		2		
CO6							
CO7							

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 deliver clear and concise oral presentations in a professional manner.

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

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

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 4 Research-Related Skills

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

PO 5 Personal and Professional competence

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to deliver clear and concise oral presentations in a professional manner.

PO 7 Environment and Sustainability

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

Paper 4: Case studies on Marketing

[Course Code -: ECDM204]

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

Course Objectives:

1. To develop an understanding of the marketing concept and its importance in driving business success.
2. To explore various marketing strategies and tactics used by organizations to achieve their marketing goals.
3. To analyze real-life marketing cases and identify the key factors contributing to their success or failure.
4. To develop critical thinking and problem-solving skills by analyzing and evaluating marketing strategies and their outcomes.
5. To enhance communication and presentation skills through presenting case study analyses and recommendations.

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.

Case studies:

1. McDonald's marketing strategy: This case study analyzes the marketing tactics used by McDonald's to attract and retain customers, including their focus on strong branding, attractive promotions, and localized marketing campaigns.

2. Apple's marketing success: This case study delves into Apple's iconic marketing campaigns that have helped establish them as one of the world's leading technology brands. It explores their innovative product launches, effective use of emotional appeals, and focus on creating a strong brand image.

3. Nike's brand positioning: This case study examines Nike's brand positioning strategy, exploring how they have successfully positioned themselves as a leading athletic footwear and apparel company. It highlights their endorsement of high-profile athletes, compelling storytelling, and targeted marketing campaigns.

4. Coca-Cola's integrated marketing communication: This case study explores Coca-Cola's integrated marketing communication strategy, which includes its effective use of advertising, sponsorships, social media, and partnerships to reach and engage its target audience. It showcases how the company consistently communicates its brand message.

5. Airbnb's social media marketing: This case study analyzes Airbnb's effective use of social media marketing to build a successful brand and connect with its global audience. It examines their innovative campaigns, advocacy for user-generated content, and leveraging of influencers to generate buzz.

6. Amazon's personalized marketing approach: This case study delves into Amazon's personalized marketing strategy, focusing on their use of customer data, targeted recommendations, and personalized shopping experiences. It showcases how they have leveraged technology to deliver personalized marketing at scale.

7. Procter & Gamble's brand portfolio management: This case study discusses how Procter & Gamble manages its extensive brand portfolio, exploring their strategies to differentiate and market each brand effectively. It examines their focus on consumer insights, product innovation, and compelling advertising.

8. Red Bull's experiential marketing: This case study explores Red Bull's unique approach to marketing through experiential events and sponsorships. It analyzes how Red Bull creates memorable experiences for their target audience through extreme sports, music festivals, and other engaging activities.

9. Samsung's localization strategy: This case study examines Samsung's successful localization strategy, focusing on how the company tailors its marketing messages and products to different cultural markets. It highlights their understanding of local preferences, effective communication, and adaptation of product features.

10. Starbucks' customer loyalty program: This case study analyzes Starbucks' customer loyalty program, known as Starbucks Rewards. It discusses how the program drives customer retention and engagement through personalized offers, convenient mobile apps, and seamless integration with various marketing channels.

Reference Books:

1. Digital Marketing For Dummies
2. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success
3. Permission marketing

4. Breakthrough Advertising
5. Digital marketing
6. Epic content marketing
7. Hooked: How to Build Habit-Forming Products

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					1	
CO2	2	2			1		2
CO3	2	2	3				
CO4			2	1			
CO5			1		2	3	
CO6							
CO7							

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.

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 5: Programming Lab on SQL

[Course Code -: ECDM205]

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

Course Objectives:

1. To provide students with a practical understanding of SQL programming language.
2. To develop students' skills in designing and implementing complex database systems.
3. To introduce students to various SQL concepts, such as data manipulation, data definition, and data control.
4. To enhance students' problem-solving abilities by applying SQL queries to real-world scenarios.
5. To expose students to advanced SQL topics, such as stored procedures, triggers, and views.
6. To promote teamwork and collaboration by assigning group programming projects.

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.

Practicals:

Practical No.1- Create an Entity set for student information.

Practical No.2- Create an one-to-one, one-to-many and many-to-many relationship between student and Course.

Practical No.3- Create an Relation diagram for employee and department.

Practical No.4- Create an Attributes diagram for student information.

Practical No.5- Create an ER diagram for student.

Practical No.6- Create an ER diagram for College Department.

Practical No.7- 'Enrolled in' is a relationship that exists between entities Student and Course.

Practical No.8- Create an ER diagram for College Management System.

Practical No.9- Write a SQL statement to create a simple table countries including columns country_id,country_name and region_id.

Practical No.10- Write a SQL statement to create a simple table countries including columns country_id,country_name and region_id which is already exists.

Practical No.11- Write a SQL statement to create the structure of a table dup_countries similar to countries.

Practical No.12- Write a SQL statement to create a duplicate copy of countries table including structure and data by name dup_countries.

Practical No.13- Write a SQL statement to create a table countries set a constraint NULL.

Practical No.14- Write a SQL statement to create a table named jobs including columns job_id, job_title, min_salary, max_salary and check whether the max_salary amount exceeding the upper limit 25000.

Practical No. 15- Write a SQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that no countries except Italy, India and China will be entered in the table.

Practical No. 16- Write a SQL statement to create a table named job_histry including columns employee_id, start_date, end_date, job_id and department_id and make sure that the value against column end_date will be entered at the time of insertion to the format like '--/--/----'.

Practical No. 17- Write a SQL statement to create a table named countries including columns country_id,country_name and region_id and make sure that no duplicate data against column country_id will be allowed at the time of insertion.

Practical No. 18- Write a SQL statement to create a table named jobs including columns job_id, job_title, min_salary and max_salary, and make sure that, the default value for job_title is blank and min_salary is 8000 and max_salary is NULL will be entered automatically at the time of insertion if no value assigned for the specified columns.

Practical No. 19- Write a SQL statement to create a table named countries including columns country_id, country_name and region_id and make sure that the country_id column will be a key field which will not contain any duplicate data at the time of insertion.

Practical No. 20- Write a SQL statement to create a table countries including columns country_id, country_name and region_id and make sure that the column country_id will be unique and store an auto incremented value.

Books recommended

1. C.J. Date, "An Introduction of Database System", The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.

2. Silberscatz, Korth and Sudarshan, "Database System Concepts", Third Ed. McGraw Hill International Editions, Computer Science Series-1997.

Mapping of Program Outcomes with Course Outcomes

4.

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						1
CO2	1	3	2		3		
CO3	1	1				2	
CO4				1			
CO5							
CO6							
CO7							

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. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 2 Critical Thinking and Problem solving

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

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

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 4 Research-Related Skills

CO4. Create and modify database structures using SQL statements, such as CREATE, ALTER, and DROP.

PO 5 Personal and Professional competence

CO3. Utilize advanced SQL techniques to implement complex queries involving multiple tables and conditions.

PO 6 Effective Citizenship and Ethics

CO2. Design and implement database tables using appropriate data types, primary and foreign keys, and constraints.

PO 7 Environment and Sustainability

CO1. Apply SQL syntax and commands to retrieve and manipulate data from relational databases.

Paper 6: Drafting of Business Letters & Application of New Technology in Communication

[Course Code -: ECDM206]

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

Course Objectives:

1. To develop the ability to draft effective business letters and emails.
2. To understand the principles of professional business communication.
3. To learn the techniques for persuasive and persuasive communication in business.
4. To familiarize students with various types of business letters and their formats.
5. To understand the importance of clear and concise communication in business.
6. To improve writing skills and grammar usage in business communication.
7. To learn the essential components of an effective business letter.

Course Outcomes:

CO1.   Students will be able to deliver clear and concise oral presentations in a professional manner.

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

CO6. Students will be able to adapt their communication style and strategies to different audiences and cultural contexts.

CO7. Students will be able to demonstrate active listening skills and apply effective listening techniques in business communication.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**1.1 Introduction to Business Letters:** a. Definition and purpose of business letters. b. Elements of a	12

	well-structured business letter. c. Types of business letters and their distinctive features. **1.2 Business Letter Format and Style:** a. Formatting guidelines for professional-looking documents. b. Tone, language, and style considerations. c. Use of appropriate salutations, closings, and signatures.	
2	**Drafting Specific Business Letters:** a. Letters of inquiry and request. b. Proposals and business plans. c. Letter of complaint and adjustment.	10
3	**Application of New Technologies in Communication:** a. Introduction to new technologies used in business communication. b. Email etiquette and best practices. c. Effective use of social media for professional purposes. d. Instant messaging in the business environment.	16
4	**Technology and Business Communication:** a. Examining the impact of technology on business communication. b. Analyzing the advantages and challenges of technology integration. c. Strategies for adapting communication styles to new technologies. d. Legal and ethical considerations in digital communication.	10
		48

Assessment Methods:

Written Assignments: Students will be required to draft and submit various types of business letters throughout the course.

Technology Integration Projects: Students will complete projects to demonstrate their understanding and utilization of new technologies in communication.

Class Participation: Active participation in discussions, group activities, and presentations will be evaluated.

Exams: Periodic quizzes and a final exam will assess students' comprehension of course materials.

Recommended Textbooks:

1. "Effective Business Communication" by Herta A. Murphy and Jane P. Fry.
2. "Writing that Works: How to Communicate Effectively in Business" by Kenneth Roman and Joel Raphaelson.
3. Note: The syllabus may vary depending on the institution, requirements, and instructor preferences.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2	2	2			1		
CO3	2	2	3				3
CO4			2	1			
CO5			1		2		
CO6							
CO7							

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 deliver clear and concise oral presentations in a professional manner.

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

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

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 4 Research-Related Skills

CO4. Students will be able to effectively use technology tools and software for business communication purposes.

PO 5 Personal and Professional competence

CO2. Students will be able to effectively participate and contribute in business meetings and discussions.

CO5. Students will be able to apply critical thinking skills to analyze and evaluate business communication situations and make appropriate decisions.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to deliver clear and concise oral presentations in a professional manner.

PO 7 Environment and Sustainability

CO3. Students will be able to write clear and coherent business documents, such as emails, memos, and reports.