



Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Empowered Autonomous)

Three Year B. Vocational Degree Program in

E-Commerce & Digital Marketing

(Faculty of Vocational)

CBCS Syllabus

TY B.VOC Semester -VI

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 2025-2026

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”,

“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.

Programme Specific Outcomes (PSOs)

Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Bachelor of Vocation (B.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

PO1	Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
PO2	Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
PO3	Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
PO4	Industry Relevance and entrepreneurial abilities: The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
PO5	Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
PO6	Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
PO7	Research and Innovations: Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
PO8	Global Perspective: In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
PO9	Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
PO10	Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

Anekant Education Society's
Tuljaram Chaturchand College
of Arts, Science and Commerce Baramati, Dist-Pune
(Empowered Autonomous)

Board of Studies in E-Commerce & Digital Marketing
(Academic Year 2025-26 to 2027-28)

Sr. No.	Name of Member	Designation
1.	Mr. Pawar Sunil Janardan Head & Assistant Professor Department of E-Commerce & Digital Marketing, T. C. College, Baramati.	Chairperson
2.	Ms. Takawane Snehal Rohidas Assistant Professor, Department of E-Commerce & Digital Marketing, T. C. College, Baramati	Member
3.	Mr. Phule Mahesh Subhash Assistant Professor, Department of Retail Managment, T. C. College, Baramati	Member
4.	Dr. Rajesh Kashyap	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
5.	Dr. Mule Anup Murlidhar	Subject Expert from Outside the Parent University
6.	Dr. Malani Ashish Kailaschandra	Subject Expert from Outside the Parent University
7.	Mr. Borate Vilas Ramchandra	Representative from industry/corporate sector/allied areas
8.	Mr. Atole Karan Somnath	Member of the College Alumni
9.	Miss. Bhosale Manisha Sham	UG Student

Course & Credit Structure for T.Y. B.Voc. E-Commerce (2023 Pattern as per NEP-2020)

Sem	Course Type	Course Code	Course Title	Theory/ Practical	Credits
V	Major Mandatory	ECD-301-MJM	Entrepreneurship Development	Theory	02
	Major Mandatory	ECD-302-MJM	Marketing Research	Theory	02
	Major Mandatory	ECD-303-MJM	Search Engine Optimization	Theory	02
	Major Mandatory	ECD-304-MJM	Programming lab on C++	Practical	02
	Major Mandatory	ECD-305-MJM	Basics of Python	Practical	02
	Major Elective (MJE)	ECD-306-MJE(A)	Software Engineering	Theory (Any two)	04
	Major Elective (MJE)	ECD-306-MJE(B)	Business Management		
	Major Elective (MJE)	ECD-306-MJE(C)	Human Resource Management		
	Minor	ECD-341-MN	Fundamentals of Graphics Design	Theory	02
	Minor	ECD-342-MN	Graphics Design using Canva	Practical	02
	Vocational Skill Course (VSC)	ECD-321-VSC	CodeIgniter Framework	Practical	02
	Field Project(FP)	ECD-335-FP	Field Project	Practical	02
	Total Credits Semester-V				22
VI	Major Mandatory	ECD-351-MJM	Legal Aspects in Digital Marketing	Theory	02
	Major Mandatory	ECD-352-MJM	Services Management	Theory	02
	Major Mandatory	ECD-353-MJM	Business Analytics	Theory	02
	Major Mandatory	ECD-354-MJM	Google Services	Practical	02
	Major Mandatory	ECD-355-MJM	Tkinter Framework	Practical	02
	Major Elective(MJE)	ECD-356-MJE(A)	Advance Digital Marketing	Theory (Any two)	04
	Major Elective(MJE)	ECD-356-MJE(B)	Google Adwords & Analytics		
	Major Elective(MJE)	ECD-356-MJE(C)	Management Information System		
	Minor	ECD-361-MN	Digital Marketing	Theory	02
	Minor	ECD-362-MN	Practicals on Digital Marketing	Practical	02
	On Job Training(OJT)	ECD-385-OJT	On Job Training	Practical	04
	Total Credits Semester-VI				22
	Total Credits Semester-V+ VI				44

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Mandatory
Course Code	: ECD-351-MJM
Course Title	: Legal Aspects in Digital Marketing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To gain a foundational understanding of the legal principles that govern digital marketing, including privacy laws, intellectual property rights, and consumer protection regulations.
2. To familiarize students with the regulatory landscape affecting digital marketing, including GDPR, CCPA, CAN-SPAM, and other relevant laws, ensuring they can analyze compliance requirements for various digital strategies.
3. To learn the importance of data privacy and protection in digital marketing. Understand how to implement measures that comply with legal standards while using consumer data ethically.
4. To explore issues related to intellectual property, including copyright, trademarks, and trade secrets in the context of digital marketing content creation and distribution.
5. To understand the regulations surrounding advertising practices, including disclosures, endorsements, and fair competition, to assess compliance and avoid legal pitfalls.
6. To gain insights into legal issues related to e-commerce, including contract formation, consumer rights, and liability issues to effectively navigate the online marketplace.
7. To analyze the specific legal challenges and compliance requirements related to marketing on social media platforms, including user-generated content and influencer marketing.

Course Outcomes:

By the end of the course, students will be able to:

- CO1 Demonstrate a comprehensive understanding of the key legal frameworks that govern digital marketing, including data protection laws (e.g., GDPR, CCPA), intellectual property rights, and advertising regulations.
- CO2 Apply relevant legal standards and compliance measures in the development and implementation of digital marketing strategies, ensuring alignment with national and international regulations.
- CO3 Evaluate ethical considerations in digital marketing practices, focusing on transparency, consumer rights, and fair competition.
- CO4 Identify potential legal risks associated with various digital marketing tactics (e.g., email marketing, social media advertising, influencer partnerships) and propose strategies to mitigate these risks.
- CO5 Understand and navigate issues related to intellectual property, including copyright, trademark, and fair use as they pertain to digital content creation and distribution.
- CO6 Assess and implement best practices for ensuring consumer privacy and data protection in digital marketing campaigns, including informed consent and privacy policies.
- CO7 Analyze advertising laws and regulations, including those pertaining to misleading or deceptive marketing practices, and apply this knowledge to develop compliant advertising strategies.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Media & Freedom : Constitution of India: fundamental rights- Freedom of speech and expression and their limits in context of different countries, Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; <i>IT Act an overview.</i>	08
2	Right to Information: Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Role of the media. Limitation of Right to Information	08
3	Media and Ethics: Media's ethical problems including privacy, right to reply, sting operations. Ethical issues related with ownership of media and national, transnational monopoly. Private treaties between media and corporate houses. Scourge of paid news. Code of ethics;	08
4	Cyber Laws: Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties,	06

	adjudication and offences;; Network service provider's protection; Criminal procedure; IPC. <i>Role of Information and broadcasting ministry.</i>	
		30

References:

1 Text Books:

1. *Laws of the Press*, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. *Media Credibility* by Aggarwal, S.K.
3. *Mass Media: Laws and Regulations* by Rayudu, C.S.
4. *Media Ethics and Laws* by Jan R. Hakeculdar *History of Press, Press Laws and Communication* by Ahuja, B.N.

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO5. Understand and navigate issues related to intellectual property, including copyright, trademark, and fair use as they pertain to digital content creation and distribution.

PO 2 Critical Thinking and Problem solving

CO3. Evaluate ethical considerations in digital marketing practices, focusing on transparency, consumer rights, and fair competition.

CO4. Identify potential legal risks associated with various digital marketing tactics (e.g., email marketing, social media advertising, influencer partnerships) and propose strategies to mitigate these risks.

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

CO2. Apply relevant legal standards and compliance measures in the development and implementation of digital marketing strategies, ensuring alignment with national and international regulations.

CO6. Assess and implement best practices for ensuring consumer privacy and data protection in digital marketing campaigns, including informed consent and privacy policies.

PO 4 Research-Related Skills

CO3. Evaluate ethical considerations in digital marketing practices, focusing on transparency, consumer rights, and fair competition.

PO 5 Personal and Professional competence

CO1. Demonstrate a comprehensive understanding of the key legal frameworks that govern digital marketing, including data protection laws (e.g., GDPR, CCPA), intellectual property rights, and advertising regulations.

CO6. Assess and implement best practices for ensuring consumer privacy and data protection in digital marketing campaigns, including informed consent and privacy policies.

CO7. Analyze advertising laws and regulations, including those pertaining to misleading or deceptive marketing practices, and apply this knowledge to develop compliant advertising strategies.

PO 6 Effective Citizenship and Ethics

CO7. Analyze advertising laws and regulations, including those pertaining to misleading or deceptive marketing practices, and apply this knowledge to develop compliant advertising strategies.

PO 7 Environment and Sustainability

CO8. Apply relevant legal standards and compliance measures in the development and implementation of digital marketing strategies, ensuring alignment with national and international regulations.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Mandatory
Course Code	: ECD-352-MJM
Course Title	: Services Management
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To comprehend the unique characteristics of services compared to goods, including intangibility, inseparability, variability, and perishability.
2. To develop strategies for creating and delivering exceptional services that meet customer needs and enhance customer satisfaction.
3. To explore techniques for designing service processes and innovating service offerings to meet changing market demands.
4. To acquire skills in planning, managing, and optimizing service operations to enhance efficiency and effectiveness.
5. To examine the role of human capital in service delivery, including recruitment, training, and employee engagement strategies.
6. To analyze the impact of technology on service delivery and explore tools that can improve service efficiency and customer experience.
7. To understand marketing principles specific to services, including service positioning, branding, and promotion strategies.
8. To explore challenges and opportunities in managing services in a global and multicultural environment.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Students will demonstrate an understanding of key service management concepts, including the nature of services, service quality dimensions, and the service delivery process.
- CO2. Students will be able to design and innovate service offerings by applying service design principles and methodologies to enhance customer experiences.

- CO3. Learners will develop the ability to create effective marketing strategies tailored to services, including understanding the unique challenges of promoting intangible products.
- CO4. Students will examine the role of human resources in service organizations, focusing on recruitment, training, and development of service staff.
- CO5. Learners will analyze how technology influences service delivery and enhances customer interactions, including the use of digital tools and platforms.
- CO6. Students will develop analytical skills to identify issues in service delivery and make informed decisions based on operational data and customer feedback.
- CO7. Students will examine the ethical considerations and sustainability challenges in service management and evaluate best practices for responsible service management.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction to Services and Service sector: Meaning of Services, Differences between goods and services, Characteristics of Services, Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.	05
2	Services Marketing: Marketing Mix in Traditional Marketing - Inadequacy of Four Ps - Extended Marketing Mix: Product; Pricing; Promotion; Place; People; Process; Physical Evidence, Change in customer preferences and Expectation - Expected services: Levels of Experience-The Zone of Tolerance.	05
3	Introduction to Management of Different Service Sectors: Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services, Hospitality Services: - Concept, Scope and Importance, Profile of Services, H.R.M and Customer Care, Management of Hospitality Services in India. Management of Insurance Services : Concept, Scope and Importance Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced. Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial. Management of other Services : Tourism, Entertainment, Education and Telecommunication, Healthcare Services.	10
4	E-Services: Meaning of e-services, Difference between traditional and E-Services, Types of E- Services-Web based, App Based, Omni	

	Channel E-Services, How Traditional services emerged as E-Services, Digital environment, Factors driving the e- services emergence, Role of Industrial revolution in digitizing services. Role of Changing Consumer Lifestyle in rise of digital services, Digital formats of Public and private services, B2b, B2C e-Services.	10
		30

References:

Recommended Books:

1. *Service Management: Operations, Strategy, and Information Technology*, James A. Fitzsimmons, Mona J. Fitzsimmons, McGraw-Hill/Irwin, 2006
2. *Service Marketing Concepts Applications & Cases* Mk Rampal, Sl Gupta, Galgotia Publishing Company
3. *Services Marketing: People Technology Strategy*, by Wirtz Jochen (Author), Lovelock Christopher (Author), Chatterjee Jayanta, Pearson Education; 8th edition (2017)
4. *Services Marketing* by Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th Edition
5. *Services Marketing: Global Edition* by Christopher Lovelock (Author), Jochen Wirtz, Pearson Education; 7 Edition
6. *Services Marketing- Valarie A Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, McGraw Hill*
7. *Successful Service Operations Management*, Metter, King-Metters, Pulliman & Walton, Thomson India

Reference Books:

1. *E-services- Towards New model of Interactive Community*, Ronchi, Alfredo M., Springer, 2019 edition
2. *E- Services- New Directions in Theory and Practice*, Roland T. Rust, P.K. Kannan, Taylor and Francis, 2016
3. *Cases on Managing E- Services*, Scupola Ada, 2008, IGI Global
4. *Digital Transformation and Innovative Services for Business and Learning*, Kamaljeet Sandhu, 2020, IGI Global

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping**PO1 Disciplinary Knowledge**

CO1. Students will demonstrate an understanding of key service management concepts, including the nature of services, service quality dimensions, and the service delivery process.

PO2 Critical Thinking and Problem solving

CO5. Learners will analyze how technology influences service delivery and enhances customer interactions, including the use of digital tools and platforms.

CO6. Students will develop analytical skills to identify issues in service delivery and make informed decisions based on operational data and customer feedback.

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

CO4. Students will examine the role of human resources in service organizations, focusing on recruitment, training, and development of service staff.

PO 4 Research-Related Skills

CO6. Students will develop analytical skills to identify issues in service delivery and make informed decisions based on operational data and customer feedback.

PO 5 Personal and Professional competence

CO2. Students will be able to design and innovate service offerings by applying service design principles and methodologies to enhance customer experiences.

CO7. Students will examine the ethical considerations and sustainability challenges in service management and evaluate best practices for responsible service management.

PO 6 Effective Citizenship and Ethics

CO7. Students will examine the ethical considerations and sustainability challenges in service management and evaluate best practices for responsible service management.

PO 7 Environment and Sustainability

CO2. Students will be able to design and innovate service offerings by applying service design principles and methodologies to enhance customer experiences.

CO3. Learners will develop the ability to create effective marketing strategies tailored to services, including understanding the unique challenges of promoting intangible products.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Mandatory
Course Code	: ECD-353-MJM
Course Title	: Business Analytics
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce students to the fundamental concepts of business analytics, including descriptive, predictive, and prescriptive analytics.
2. To teach students how to collect, clean, and manage data from various sources, ensuring quality and integrity for analysis.
3. To familiarize students with various analytical tools and software (e.g., Excel, R, Python, Tableau) and statistical techniques used in business analytics.
4. To develop skills in data visualization to effectively communicate insights and findings to stakeholders through charts, dashboards, and reports.
5. To provide a comprehensive understanding of statistical methods and their applications in solving business problems.
6. To guide students in building and evaluating predictive models, understanding both the theory and practical applications of machine learning algorithms.
7. To explore decision-making frameworks that integrate analytics into business strategy and operations, emphasizing how data informs business decisions.
8. To encourage students to apply their analytical skills to real-world business cases through projects, case studies, or simulations.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Demonstrate a clear understanding of key concepts and terminology in business analytics, including descriptive, predictive, and prescriptive analytics.
- CO2. Develop proficiency in data collection, cleaning, and transformation processes. Analyze data sets using statistical methods and software tools, such as Excel, R, or Python.
- CO3. Gain hands-on experience with relevant analytics tools and software (e.g., SQL, Tableau, Power BI, SAS) for data visualization and presentation.
- CO4. Apply statistical techniques and models to support data-driven decision-making.
- CO5. Cultivate critical thinking and problem-solving skills to identify business problems and generate actionable insights through data analysis.
- CO6. Effectively communicate findings and recommendations to various stakeholders, utilizing appropriate visualization techniques to convey complex data insights clearly.
- CO7. Work effectively in teams to tackle real-world analytics problems, understanding the importance of collaboration in business environments.
- CO8. Apply theoretical knowledge to real-world case studies and projects, demonstrating the ability to derive insights and influence business strategy through data analysis.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to business analytics: Definition of analytics, Evolution of analytics, The Growing Role of Business Analytics, Business analytics vs. business analysis, Business intelligence vs. Data Science, Data Analyst Vs Business Analyst, Types of Analytics - Descriptive, Diagnostic, Predictive, Prescriptive, Concept of insights. Importance of data in business analytics, Differences between data, information and knowledge, Quality of data, 5Vs of Big Data, Big Data Collection and Ethics, Data sources and collection methods, Data privacy, security, and ethical considerations.	15
2	Applications of business analytics: Marketing Analytics, Stock Marketing, Financial Analytics, Human Resources Analytics, Operations Analytics, Health Care Analytics, Agri Business Management Analytics.	05
3	Data analytics and data visualization: Analytical decision-making, The Basic Tools of Business Analytics: Data exploration and visualization (using tools like Excel, Tableau, or Power BI), Concept of Statistical analysis and hypothesis testing (Hypothesis testing numerical / tests not expected). Data Visualization: Concept of Data Visualization, Popular Data	08

	Visualization tools, Exploratory Data Analysis(EDA), Data Cleaning, Data Inspection.	
4	Business analytics in Digital Marketing: Artificial intelligence, Machine learning, Block chain, R+ Programming, Python.	02
		30

References:

1. Davenport, T. H., & Harris, J. G. (2007). *“Competing on analytics: The new science of winning”*. Harvard Business School Press.
2. Provost, F., & Fawcett, T. (2013). *“Data science for business: What you need to know about data mining and data-analytic thinking”*. O'Reilly Media.
3. Sharda, R., Delen, D., & Turban, E. (2019). *“Business intelligence, analytics, and data science: A managerial perspective”* (4th ed.). Pearson.
4. Hastie, T., Tibshirani, R., & Friedman, J. (2009). *“The elements of statistical learning: Data mining, inference, and prediction”* (2nd ed.). Springer.
5. Knaflitz, C. N. (2015). *“Storytelling with data: A data visualization guide for business professionals”*. Wiley.
6. Pearl, J., & Mackenzie, D. (2018). *“The book of why: The new science of cause and effect”*. Basic Books.
7. Lewis, M. (2016). *“Marketing data science: Modeling techniques in predictive analytics with R and Python”*. Pearson FT Press.
8. Siegel, E. (2016). *“Predictive analytics: The power to predict who will click, buy, lie, or die”*. Wiley.
9. Winston, W. L. (2014). *“Marketing analytics: Data-driven techniques with Microsoft Excel”*. Wiley.
10. Narayanan, A., & Bhattacharya, A. (2023). *“Big data in finance: Data analytics in financial services and banking”*. Wiley.
11. Fitz-enz, J. (2010). *“The new HR analytics: Predicting the economic value of your company's human capital investments”*. AMACOM.
12. Raghupathi, W., & Raghupathi, V. (2014). *“Big data analytics in healthcare: Promise and potential”*. *Health Information Science and Systems*, 2(1), 1-10.
13. Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *“Designing and managing the supply chain: Concepts, strategies, and case studies”* (3rd ed.). McGraw-Hill/Irwin.

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping**PO1 Disciplinary Knowledge**

CO1. Demonstrate a clear understanding of key concepts and terminology in business analytics, including descriptive, predictive, and prescriptive analytics.

CO2. Develop proficiency in data collection, cleaning, and transformation processes. Analyze data sets using statistical methods and software tools, such as Excel, R, or Python.

PO2 Critical Thinking and Problem solving

CO5. Cultivate critical thinking and problem-solving skills to identify business problems and generate actionable insights through data analysis.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO8. Apply theoretical knowledge to real-world case studies and projects, demonstrating the ability to derive insights and influence business strategy through data analysis.

PO4 Research-Related Skills

CO1. Demonstrate a clear understanding of key concepts and terminology in business analytics, including descriptive, predictive, and prescriptive analytics.

CO2. Develop proficiency in data collection, cleaning, and transformation processes. Analyze data sets using statistical methods and software tools, such as Excel, R, or Python.

CO3. Gain hands-on experience with relevant analytics tools and software (e.g., SQL, Tableau, Power BI, SAS) for data visualization and presentation.

CO4. Apply statistical techniques and models to support data-driven decision-making.

CO5. Cultivate critical thinking and problem-solving skills to identify business problems and generate actionable insights through data analysis.

PO5 Personal and Professional competence

CO6. Effectively communicate findings and recommendations to various stakeholders, utilizing appropriate visualization techniques to convey complex data insights clearly.

CO7. Work effectively in teams to tackle real-world analytics problems, understanding the importance of collaboration in business environments.

PO6 Effective Citizenship and Ethics

CO8. Apply theoretical knowledge to real-world case studies and projects, demonstrating the ability to derive insights and influence business strategy through data analysis.

PO7 Environment and Sustainability

CO8. Apply theoretical knowledge to real-world case studies and projects, demonstrating the ability to derive insights and influence business strategy through data analysis.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Mandatory
Course Code	: ECD-354-MJM
Course Title	: Google Services
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To familiarize students with the primary tools and services offered by Google, including Google Drive, Google Docs, Google Sheets, Google Slides, Google Calendar, Google Meet, and Google Cloud Platform.
2. To teach students how to leverage Google Workspace for team collaboration, including real-time document editing, sharing options, and utilizing communication tools like Google Meet.
3. To instruct on how to efficiently use Google Drive for cloud storage, file organization, and sharing, emphasizing best practices for data security and accessibility.
4. To introduce participants to Google Analytics, teaching them how to track and analyze website traffic, understand user behavior, and make data-driven decisions.
5. To provide an overview of Google Ads, allowing students to learn how to create effective advertising campaigns, use keyword tools, and measure ROI.
6. To explore the capabilities of Google Cloud Platform (GCP), including services for compute, storage, machine learning, and how to deploy applications and manage cloud resources.
7. To equip learners with tips and tricks to enhance their productivity using Google services, like keyboard shortcuts, integrations with other apps, and automation using Google Apps Script.

8. To educate on the integration of Google services in SEO strategies and digital marketing, including how to use tools like Google Search Console and Google My Business.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.Demonstrate proficiency in using Google Workspace applications (Docs, Sheets, Slides, Gmail, Drive, Calendar).
- CO2.Describe key GCP services and their use cases (e.g., Compute Engine, App Engine, Cloud Storage).
- CO3.Utilize Google Sheets for data analysis, including functions, formulas, and pivot tables.
- CO4.Utilize Gmail and Google Meet for professional communication, including managing meetings and calendaring, Use Google Forms for data collection and surveys, and analyze the responses effectively.
- CO5.Identify security features and best practices for managing Google accounts and data.
- CO6.Set up Google Calendar integrations with other productivity tools.
- CO7.Use Google Tasks, Keep, or Google Drive for personal and team project management.
- CO8.Leverage Google Cloud AI/ML services for basic machine learning applications.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Google AdSense: Introduction- Overview of Google AdSense, Setting Up Google AdSense, Understanding Ad Formats and Optimization- Ad Formats and Types, Ad Placement and Optimization Techniques, Enhancing Revenue and Performance Tracking- Maximizing Revenue with AdSense, Analytics and Performance Metrics, Policy Compliance and Advanced Strategies- AdSense Policies and Compliance, Advanced Strategies and Future Outlook.	8
2	Google AdWords: Introduction to Google Ads, Google Ads Account Setup, Campaign Types, Keyword Research, Creating Effective Ads, Campaign and Ad Group Structure, Targeting and Audiences, Performance Tracking and Analytics, Optimization Strategies,	6

	Advanced Features, Best Practices and Compliance, Case Studies and Real-World Applications.	
3	Google Analytics: Introduction, Getting Started with Google Analytics, Setting up a Google Analytics account, Understanding Google Analytics interface, Understanding Data, Types of data collected (visits, users, sessions, page views), Understanding the real-time reporting, Audience Reports, Acquisition Reports, Behavior Reports, Conversion Tracking, Advanced Features of Google Analytics, Custom reports and dashboards, Integration with Other Platforms, Linking Google Analytics with Google Ads, Privacy and Compliance, Reporting and Insights, Case Studies and Practical Applications.	8
4	Other Google Services: Google Workspace- Gmail, Google Form, Google Drive, Google Docs, Google Sheets, Google Slides, Google Calendar, Google Meet, and Google Cloud Platform, Google Data Studio.	8
		30

Practicals of Google Services:

Practical No.1: Setting up Google AdSense.

Practical No.2: Ad placement and optimization techniques.

Practical No.3: Google Ads account setup.

Practical No.4: Keyword research.

Practical No.5: Creating effective ads.

Practical No.6: Getting started with Google analytics.

Practical No.7: Setting up a Google analytics account.

Practical No.8: To create the real-time reporting.

Practical No.9: To create the audience reports.

Practical No.10: To create the acquisition reports.

Practical No.11: To create behavior reports.

Practical No.12: To create conversion tracking reports.

Practical No.13: To create Google workspace account.

Practical No.14: To create Gmail account.

Practical No.15: To create Google form, Google Drive, Google Docs, Google Sheets, Google Slides, Google Calendar, Google Meet, and Google Cloud Platform.

References:

Websites for References:

1. www.tutorialspoint.com
2. www.studenttutorials.com
3. www.w3schools.com
4. www.teacherstutorials.com
5. www.geeksforgeeks.org

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO1 Disciplinary Knowledge

CO1. Demonstrate proficiency in using Google Workspace applications (Docs, Sheets, Slides, Gmail, Drive, Calendar).

PO2 Critical Thinking and Problem solving

CO3. Utilize Google Sheets for data analysis, including functions, formulas, and pivot tables.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO5. Identify security features and best practices for managing Google accounts and data.

PO4 Research-Related Skills

CO6. Set up Google Calendar integrations with other productivity tools.

PO5 Personal and Professional competence

CO2. Describe key GCP services and their use cases (e.g., Compute Engine, App Engine, Cloud Storage).

PO6 Effective Citizenship and Ethics

CO8. Leverage Google Cloud AI/ML services for basic machine learning applications.

PO7 Environment and Sustainability

CO7. Use Google Tasks, Keep, or Google Drive for personal and team project management.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Mandatory
Course Code	: ECD-355-MJM
Course Title	: Tkinter Framework
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the basics of GUI (Graphical User Interface) programming and the role of Tkinter in Python applications.
2. To learn to create and manage Tkinter windows, frames, and widgets effectively.
3. To develop interactive GUI applications using Tkinter widgets like buttons, labels, text boxes, checkboxes, radio buttons, and menus.
4. To implement event handling and binding to make applications responsive to user actions.
5. To apply layout management techniques (pack, grid, and place) to design structured and user-friendly interfaces.
6. To integrate Tkinter with Python logic, including data processing and file handling, to create functional applications.
7. To enhance GUI applications with advanced features like canvas, images, dialogs, and multi-window management.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Explain the fundamentals of GUI programming and the role of Tkinter in Python applications.

- CO2. Design and create basic Tkinter windows, frames, and widgets for interactive applications.
- CO3. Implement user interactions using buttons, text boxes, checkboxes, radio buttons, menus, and other Tkinter widgets.
- CO4. Apply event handling and binding to make GUI applications responsive to user actions.
- CO5. Use layout managers (pack, grid, and place) to organize widgets effectively in the GUI.
- CO6. Integrate Python logic and file handling with Tkinter to develop functional and interactive applications.
- CO7. Develop advanced GUI applications incorporating canvas, images, dialogs, and multi-window interfaces.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introduction to Tkinter: 1.1 Overview of GUI and Tkinter 1.2 Installing and importing Tkinter 1.3 Understanding the Tkinter window (Tk class) 1.4 Creating basic GUI applications 1.5 Widgets overview: Label, Button, Entry 1.6 Geometry management: <code>pack()</code> , <code>grid()</code> , <code>place()</code>	06
2	Tkinter Widgets: 2.1 Detailed study of common widgets: 2.2 Label, Button, Entry, Text 2.3 Checkbutton, Radiobutton, Listbox 2.4 Combobox, Spinbox, Scale 2.5 Widget configuration and styling 2.6 Event handling with widgets 2.7 Using StringVar, IntVar, DoubleVar for dynamic updates	08
3	Layout Management and Advanced Widgets: 3.1 Advanced layout techniques 3.2 Frames for organized GUI 3.3 Nested frames 3.4 Grid options: <code>rowspan</code> , <code>columnspan</code> , <code>sticky</code> 3.5 Canvas widget: drawing shapes and images 3.6 Menu bar and context menus 3.7 Scrollbar integration with Text and Listbox	08
4	Event Handling, Dialogs, and Projects: 4.1 Event binding and handling	

4.2 Message boxes and dialogs (messagebox, filedialog, colorchooser) 4.3 Introduction to Tkinter themes (ttk) 4.4 Creating small projects: 4.5 Calculator 4.6 To-do list application 4.7 Simple text editor 4.8 Best practices for Tkinter applications	08
	30

Practicals of Tkinter Framework:

Practical No.1: How do you create a basic Tkinter window, set its title, and define its initial size?

Practical No.2: How do you display static text in a Tkinter window using a Label widget? How can you customize its font, color, and background?

Practical No.3: How do you get single-line text input from a user using an Entry widget? How do you retrieve the entered text?

Practical No.4: How do you create a Button widget and associate a function to be executed when the button is clicked?

Practical No.5: How do you create Checkbutton widgets to allow multiple selections, and Radiobutton widgets for single-choice selections? How do you manage their state (selected/deselected)?

Practical No.6: Explain the purpose and basic usage of Tkinter's three primary geometry managers: pack(), grid(), and place(). When would you choose one over the others?

Practical No.7: How can you use the Frame widget to group and organize other widgets within a window, improving layout management?

Practical No.8: How do you add a Scrollbar to a widget like a Text widget or a Listbox to enable scrolling when content exceeds the visible area?

Practical No.9: How do you display different types of message boxes (e.g., info, warning, error, confirmation) to the user using the tkinter.messagebox module?

Practical No.10: How can you bind various events (e.g., key presses, mouse clicks, window close) to custom functions in your Tkinter application? Provide an example of binding a key press.

Practical No.11: How do you create a menu bar with dropdown menus (e.g., File, Edit, Help) and add commands to these menus?

Practical No.12: How do you display images (e.g., PNG, GIF) within your Tkinter application?

Practical No.13: How do you create a separate, independent window (a "Toplevel" window) in addition to the main application window?

Practical No.14: Design and implement a basic calculator application using Tkinter, including buttons for numbers and arithmetic operations, and an Entry widget to display input and results.

Practical No.15: Create a Tkinter-based login form with Entry widgets for username and password, and a Button for submission.

Practical No.16: Build a simple application that converts temperatures between Celsius and Fahrenheit using Entry widgets for input and Label widgets for displaying the converted value.

References:

1. *Python GUI Programming with Tkinter* by Alan D. Moore
2. *Tkinter GUI Application Development Cookbook* by Alejandro Rodas de Paz
3. *Python and Tkinter Programming* by John E. Grayson
4. *Modern Tkinter for Busy Python Developers* by Mark Roseman
5. *Developing User-Friendly Interfaces with Tkinter in Python* by John Smith

E-Resources:

1. www.tutorialspoint.com
2. www.studenttutorials.com
3. www.w3schools.com
4. www.teachertutorials.com
5. www.geeksforgeeks.org

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping**PO1 Disciplinary Knowledge**

CO1. Explain the fundamentals of GUI programming and the role of Tkinter in Python applications.

PO2 Critical Thinking and Problem solving

CO2. Design and create basic Tkinter windows, frames, and widgets for interactive applications.

CO3. Implement user interactions using buttons, text boxes, checkboxes, radio buttons, menus, and other Tkinter widgets.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Implement user interactions using buttons, text boxes, checkboxes, radio buttons, menus, and other Tkinter widgets.

CO4. Apply event handling and binding to make GUI applications responsive to user actions.

PO4 Research-Related Skills

CO4. Apply event handling and binding to make GUI applications responsive to user actions.

PO5 Personal and Professional competence

CO5. Use layout managers (pack, grid, place) to organize widgets effectively in the GUI.

PO6 Effective Citizenship and Ethics

CO6. Integrate Python logic and file handling with Tkinter to develop functional and interactive applications.

PO7 Environment and Sustainability

CO7. Develop advanced GUI applications incorporating canvas, images, dialogs, and multi-window interfaces.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Elective
Course Code	: ECD-356-MJE(A)
Course Title	: Advance Digital Marketing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To analyze and differentiate between various digital marketing channels, including SEO, SEM, social media, email marketing, content marketing, and affiliate marketing.
2. To learn to interpret and utilize data analytics tools to inform marketing strategies, optimize campaigns, and measure performance effectively.
3. To gain advanced skills in search engine optimization (SEO) and search engine marketing (SEM) to improve organic search rankings and paid ad performance.
4. To explore advanced strategies for building brand presence and engagement on platforms like Facebook, Instagram, LinkedIn, and TikTok, including influencer marketing and paid advertising.
5. To design and implement a content marketing strategy that resonates with target audiences, drives traffic, and increases conversions.
6. To develop advanced email marketing campaigns using segmentation, personalization, and A/B testing to improve open rates and conversion rates.
7. To implement marketing automation systems to streamline workflows, nurture leads, and enhance customer relationships.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.
- CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

CO3. Students will demonstrate proficiency in creating diverse types of content (e.g., blogs, social media, email marketing) for different platforms.

CO4. Participants will understand advanced Search Engine Optimization (SEO) strategies and Search Engine Marketing (SEM) techniques, including PPC advertising.

CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.

CO6. Students will be able to design, execute, and analyze effective email marketing strategies that enhance customer engagement.

CO7. Participants will learn techniques to improve website conversions and enhance user experience through A/B testing and other methodologies.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Content marketing (Developing content Marketing strategy): Ideal content Marketing Content Marketing Overview and Strategy Content Marketing Channels Writing Messages and Creating Content Getting Your Message Into the Media Content Strategy & Challenges Blog Marketing Social Media Marketing Channels Image Marketing Video Marketing Article and Press Release Marketing <i>Case studies</i>	08
2	E-Mail Marketing: Getting Started Elements of Marketing Emails Email Content Email Marketing Plan Build your Email List Choosing your Email Platform Measuring your Email Campaign's Success <i>Case studies</i>	08
3	Affiliate Marketing & Freelancing: Introduction to affiliate marketing Partnership with affiliate networks, adsense & ad networks Setting up an affiliate website	08

	<i>Strategy / planning & case studies</i> Freelancing: An Introduction to Freelance Determining What to Write Finding Markets The Query or Proposal Making the Sale Building Your Portfolio Freelance Tools and Resources <i>Case studies</i>	
4	Video Marketing: How to Create a Successful Video Marketing Strategy The Best Types of Online Video Content Video Production Video Metrics to Track and How to Analyze Them Animated video creation, <i>Different applications to develop video marketing.</i>	06
		30

References:

Text Books:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan, Calvin Jone. Kogan Page.
2. *Marketing 2012* by William M. Pride, O. C. Ferrell, Cengage Learning.
3. *Integrated Marketing Communications: Asia Pacific Edition* by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity* by Avinash Kaushik

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO1 Disciplinary Knowledge

CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.

PO2 Critical Thinking and Problem solving

CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.

PO4 Research-Related Skills

CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

PO5 Personal and Professional competence

CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.

PO6 Effective Citizenship and Ethics

CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.

PO7 Environment and Sustainability

CO7. Participants will learn techniques to improve website conversions and enhance user experience through A/B testing and other methodologies.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Elective
Course Code	: ECD-356-MJE(B)
Course Title	: Google Adwords & Analytics
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the fundamentals of Google Adwords, including how it works and its various features and tools.
2. To learn how to set up and manage Adwords campaigns effectively.
3. To explore different ad formats and targeting options available in Google Adwords.
4. To understand how to analyze campaign data and optimize ads for better performance.
5. To understand the role of keywords and how to conduct keyword research for ad campaigns.
6. To learn how to create compelling ad copies and landing pages.
7. To understand the importance of tracking and measuring ad campaign performance using Google Analytics.

Course Outcomes:

By the end of the course, students will be able to:

CO1 Students will be able to set up and manage Google Adwords campaigns efficiently.

CO2 Students will understand and utilize various ad formats and targeting options effectively.

CO3 Students will be able to analyze campaign data and optimize ads for better performance.

CO4 Students will have the knowledge and skills to conduct keyword research and create effective ad copies and landing pages.

CO5 Students will understand how to track and measure ad campaign performance using Google Analytics.

CO6 Students will have a comprehensive understanding of advanced topics in Google Adwords and be able to implement them in their campaigns.

CO7 Students will be able to strategize and execute successful Google Adwords campaigns for businesses or clients.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Introducing Google Analytics: Why google analytics? How Google Analytics works, Google Analytics setup, How to set up views with filters	08
2	The Google Analytics Interface: Navigating Google Analytics, Understanding overview reports, Understanding full reports, How to share reports, How to set up dashboards and shortcuts	08
3	Basic Reports: Audience reports, Acquisition reports, Behavior reports	06
4	Basic Campaign and Conversion Tracking: How to measure Custom Campaigns, Tracking campaigns with the URL Builder, Use Goals to measure business objectives, How to measure Google Ads campaigns	08
		30

References:

1. *Ultimate Guide to Google Ads: by Perry Marshall*
2. *Advanced Google Ads Techniques: by Mark Meyerson*
3. *The Practical Guide by Markus Vollmert*
4. *Google Analytics Breakthrough: From Zero to Business Impact by Feras Alhlou*
5. *Learning Google Analytics by Mark Edmondson*
6. *Google Analytics: Understanding Visitor Behaviour by Justin Cutroni*

7. *Mastering Google AdWords: by Noah Gray***Mapping of Program Outcomes with Course Outcomes**

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

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

Justification for the mapping**PO1 Disciplinary Knowledge**

CO1. Students will be able to set up and manage Google Adwords campaigns efficiently.

CO2. Students will understand and utilize various ad formats and targeting options effectively.

PO2 Critical Thinking and Problem solving

CO2. Students will understand and utilize various ad formats and targeting options effectively.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Students will understand and utilize various ad formats and targeting options effectively.

CO3. Students will be able to analyze campaign data and optimize ads for better performance.

PO4 Research-Related Skills

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

PO5 Personal and Professional competence

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

PO6 Effective Citizenship and Ethics

CO1. Students will be able to set up and manage Google Adwords campaigns efficiently.

PO7 Environment and Sustainability

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y. B.Voc.
Semester	: VI
Course Type	: Major Elective
Course Code	: ECD-356-MJE(C)
Course Title	: Management Information System
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. Understand the fundamental concepts and importance of Management Information Systems (MIS) in organizations.
2. Gain knowledge about the different components and functions of MIS.
3. Develop skills in identifying, analyzing, and solving business problems using technology and information systems.
4. Learn how to design, develop, and implement information systems to support business operations, decision-making, and strategic planning.
5. Become familiar with the ethical and legal issues related to information systems and technology.
6. Enhance critical thinking and problem-solving abilities through case analysis and group discussions.
7. Gain an understanding of emerging trends and technologies in MIS and their implications for organizations.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Demonstrate a clear understanding of the fundamental concepts and importance of Management Information Systems.
- CO2. Identify and explain the various components and functions of MIS in organizations.

- CO3. Apply analytical skills to identify business problems and propose technology-based solutions.
- CO4. Design and develop information systems to support business operations, decision making, and strategic planning.
- CO5. Evaluate the ethical and legal implications of using information systems and technology in organizations.
- CO6. Analyze real-world case studies and apply information systems concepts to solve business problems.
- CO7. Demonstrate an awareness of emerging trends and technologies in MIS and their potential impact on organizations.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Management Information Systems: Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems, Information as a strategic resource, Use of information for competitive advantage Information Technology Infrastructure, Information Systems Architecture and Networking Devices – Networks Types - Topologies of Networks	15
2	Decision Support Systems: Data Warehousing and Data Mining, Business Intelligence and Analytics, Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Geographical Information Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence	15
		30

References:

1. *Management Information Systems* by Jaiswal and Mittal, Oxford University Press.
2. *Decision Support Systems and Intelligent Systems* by Turban and Aronson, Pearson Education Asia.
3. *Management Information Systems* by Obrien, Marakas and Ramesh Behl, TMGH.
4. *Management Information Systems* by Dr. D. B. Bharati & Rohan Dahivale Himalaya Publications.
5. *Management Information Systems* by Jawadekar, TMGH, 4th Edition.

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping**PO1 Disciplinary Knowledge**

CO1. Demonstrate a clear understanding of the fundamental concepts and importance of Management Information Systems.

CO2. Identify and explain the various components and functions of MIS in organizations.

CO6. Analyze real-world case studies and apply information systems concepts to solve business problems.

PO2 Critical Thinking and Problem solving

CO3. Apply analytical skills to identify business problems and propose technology-based solutions.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Demonstrate a clear understanding of the fundamental concepts and importance of Management Information Systems.

PO4 Research-Related Skills

CO1. Demonstrate a clear understanding of the fundamental concepts and importance of Management Information Systems.

PO5 Personal and Professional competence

CO4. Design and develop information systems to support business operations, decision-making, and strategic planning.

PO6 Effective Citizenship and Ethics

CO4. Design and develop information systems to support business operations, decision-making, and strategic planning.

PO7 Environment and Sustainability

CO1. Demonstrate a clear understanding of the fundamental concepts and importance of Management Information Systems.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y.B. Voc.
Semester	: VI
Course Type	: Minor
Course Code	: ECD-361-MN
Course Title	: Digital Marketing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To analyze and differentiate between various digital marketing channels, including SEO, SEM, social media, email marketing, content marketing, and affiliate marketing.
2. To learn to interpret and utilize data analytics tools to inform marketing strategies, optimize campaigns, and measure performance effectively.
3. To gain advanced skills in search engine optimization (SEO) and search engine marketing (SEM) to improve organic search rankings and paid ad performance.
4. To explore advanced strategies for building brand presence and engagement on platforms like Facebook, Instagram, LinkedIn, and TikTok, including influencer marketing and paid advertising.
5. To design and implement a content marketing strategy that resonates with target audiences, drives traffic, and increases conversions.
6. To develop advanced email marketing campaigns using segmentation, personalization, and A/B testing to improve open rates and conversion rates.
7. To implement marketing automation systems to streamline workflows, nurture leads, and enhance customer relationships.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.
- CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

- CO3. Students will demonstrate proficiency in creating diverse types of content (e.g., blogs, social media, email marketing) for different platforms.
- CO4. Participants will understand advanced Search Engine Optimization (SEO) strategies and Search Engine Marketing (SEM) techniques, including PPC advertising.
- CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.
- CO6. Students will be able to design, execute, and analyze effective email marketing strategies that enhance customer engagement.
- CO7. Participants will learn techniques to improve website conversions and enhance user experience through A/B testing and other methodologies.

Topics and Learning Points

UNIT	TOPIC	No. of Lectures
1	Content marketing (Developing content Marketing strategy): Ideal content Marketing Content Marketing Overview and Strategy Content Marketing Channels Writing Messages and Creating Content Getting Your Message Into the Media Content Strategy & Challenges Blog Marketing Social Media Marketing Channels Image Marketing Video Marketing Article and Press Release Marketing <i>Case studies</i>	08
2	E-Mail Marketing: Getting Started Elements of Marketing Emails Email Content Email Marketing Plan Build your Email List Choosing your Email Platform Measuring your Email Campaign's Success <i>Case studies</i>	08
3	Affiliate Marketing & Freelancing: Introduction to affiliate marketing Partnership with affiliate networks, adsense & ad networks Setting up an affiliate website <i>Strategy / planning & case studies</i>	08

	Freelancing: An Introduction to Freelance Determining What to Write Finding Markets The Query or Proposal Making the Sale Building Your Portfolio Freelance Tools and Resources <i>Case studies</i>	
4	Video Marketing: How to Create a Successful Video Marketing Strategy The Best Types of Online Video Content Video Production Video Metrics to Track and How to Analyze Them Animated video creation, <i>Different applications to develop video marketing.</i>	06
		30

References:

Text Books:

5. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan, Calvin Jone. Kogan Page.
6. *Marketing 2012* by William M. Pride, O. C. Ferrell, Cengage Learning.
7. *Integrated Marketing Communications: Asia Pacific Edition* by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
8. *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity* by Avinash Kaushik

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO1 Disciplinary Knowledge

CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.

PO2 Critical Thinking and Problem solving

CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.

PO4 Research-Related Skills

CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

PO5 Personal and Professional competence

CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.

PO6 Effective Citizenship and Ethics

CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.

PO7 Environment and Sustainability

CO7. Participants will learn techniques to improve website conversions and enhance user experience through A/B testing and other methodologies.

**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y.B. Voc.
Semester	: VI
Course Type	: Minor
Course Code	: ECD-362-MN
Course Title	: Practicals on Digital Marketing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To analyze and differentiate between various digital marketing channels, including SEO, SEM, social media, email marketing, content marketing, and affiliate marketing.
2. To learn to interpret and utilize data analytics tools to inform marketing strategies, optimize campaigns, and measure performance effectively.
3. To gain advanced skills in search engine optimization (SEO) and search engine marketing (SEM) to improve organic search rankings and paid ad performance.
4. To explore advanced strategies for building brand presence and engagement on platforms like Facebook, Instagram, LinkedIn, and TikTok, including influencer marketing and paid advertising.
5. To design and implement a content marketing strategy that resonates with target audiences, drives traffic, and increases conversions.
6. To develop advanced email marketing campaigns using segmentation, personalization, and A/B testing to improve open rates and conversion rates.
7. To implement marketing automation systems to streamline workflows, nurture leads, and enhance customer relationships.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Students will be able to design and implement digital marketing strategies that align with specific business goals.
- CO2. Learners will acquire the ability to analyze digital marketing metrics and KPIs to drive decisions and optimize campaigns.

- CO3. Students will demonstrate proficiency in creating diverse types of content (e.g., blogs, social media, email marketing) for different platforms.
- CO4. Participants will understand advanced Search Engine Optimization (SEO) strategies and Search Engine Marketing (SEM) techniques, including PPC advertising.
- CO5. Learners will develop skills in creating and managing social media marketing campaigns across various platforms.
- CO6. Students will be able to design, execute, and analyze effective email marketing strategies that enhance customer engagement.
- CO7. Participants will learn techniques to improve website conversions and enhance user experience through A/B testing and other methodologies.

Practicals on Digital Marketing:

1) SEO – Keyword strategy

Practical No.1: A small online bookstore wants to rank for “best science fiction novels” but the site is new. Outline a 6-month SEO plan, including keyword research, on-page, technical, and content actions.

What to include in answer: keyword prioritization (short-tail vs long-tail), content ideas (category pages, guides), on-page optimization (title tags, meta descriptions, headers), internal linking, technical fixes (crawl budget, sitemap, robots.txt), content calendar, metrics to track (impressions, CTR, rankings, organic traffic).

2) SEO – Content optimization

Practical No.2: You have a blog post that ranks on page 2 for a valuable keyword. How would you optimize it to break onto page 1?

What to include: update intension-match, improve header structure, add multimedia, add internal/external links, improve E-A-T signals, update stats, fix internal linking, schema markup.

3) SEO – Local SEO

Practical No.3: A local bakery wants more foot traffic via local search. What steps would you take in the next 30 days?

What to include: Google Business Profile optimization, local citations, reviews strategy, localized landing pages, schema for local business, events, photos, Google Posts, NAP consistency.

4) PPC – Campaign setup

Practical No.4: You have a limited budget for Google Ads to promote a new online course. Describe your campaign structure (campaigns, ad groups, keywords, bidding, budget distribution) for the first 8 weeks.

What to include: clean taxonomy, match types, negative keywords, ad copy variants, landing page alignment, bidding strategy (CVR, CPA targets), daily budget, tracking conversions (GA/GA4).

5) PPC – Keyword intent and negative keywords

Practical No.5: You run search ads for “shoes” and you’re getting clicks from unrelated terms. How do you refine keywords and negatives?

What to include: intent analysis, add negative keywords, refine match types, use search terms report monthly, exclude brand confusion, segment by device/location.

6) Social media – Organic strategy

Practical No.6: For a new fitness brand, draft a 4-week organic social plan focusing on platform choice, content mix (educational, user-generated, stories), posting cadence, and metrics.

What to include: platform selection (Instagram, TikTok, YouTube Shorts), content pillars, content calendar, engagement tactics, UGC policy, KPI targets.

7) Social media – Paid social

Practical No.7: Outline a paid social test plan for Facebook/Instagram to drive sign-ups for a free webinar. Include audience targeting, creatives, budget, and testing matrix.

What to include: custom audiences, lookalikes, ad formats, A/B tests (creative, copy, CTA), funnel alignment, attribution windows, KPIs (CTR, CPA, ROAS).

8) Email marketing – Lifecycle

Practical No.8: Design an onboarding email sequence for new subscribers to a SaaS tool. Include 5 emails and goals for each.

What to include: welcome, value-first content, feature introductions, social proof, trial/user actions, milestones, re-engagement if inactive.

9) Email marketing – Deliverability

Practical No.9: A campaign had a poor deliverability rate. List potential causes and remediation steps.

What to include: sender reputation, authentication (SPF/DKIM/DMARC), list hygiene, engagement-based segmentation, unsubscribe/complaint rates, content quality.

10) Content marketing – Content funnel

Practical No.10: Map a content plan from awareness to conversion for a B2B CRM tool. Include content formats and CTAs at each stage.

What to include: top-of-funnel blog posts, case studies, whitepapers, ROI calculators, product pages, webinars, trials, lead magnets, internal linking strategy.

11) Analytics – Metrics and dashboards

Practical No.11: A marketing dashboard shows high traffic but low conversions. How would you diagnose and improve this?

What to include: funnel analysis, user flow, page-level metrics, landing page performance, A/B test results, attribution modeling, tagging and events, experimentation plan.

12) Analytics – Attribution

Practical No.12: Explain how you would approach attribution for a multi-channel campaign (SEO, PPC, email) and what model you'd recommend for a SaaS product.

What to include: last-click vs multi-touch, U-shaped, data-driven model, offline vs online, GA4 setup, channel overlap, incremental lift tests.

13) Growth hacking – Quick wins

Practical No.13: A mid-sized e-commerce store wants quick, compliant growth in 30 days with no major budget increase. Propose 5 practical experiments.

What to include: cart recovery emails, exit-intent promos, pricing/tests, cross-sell/upsell, on-page UX improvements, referral program, email list segmentation.

14) UX & CRO – Landing pages

Practical No.14: You're launching a new landing page for a webinar. What elements should be present, and what A/B tests would you run first?

What to include: clear value proposition, above-the-fold clarity, social proof, CTA placement, form length, trust signals, speed, test variants (headline, hero image, CTA color/position).

15) Brand & reputation – Online reviews

Practical No.15: How would you build and protect brand reputation online for a service business?

What to include: review gathering strategy, response templates, platforms to monitor, escalation process, sentiment analysis, case studies.

16) Paid media – ROAS modeling

Practical No.16: A campaign shows positive ROI but you must explain the LTV impact. How would you model long-term value to justify spend?

What to include: CAC, LTV, churn rate, payback period, cohort analysis, marketing contribution to LTV, scenario planning.

17) Video marketing – YouTube

Practical No.17: Plan a 3-month YouTube strategy for a software product. Include content types, publishing cadence, optimization, and measurement.

What to include: product demos, tutorials, customer stories, SEO for video titles/descriptions, thumbnails, CTAs, playlist strategy, watch time goals.

18) Digital marketing tech – Tagging and privacy

Practical No.18: What is a basic tag management and privacy compliance plan for a mid-market website?

What to include: GTM setup, event tracking, data layer design, consent banner, data retention, privacy policies, GDPR/CCPA considerations.

19) Cross-channel integration – Campaign orchestration

Practical No.19: Describe how you would plan and execute a unified marketing campaign across email, social, and paid search. Include timing, assets, and measurement.

What to include: single campaign brief, synchronized messaging, asset reuse, attribution, cross-channel landing pages, consistent UTM tagging, post-campaign debrief.

20) Case study critique – Real-world scenario

Practical No.20: You're given a case: a D2C brand increased revenue 3x by shifting from broad to intent-targeted PPC, while lowering CPA. What changes likely drove this, and what would you audit next?

What to include: audience segmentation, keyword strategy, negative keywords, ad copy alignment with intents, landing page tests, budget reallocation, seasonality, tracking checks.

References:

Text Books:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan, Calvin Jone. Kogan Page.
2. *Marketing 2012* by William M. Pride, O. C. Ferrell, Cengage Learning.
3. *Integrated Marketing Communications: Asia Pacific Edition* by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: *The Essential Guide to New Media and Digital Marketing* by Kent Wertime, Ian Fenwick

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Justification for the mapping

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**CBCS Syllabus as per NEP 2020 for T.Y.B.VOC ECD
(2023 Pattern)**

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: T.Y.B. Voc.
Semester	: VI
Course Type	: On Job Training
Course Code	: ECD-385-OJT
Course Title	: On Job Training
No. of Credits	: 04
No. of Teaching Hours	: 30

Course Objectives:

1. To Apply theoretical knowledge and concepts learned in the classroom to real work tasks in a professional setting.
2. To Develop practical, job-specific skills and competencies required to perform tasks safely and effectively.
3. To Demonstrate adherence to workplace standards, policies, procedures, and industry regulations.
4. To Improve professional communication, teamwork, and customer service skills in day-to-day operations.
5. To Exhibit problem-solving and critical-thinking abilities by analyzing tasks, identifying issues, and proposing appropriate solutions.
6. To Demonstrate reliability, time management, task prioritization, and the ability to meet deadlines in a real work environment.
7. To Adapt to workplace culture, demonstrate professionalism, ethics, and responsibility, and maintain a positive work attitude.
8. To Build employability by expanding portfolio of work, documenting learning, receiving constructive feedback, and reflecting on performance for continuous improvement.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Demonstrates core job skills and tasks to industry standards.
- CO2. Applies tool/process knowledge safely and accurately.
- CO3. Adheres to workplace policies, ethics, and professional conduct.
- CO4. Maintains a positive attitude and respects colleagues and customers.
- CO5. Communicates clearly and effectively with supervisors, peers, and clients.
- CO6. Documents work and reports progress accurately.
- CO7. Identifies problems, analyzes information, and proposes practical solutions.
- CO8. Applies troubleshooting steps and learns from errors.

Practicals on Digital Marketing:

1) SEO – Keyword strategy

Title page

Title (e.g., “Internship Report: [Company/Organization], [Department]”)

Your name, program, university, internship period, supervisor’s name

Date of submission

Acknowledgements (optional)

Thank supervisors, mentors, and the organization

Executive summary (1 page)

Short overview of the organization, objectives of the internship, major tasks, key outcomes

Introduction

About the organization: mission, size, products/services

Your role and objectives: what you were expected to learn/achieve

The duration and placement context

Internship tasks and projects

For each task/project:

Objective

Your responsibilities

Tools, technologies, and methods used

Timeline and milestones

Outcomes and deliverables

Challenges and how you addressed them

Include a table or bullet list for clarity

Skills and competencies developed

Technical skills (software, programming languages, lab methods)

Soft skills (communication, teamwork, time management)

Any certifications or trainings completed

Reflection and learning

What went well and why

Areas for improvement

How the internship influenced your career goals

Alignment with academic coursework

Results and impact

Quantitative results (metrics, KPIs, if available)

Qualitative impact (process improvements, knowledge transfer)

Conclusion

Summary of experiences and takeaways

Suggestions for future interns or the organization (optional)

Appendices

Detailed project descriptions, code snippets, dashboards, surveys, or data tables

Copies of important documents (with permission)

References

Any sources cited (if you used external frameworks or frameworks like Agile Scrum)

References:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan, Calvin Jone. Kogan Page.
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CO1	3				2		
CO2	2				1		1
CO3			3		3	3	
CO4							
CO5			2			3	
CO6							
CO7		3		2			
CO8		3					

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

Justification for the mapping

PO1 Disciplinary Knowledge

CO1 Demonstrates core job skills and tasks to industry standards.

CO2 Applies tool/process knowledge safely and accurately.

PO2 Critical Thinking and Problem solving

CO7 Identifies problems, analyzes information, and proposes practical solutions.

CO8 Applies troubleshooting steps and learns from errors.

PO3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3 Adheres to workplace policies, ethics, and professional conduct

CO5 Communicates clearly and effectively with supervisors, peers, and clients.

PO4 Research-Related Skills

CO7 Identifies problems, analyzes information, and proposes practical solutions.

PO5 Personal and Professional competence

CO1 Demonstrates core job skills and tasks to industry standards.

CO2 Applies tool/process knowledge safely and accurately.

CO3 Adheres to workplace policies, ethics, and professional conduct.

PO6 Effective Citizenship and Ethics

CO3 Adheres to workplace policies, ethics, and professional conduct.

CO5 Communicates clearly and effectively with supervisors, peers, and clients.

PO7 Environment and Sustainability

CO2 Applies tool/process knowledge safely and accurately.