

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.



CIRCULAR NO.SU/ Faculty of Commerce & Management./B.VOC./49/2022.

It is hereby informed to all concerned that, on the recommendation of Ad-hoc Board in Vocational Studies and Dean, Faculty of Commerce & Management **following B.Voc. Courses under Choice Based Credit and Grading System** in his emergency powers under Section-12 [7] of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith:

Sr.No.	Course Name	Semester
1.	B.Voc in E-Commerce & Digital Marketing	III to VI

This is effective from the **Academic Year 2021-22** and onwards. This curriculum is also available on the University website www.bamu.ac.in.

All concerned are requested to note the contents of the circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Aurangabad-431 004.

Ref. No.SU/B.voc./Curri./2021-22/17234-45

Date:-08.12.2022

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**Deputy Registrar,
Academic [Syllabus]
Section.**

Copy forwarded with compliments to :-

- 1] **The Principal All Affiliated Concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload the curriculum along with this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examinations & Evaluation, Dr.BAMU, A'bad
- 2] **The Concerned Section, Examination Branch,**
- 3] The Section Officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations, section, Dr. BAMU, A'bad**
- 5] **The Programmer [Computer Unit-2] Examinations, section, Dr. BAMU, A'bad**
- 6] The In-charge, [E- Suvidha Kendra],
- 7] The B.Voc Section, Dr. BAMU, A'bad
- 8] The Public Relation Officer,
- 9] The Record Keeper,

MARATHWADA UNIVERSITY AURANGABAD



SYLLABUS OF
BACHELOR OF VOCATIONAL
IN

**B.Voc in E – Commerce &
Digital Marketing
Sem-III to VI**

Choice Based Credit System

Effective from the Academic Year

2021-22 Onwards



कृष्णाई शिक्षण प्रसारक मंडळ, लातूर संचलित,

जनविकास महाविद्यालय, बनसरोळा

ता. केज, जि. बीड - ४३१५१८ (महाराष्ट्र)

दूरध्वनी (०२४४५) २३७२४९, फॅक्स : ०२४४५ - २३७२४९

संलग्न : डॉ. बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ, औरंगाबाद

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मौ. आर.ए. तट
अध्यक्ष

डॉ.बी.एम. गोरे
सचिव

डॉ. बाबासाहेब गोरे
प्राचार्य

पत्रक्र. : जमब/अभ्यासक्रम/२०२२-२३/८८५

दि. ०५/०९/२०२२

२७/१०/२०२२

प्रति,

मा. उपकुलसचिव,

शैक्षणिक विभाग (बी.व्होक.),

डॉ.बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ,

औरंगाबाद.



विषय:- बी.व्होक. द्वितीय वर्ष (तिसरे व चौथे सत्र) पदवी कोर्सचा अभ्यासक्रम प्रमाणित करुन मिळणे बाबत.

संदर्भ:- १) UGC आदेश क्र. F.No.4-1/2020(NSQF) September, 2020.

२) शैक्ष/संलग्न/वायपीएस/२०२०-२१/३१४७२-८० दि.२४.०५.२०२१.

महोदय,

वरील संदर्भित पत्रान्वये आमच्या महाविद्यालयात संदर्भ क्र. १ नुसार विद्यापीठ अनुदान आयोगाने बी.व्होक. च्या (1) Media & Entertainment (2) Medical Laboratory Technology (3) E-Commerce & Digital Marketing (4) Software Development या चार कोर्सला मान्यता दिली. त्यानुसार शैक्षणिक वर्ष २०२०-२१ मध्ये सदरील पदवी कोर्सच्या प्रथम वर्ष अभ्यासक्रमास मान्यता मिळाली असून शै.वर्ष २०२१-२२ करिता द्वितीय वर्ष (तिसरे व चौथे सत्र) पध्दतीचा अभ्यासक्रम विद्यापीठाच्या विहित फॉर्मेट मध्ये तयार करुन मान्यतेसाठी सादर करत आहोत.

तरी सदरील द्वितीय व तृतीय वर्षाचा अभ्यासक्रम प्रमाणित करुन पुढील कार्यवाही व्हावी ही नम्र विनंती.

सोबत :

१) अभ्यासक्रम आराखडा द्वितीय व तृतीय वर्ष (४ कोर्स)

२) अभ्यासक्रम आराखडा सॉफ्ट कॉपी (सी.डी.)

आपला विश्वासू

प्राचार्य

जनविकास महाविद्यालय
बनसरोळा, ता. केज, जि. बीड

2021-22



**Dr. Babasaheb
Ambedkar
Marathwada
University,
Aurangabad (MS)**

Uniform Curriculum Structure

Bachelor of Vocation

(B. Voc. : E-Commerce and Digital Marketing)
(University Department and all Affiliation College)

***Choice Based Credit System
B.Voc.S.Y. (III & IV Sem.)***

[Signature]
17/11/2021

TITLE OF THE PROGRAMME

BACHELOR OF VOCATION (B.Voc.) in E-Commerce and Digital Marketing

1. Preamble:

Skills and knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more „skilled“ workforce

than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sectors of education, healthcare, manufacturing and other services.

Government of India, taking note of the requirement for skill development among students, launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

In view of this our University initiated to start skill based courses which are in demand of industries to be carry responsibilities of society. The programme is highly relevant for all those who want to pursue a professional career in E-Commerce and Digital Marketing.

2. Aim:

The proposed B. Voc. Software development programme aims to build professional capacities and train persons with adequate employability skills. The structure of the program is blended with general education along with skill based education as directed by UGC-NSQF which includes appropriate technical knowledge and skills, personal and professional skills and substantive „hands-on“ and field/site experience required in the IT and ITes trade.

Owing to the industry demands and to provide skilled human resource this program is designed with multiple exit along with specific job roles defined in outcome of the course. By doing this course students will acquire various Information Technology Skills and cater the need of industries.

3. Objective:

The main objective of this program is to build the IT and ITes Skill based Human Resource which will prepare students to undertake careers involving skills , web based application development, Mobile App Development and General E-Commerce and Digital Marketing along with problem solving using programming techniques and technologies. Curriculum for this program covers most of the fundamental aspects of programming, and web & mobile application development.

4. Eligibility and Fees:

10+2 Pass

5. Program outcome:

This program lies in Information Technology and IT enabled services. SRTM University Designed the complete course to focused on the Skills of **E-Commerce and Digital Marketing**. After completing the course the student can have following career opportunities in the web development, Digital Marketing, programming and software development.

- **First Exit Point (Diploma) and Outcome of First Year**

If the student selects for the exit at this point then the Student will be awarded Diploma (E-Commerce and Digital Marketing)

- **Second Exit Point (Advance Diploma) and Outcome of Second Year**

If the student opts for the exit at this point then the Student will be awarded Advance Diploma in (E-Commerce and Digital Marketing)

- **Third Exit Point (B.Voc. Degree) and Outcome of Third Year**

At the End of third year the Student will be awarded degree in B.Voc in (E-Commerce and Digital Marketing)

Students will be awarded:

Certificate	Student shall be required to appear in examinations of all courses. However, to award the Certificate (E-Commerce and Digital Marketing) a student shall study the minimum of 30 credits course and opt minimum passing credits as per university rule.
Diploma:	Student shall be required to appear in examinations of all courses. However, to award the Diploma (E-Commerce and Digital Marketing) a student shall study the minimum of 60 credits course and opt minimum passing credits as per university rule.
Advanced Diploma	Student shall be required to appear in examinations of all courses. However, to award the Advanced Diploma (E-Commerce and Digital Marketing) a student shall be required to study minimum of 120 credits course and opt minimum passing credits as per university rule.
B.Voc Degree	Students shall be required to appear in examinations of all courses. However, to award the degree a student shall be required to study minimum of 180 credits course and opt minimum passing credits as per university rule..

6. Assessment:

The Skill component of the course will be generally assessed by the respective Sector Skill Councils. In case, there is no Sector Skill Council for a specific trade, the assessment may be done by an allied Sector Council or the Industry partner. Further if Sector Skill Council in concerned / relevant trade has no approved QP which can be mapped progressively or due to any other reason, if the SSC expresses its inability to conduct the assessment or cannot conduct the skill assessment in stipulated time frames as per academic calendar, the institutions may conduct skill assessment through a Skill Assessment Board by „Certified Assessors“ as per the provisions enumerated in MHRD Skill Assessment Matrix for Vocational Advancement of Youth (SAMVAY). The Skill Assessment Board may have Vice-Chancellor/Principal/Director/Nodal officer/Coordinator of the programme /Centre, representatives of the partner industry(s),

one nominee of the Controller of Examination or his/her Nominee of affiliating University / Autonomous College and at least one external expert. The affiliating university may nominate additional experts on the Skill Assessment Board, if required.

The certifying bodies may comply with/obtain accreditation from the National Accreditation Board for Certification Bodies (NABCB) set up under Quality Council of India (QCI). Wherever the university/college may deem fit, it may issue a joint certificate for the course(s) with the respective Sector Skill Council(s).

The general education component will be assessed by the concerned university as per the prevailing standards and procedures. General Education credit refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week.

One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week. Accordingly, one Credit would mean equivalent of 14-15 periods of 60 minutes each or 28-30 hrs of

workshops/ labs. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures/tutorials. For self-learning, based on content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures/ tutorials.

The institution offering B.Voc degree programmes should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever available.

Letter Grades and Grade Points: it is recommended to adopt 10- point grading system with the Letter grades as given below:

Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

Passing percentage for each paper each course is 40%. Separate passing for continuous assessment and end semester examination and/or as per time to time guidelines of the university.

A student obtaining Grade F and Ab shall be considered failed and he/she will be required to reappear in the examination.

Computation of Semester Grade Point Average System (SGPA) and Cumulative Grade Point Average (CGPA): The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student in a semester, i.e.

$$SGPA(S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

where „C_i“ is the number of credits of the ith course component and „G_i“ is the grade point scored by the student in the ith course component.

The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where, „S_i“ is the SGPA of the ith semester and C_i is the total number of credits in that semester. The SGPA and

CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

E-Commerce and Digital Marketing

Syllabus with effective from 2021-2022

Semester III

Sr. No.	Subject Code	Title of the Subject	Contact Hours Per Week		Evaluation Scheme (Marks)		Credit
			L	P	CIA	SEE	
General Education							
1	ECDM301	Business Economics – I	4	0	20	80	4
2	ECDM302	Web Designing using Photoshop	4	0	20	80	4
3	ECDM303	E-Buying Behaviour Analysis	4	0	20	80	4
Skill Courses							
4	ECDM304	Film Appreciation	4	0	20	80	4
5	ECDM305	Multimedia Technologies for Online Content Development	4	0	20	80	4
6	ECDM306	Cyber Laws and Security	4	0	20	80	4
Practical Skill Courses							
7	ECDM307	LAB1: Programming Lab based on I.T(Web-design)	0	4	25	25	2
8	ECDM308	LAB2: Programming Lab of HTML and DHTML	0	4	25	25	2
9	ECDM309	LAB3: Discussion & Case Study on Cyber Laws and Security	0	4	25	25	2
Total					195	555	30



Semester IV

Sr. No.	SubjectCode	Title of the Subject	Contact Hours Per Week		Evaluation Scheme (Marks)		Credit
			L	P	CIA	SEE	
GeneralEducation							
1	ECDM401	Introduction to Marketing Management I	4	0	20	80	4
2	ECDM402	PHP Programing and MySQL	4	0	20	80	4
3	ECDM403	Fundamentals of Finance & Accountancy	4	0	20	80	4
Skill Courses							
4	ECDM404	Linux Server Management	4	0	20	80	4
5	ECDM405	Web Designing using Corel Draw	4	0	20	80	4
6	ECDM406	RETAILING	4	0	20	80	4
PracticalSkillCourses							
7	ECDM407	LAB4:ProgrammingLabon PHP & SQL	0	4	25	25	2
8	ECDM408	LAB5:linux	0	4	25	25	2
9	ECDM409	LAB6: TALLY LAB PRACTICAL	0	4	25	25	2
Total					195	555	30

(Signature)
17/11/2024

Semester-III:General Education

Course Code	CourseTitle	Credits 04
ECDM301	Business Economics – I	Marks - 100
Objective	1. The syllabus of Business Economics offers theoretical and analytical skills to the students so that they will analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics. 2. Economics and Management. In the rapidly changing globalised market scenario. 3. The need was felt to equip students with the capability to handle consumer. 4. Economic, and financial aspects and other techniques to understand the dynamic of economics as well the business world.	
Outcomes	Business economics helps in establishing relationships between different economic factors, such as income, profits, losses, and market structure. This helps in guiding managers in effective decision making and running the organisation.	
UnitI	(15 Hours) Introduction to Business Economics: Scope and Importance of Business Economics - Basic tools used in Economics - Principle Opportunity Cost - Incremental and Marginal Concepts – Basic economic relations – functions, equations – Total, Average and Marginal relations –Marginal analysis in decision making – Market forces and Equilibrium – Basics of market demand, market supply and equilibrium price – shifts in the demand and supply curves and equilibrium	
UnitII	(15 Hours) Demand Analysis: Demand Function – Nature of demand curve under different markets – Elasticity of Demand – Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) Demand Forecasting – Meaning and significance – methods of demand forecasting – survey and statistical methods of demand forecasting	
UnitIII	(15 Hours) Theory of Production: Production Function – short run production function – Isoquants – Properties of Isoquants – Isocost Line – Producer Equilibrium – Law of Variable Proportions – Long run production function and Laws of Returns to Scale – Expansion path – Economies and Diseconomies of Scale – Internal and External –Scope Economics	
UnitIV	(15 Hours) Theory of Cost: Cost concepts – accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run Extension of cost analysis – Long Run Average Cost Curve – Planning Curve – L Shaped LAC Curve – Cost reduction through Learning curve	
Suggested Readings	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000) Hirchey .M., Managerial Economics, Thomson South western (2003) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001) Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)	

Course Code	Course Title	Credits 04
ECDM302	Web Designing using Photoshop	Marks - 100
Objective	1. Working in web design involves creating UI (user interface) elements—icons. 2. Graphics, wireframes, and mockups. 3. Adobe Photoshop provides the capabilities needed to make these design elements transition smoothly and easily to production.	
Outcomes	Photoshop is very useful in creating beautiful looking logos. It helps web designers to experiment with color, shapes, typography. No other tool gives the flexibility and options as much as Photoshop does to create logos	
UnitI	(15 Hours) Introduction to Photoshop: About Digital Images, Creating New Images, Scanning New images, Size and Resolution, Managing Workspace, Using Tools: Toolbox & Options, Screen Modes, Cut , Copy & Paste, Working with selections, Colour modes	
UnitII	(15 Hours) Working with Layers: Layer Panel, Creating, Deleting & Hiding Layers, Layer Mask, Clip Mask, Group & Ungroup Layers, Blending Modes Adjustments and Transforming Layers: Adjustment Layers, Colour correction, Variations, Retouching Images, Clone Sources	
UnitIII	(15 Hours) Painting and Drawing Tool: Brushes, Strokes, Work Path, Painting Tools Working with Channels & Action: Working with Channels, Creating Actions, Save New Action Group	
UnitIV	(15 Hours) Working with Filters: Applying Filters, Liquefy, Vanishing Point, Filter Gallery Working with Text and Extensions: Type Tools, Text with Path, Adjusting & converting Text Detail of useful Extensions & use Final assignments: Web ads, Web Banners, Animated GIFs, Web Buttons and Design of two Web Templates.	
Suggested Readings	1. The Principles of Beautiful Web Design : Designing Great Web Sites is Not Rocket Science. 2. Web Design Playground: HTML & CSS the Interactive Way	

Course Code	Course Title	Credits 04
ECDM303	E-Buying Behaviour Analysis	Marks - 100
Objective	Consumer behavior Objectives 1. to understand what consumer behaviour is and the different types of consumers 2. to understand the relationship between consumer behaviour and the marketing concept, the societal marketing concept, as well as segmentation, targeting and positioning 3. to understand the relationship between consumer	
Outcomes	The outcome value refers to the value of product/service provided by a web store to meet the customer's needs and wants	
Unit I	Introduction to consumer behaviour: ☐ Definition ☐ Need and importance of studying consumer behaviour ☐ Market research and consumer behavior ☐ Consumer decision making process ☐ Buying motives ☐ Factors influencing consumer behavior ☐ Consumer motivation, consumer personality, consumer involvement and memory, ☐ Models of consumer behavior- input- process – output model, Nicosia model, Howard Sheth model, Engel- Kollet – Blackwell Model	
Unit II	E- Consumer buying behaviour: ☐ Definition ☐ Nature ☐ Importance ☐ Segments influencing e-buying behavior ☐ Past, present and future of e- consumer shopping behaviour ☐ Challenges in e- consumer behavior ☐ Current trends in e- marketing in India.	
Unit III	Applications of E-consumer behaviour: Steps in e- consumer buying process ▪ Different modes/ platforms for e- consumer buying process ▪ Application of study of e-consumer buying behaviour in marketing and consumer research process ▪ Role of CRM in e-consumer buying behaviour ▪ Tools for reaching out to consumer on internet- social media, internet etc. ▪ Role and importance of research in understanding e- consumer buying behaviour ▪ E- consumer behaviour and innovation ▪ E- consumer behaviour and its impact on product, pricing, distribution	
Unit IV	Analysis of E-Buyer Behaviour: a) Introduction To E-Market Research- Research Objectives And Research Design b) How To Conduct Research ☐ Primary Data And Information ☐ Secondary Data And Information c) Types Of Market Research ☐ Survey ☐ Focus Group ☐ Interview ☐ Competitor Analysis d) Market Research Analytics ☐ Multi-Dimensionnal Scaling ☐ Multiple Regression ☐ Conjoint Analysis ☐ Cluster Analysis ☐ Factor Analysis e) Turning Data Into Findings	

Suggested Readings	1. AshaKaul(1999),“BusinessCommunication”,PrenticeHallofIndia,NewDelhi. 2. ChaturvediP.D.& ChaturvediMukesh(2012),“ManagerialCommunication”,Pearson,Delhi. 3. MadhukarR.K.(2005),“BusinessCommunication”,VikasPublishingHousePvt.Ltd., NewDelhi. 4. MamoriaC.B.&GankarS.V.(2008),“PersonnelManagement”,HimalayaPublishingHouse, Mumbai.
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SkillCourses:

Course Code	CourseTitle	Credits 04
ECDM304	Film Appreciation	Marks - 100
Objective	It is designed to teach the students to deconstruct and appreciate the appeal, power and potential of the cinematic medium.	
Outcomes	• increased economic activity and investment. • local employment opportunities. • trade for local businesses. • contributions to local business associations. • support for community events. • providing community improvements.	
UnitI	(15 Hours) Understanding Basic of Blogging: State of logo sphere History of the Best Bloggers Learn through Case Study - National and International Lab Work: Analyse the Performance of the Various Blogs	
UnitII	(15 Hours) Develop the Writing Art of an Blog: First Impressions Writing titles Understanding search Blog promotion Blogging software Lab Work: Write Articles for Various Blogs, relevant to their audience	
UnitIII	(15 Hours) Generating Money from your Blog: Converting your blog to a business Getting an Audience Monetizing your site Blogging productivity Lab Work: Generate Revenue from your Blog after setting it up	
UnitIV	(15 Hours) Developing the Blogging Skills: Podcasts: Audio editing Video blogging Legal and ethical issues WordPress Lab Work: Use all the above techniques to increase traffic on your Blog and Develop a Blog using Word Press	
Suggested Readings	• Agee on Film. by James Agee. • The Immediate Experience. by Robert Warshow, Stanley Cavell and Lionel Trilling. • What is Cinema? Volume 1. by André Bazin. • Negative Space. by Manny Farber. • The New Biographical Dictionary of Film. by David Thomson.	

Course Code	CourseTitle	Credits 04
ECDM305	Multimedia Technologies for Online Content Development	Marks - 100
Objective	1.Objectives of e-content are : (i) To deliver the content via various media such as radio, television, computer etc. unchanging. (ii) To handle easy to the facilitators during the content delivery.	
Outcomes	According to research, a benefit of multimedia learning is that it takes advantage of the brain's ability to make connections between verbal and visual representations of content, leading to a deeper understanding, which in turn supports the transfer of learning to other situations.	
UnitI	(15 Hours) Introduction to Multimedia: ☐ Understanding Multimedia ☐ History and Evolution of Multimedia ☐ Multimedia Systems ☐ Design Fundamentals ☐ Lab Work: Free Software Available to Develop Content for presentations etc. study them	
UnitII	(15 Hours) Basics of Designs: ☐ Creating a Logo, Visiting Cards and Brochure ☐ Creating a Print Advertisement, Package Design, News Letter – Understanding their layout and building them on free tools ☐ Lab Work: Develop and make all the above listed in a soft format	
UnitIII	(15 Hours) Basic of Animation History of animation: Types of animation: case study ☐ Understanding and learning the Principles of animation through the view of different animation films: case study. ☐ Creating frame by frame animation for a short animation (maximum 10 sec with simple drawing and then on system creation) ☐ Creating simple frame by frame animation for a short animation (maximum 20 sec with color drawings and background)	
UnitIV	(15 Hours) Basic of Photoshop: Basics of Adobe Photoshop / Illustrator / Corel Draw - Logo – Business Card – Flyer – Poster – Adobe Illustrator – Tools & Techniques - Analysis research – concept development – design sketching – content integration – Brochure Design – Magazine Design – Package Design – Tools & Techniques - Adobe Dreamweaver - Adobe Photoshop ☐ Lab Work: Create an Animation Video with sound and create the above mentioned Items in Photoshop	
Suggested Readings	1. Educational Technology & Society MagazineRodrigo Zaroni 2. Development and validation of multimedia package in biologyGavisiddappa R Angadi	

Course Code	CourseTitle	Credits 04
ECDM306	Cyber Laws and Security	Marks - 100
Objective	To be a safety net against online data predators. To prevent debit card or credit card fraud. Many people have switched to digital paying methods. Cyber law tries to make sure that victims do not have to go through the additional agony of long procedures.	
Outcomes	in Cybersecurity degree will gain the following core competencies and learning outcomes: Analyze and resolve security issues in networks and computer systems to secure an IT infrastructure. Design, develop, test and evaluate secure software. Develop policies and procedures to manage enterprise security risks.	
UnitI	(15 Hours) CYBER LAWS-AN INTRODUCTION: Historical Background-Need & Role of Cyber Laws Increasing Cyber Crimes and Frauds- Cyber Laws in India IT Act 2000: Preamble of the Act; Scope and Objectives of the Act; Important definitions of the Act (Computer, Digital Signature, Originator, Data, Key Pair, Public Key, Verify, Subscriber)	
UnitII	(15 Hours) CYBER SECURITY ISSUES: Security Issues in E-Commerce, Risk Management Approach, Types and Sources of Threats, Security Tools in E-Commerce. Information Security: Meaning and Basic Principles. Client Server Network Security: Meaning and Advantages. Digital Signatures: Meaning, Importance and Challenges. Encryption: Meaning, Features and Advantages. Public and Private Key Infrastructure.	
UnitIII	(15 Hours) PROVISIONS, ADJUDICATIONS AND AMENDMENTS OF I.T.ACT, 2000: Digital & Electronic Signature and its Authentication Electronic Governance – Electronic Records – Duties of Subscribers Penalties and Adjudication- Cyber Appellate Tribunal- Offences- Miscellaneous Provisions- Amendments to I.T. Act 2000 • <i>Practical Case Laws on Cyber Laws and Security</i>	
UnitIV	(15 Hours) CYBER IMPERSONATION – International Perspective Loop-Hole in Law-Cybercrimes and legislations Cyber stalking, Digital Forgery, Hacking, Cyber terrorism and Fake online presence, Phishing <i>Practical Hands on training: Router settings, installing firewalls</i>	
Suggested Readings	• Cybersecurity For Dummies. ... • Hacking: The Art of Exploitation, 2nd Edition. ... • Social Engineering: The Science of Human Hacking. ... • Big Breaches: Cybersecurity Lessons for Everyone. ... • The Hacker Playbook 3: Practical Guide to Penetration Testing. ... • Cybersecurity: The Beginner's Guide.	

PracticalSkillCourses:

Course Code	CourseTitle	Credits 02
ECDM307	LAB1:ProgrammingLabbasedonI.T(MS-Office)	Marks - 50
	ProgrammingLabbasedonI.T(Web Designing)	(30 Hours)

Course Code	CourseTitle	Credits 02
ECDM308	LAB2:ProgrammingLabof HTMLandDHTML	Marks - 50
	ProgrammingLabbasedofHTMLandDHTML	(30 Hours)

Course Code	CourseTitle	Credits 02
BSD309	LAB3:Discussion&CaseStudyonCyber law & Security	Marks - 50
	CasestudiesregardingCyber law	(30 Hours)

Semester- IV:

Course Code	CourseTitle	Credits 04
ECDM401	Introduction to Marketing Management I	Marks - 100
Objective	1.To provide the working knowledge of different concepts of Marketing and their use managerial decisions	
Outcomes	Critically evaluate the key analytical frameworks and tools used in marketing. Apply key marketing theories, frameworks and tools to solve Marketing problems. Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.	
UnitI	(15 Hours) Marketing: Concept, Nature, Functions & Importance. Selling Vs. Marketing. Marketing Environment: Nature, Types& Strategies To Deal With Internal And External (Micro And Macro) Marketing Environment. Ethical and Social Responsibilities Of Marketing	
UnitII	(15 Hours) Marketing System, Types Of Marketing, Marketing Information System; Definition and Components. Marketing Research; Definition Objective, Process &Significance	
UnitIII	(15 Hours) Consumer Behavior: Factors Influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, Consumer Market in India	
UnitIV	(15 Hours) Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning.Product Differentiation Vs Market Segmentation. Contemporary Issues In Marketing.	
Suggested Readings	1. Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education 2. Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan 3. Shukla A.K. “Marketing Management” 1st edition, VaibhavLaxmiPrakashan 4. Evance&Berman “ Marketing Management”2007, Cenage Learning 5. Mcdenial,Lamb,Hair “ Principles Of Marketing 2008”Cenage Learning 6. William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston 7. Stanton W.J. et al: Fundamentals of Marketing, McGraw H	

Course Code	CourseTitle	Credits 04
ECDM402	PHP PROGRAMMING AND MYSQL	Marks - 100
Objective	1.PHP is the most popular scripting language for web development. 2. It is free, open source and server-side (the code is executed on the server). 3. MySQL is a Relational Database Management System (RDBMS) that uses Structured Query Language (SQL). 4. It is also free and open source.	
Outcomes	• Cost-effective personalized PHP applications solutions; • A complete open-source platform; • Frequently updated (these updates are also available for free); • Availability of various add-ons and plugins; • Superior website performance; • Vast amount of database interfaces;	
UnitI	(15 Hours) Understanding the Preliminaries : Introduction to web & internet, Introduction to server, Understanding localhost server , Starting PHP, PHP syntax and variables, Operators and Expressions, Conditional Branching and Looping Statements, Learning Arrays in PHP	
UnitII	(15 Hours) The Core Logics and Techniques : String and Math functions in PHP, Introduction HTML Form Elements and Fields, Accessing PHP, HTTP Data, Query Strings and Hyperlinks, Describing Pre-Defined Variables - Super Global Arrays, Understanding Functions, Important PHP Functions, What are the Scope of variables, 2.8 Usage of Include and require statements	
UnitIII	(15 Hours) File Handling: The Plain Repository of Data Handling files and directories in PHP, Fetching information from files, Uploading and downloading files PHP and MySQL - The Structured Repository PHP MySQL Connectivity, Integrating Web Forms and Database, Using PHP's MySQL Extension, Using PHP's PDO Extension	
UnitIV	(15 Hours) Advanced Techniques in PHP Introduction to Object Oriented Programming, Classes and Objects, Abstraction, Encapsulation, Inheritance and Polymorphism, Constructors and Destructors, Overloading, Overriding of functions, Exception Handling, Regular Expressions, Session Handling, Using Cookies Content Management Systems Knowing Content Management System, Introducing a CMS, Knowing how to configure the CMS, Working with the CMS, Sample Web Application Development using Wordpress	
Suggested Readings	1. Beginning PHP and MySQL: From Novice to Professional, By W. Jason Gilmore. 2. PHP and MySQL Web Development , Luke Welling, Laura Thomson, Pearson publications. 3. Web Database Applications with PHP and MySQL, Hugh E. Williams, David Lane, O'Reilly. 4. Learning PHP, MySQL & JavaScript: With JQuery, CSS & HTML 5, By Robin Nixon # Note: Practical Lab based on Php and MySQL	

Course Code	Course Title	Credits 04
ECDM403	FUNDAMENTALS OF FINANCE AND ACCOUNTANCY	Marks - 100
Objective	1. To understand the Resources used in Operating System 2. To aware the working of DOS, Windows and Linux Operating system 3. To analyze the system using the various commands of O.S.	
Outcomes	You'll learn all about financial accounting, managerial accounting and income taxes. We'll go over balance sheets, income statements, cash flow statements and much more. This course delivers lessons and examples to build accounting skills. It guides students to learn how to read financial statements properly.	
Unit I	Basic Accounting concepts: Kinds of Accounts, Financial Accounting vs. Cost Accounting, Financial Accounting vs. Management Accounting, Double Entry Book Keeping: Rules of Double Entry System, Preparation of Journal and Ledger Accounts problems. (15 Hours)	
Unit II	Trial balance, Manufacturing, Trading and Profit & Loss Account, Balance sheet. Problems with simple adjustments. (15 Hours)	
Unit III	Introduction to Finance: Nature, Scope and Objective. Finance Function. Role of Finance Manager. Sources of Finance: Long term & Short terms. Tools and Techniques of Financial Management: Comparative Analysis, Common size Analysis, Trend Analysis, Ratio Analysis. (15 Hours)	
Unit IV	Working Capital: Concepts of Working Capital, Operating & Cash Cycles, Risk Return Trade off, Working Capital Estimation, Factors influencing working capital. (15 Hours)	
Suggested Readings	• Pandey, I.M., "Financial Management", Vikas Publishing House, Delhi. • Khan MY, Jain PK, "Financial Management", Tata McGraw Hill, New Delhi. • Grewal, T.S. : Double Entry Book Keeping • Jain and Narang : Advanced Accountancy • Maheshwari S.N., "Financial Management-Principles & Practice", Sultan Chand & Sons	

Course Code	CourseTitle	Credits 04
ECDM404	LINUX SERVER MANAGEMENT	Marks - 100
Objective	1. A Linux server is a server built on the Linux open-source operating system. 2. It offers businesses a low-cost option for delivering content, apps and services to their clients. 3. Because Linux is open-source, users also benefit from a strong community of resources and advocates.	
Outcomes	In other words, you have more flexibility on Linux if we compare with Windows. This makes Linux a good teacher. Your practices on Linux will teach you too much on operating systems. You can learn different details of operating systems by the help of your Linux practices	
UnitI	Linux Web Server administration: Introduction to Apache Web Server, Installation of Apache Web Server, Start/Stop and Testing Apache Web Server, Apache Web Server Logs, Performance Tuning of Apache Web Server, Introduction to Pure-FTPd (FTP Server), Installation of Pure-FTPd, Start/Stop and Testing Pure-FTPd, Pure-FTPd Logs, Performance Tuning of Pure-FTPd (15 Hours)	
UnitII	Linux File & Print Server administration: Network Information Services (NIS), NIS Installation, NIS - Lab Exercise, NFS - Network File System, NFS Installation, NFS - Lab Exercise, Introduction to SAMBA, Installation of SAMBA, Start/Stop and Testing SAMBA, SAMBA Logging, Performance Tuning of SAMBA, Lab:Setting Samba as Windows PDC (15 Hours)	
UnitIII	Linux Cache Server administration: Introduction, Installation, Start/Stop Squid, Login, Advertisement Blocking using Adzap, Transparent Proxy, Authentication Proxy, Content Filtering using Squid Guard Linux Firewall and Security administration: Introduction to Firewall Security Administration, System & Network Security, Monitoring Your Network, Introduction To Firewall, Setting Up Linux For Firewall, Netfilter and Iptables (Kernel 2.4.x onwards), Configuring IP Accounting. (15 Hours)	
UnitIV	Linux Mail Server administration: DNS in a Nutshell, Basic DNS Setting (Manually), DNS Setting Using GUI Interface, Basic Send mail Configuration (15 Hours)	
Suggested Readings	Red Hat Linux Networking & System Admin 3rd Edition Author: Terry Collings, Kurt Wall Publisher: Wiley India Pvt. Ltd. 2. Unix and Linux System Administration Handbook 4th Edition Author: Evi Nemeth, Trent R. Hein, Garth Snyder, Ben Whaley, Publisher: Pearson Education (2011) 3. Linux Administration : A Beginner's Guide 5th Edition Authored By: Wale Soyinka, Publisher: Tata McGraw - Hill Education (2008) 4. Linux System Administration Author: Tom Adelstein, Bill Lubanovic, Publisher: O'Reilly Media (2007)	

Course Code	CourseTitle	Credits 04
ECDM405	WEB DESIGNING USING CORELDRAW	Marks - 100
Objective	As a vector graphics editor, CorelDraw is used primarily for marketing and advertising businesses, particularly those that specialize in print advertising development. Outside of logos, CorelDraw is a program used in the professional space to create brochures, newsletters, business card	
Outcomes	CorelDRAW has powerful features that allow you to easily design custom web graphics for your business or personal website.	
UnitI	(15 Hours) • Getting Started with CorelDraw Corel draw –An overview, menus and tools. • Explore the CorelDraw X4 Interface ✚ Customize the Workspace • Differentiate Between Raster and Vector Graphics	
UnitII	(15 Hours) • Creating Graphical Objects Drawing –lines, shapes .inserting-pictures, objects, tables, templates,	
UnitIII	(15 Hours) • Adding special effects, Exporting drawings, outlining & filling objects, inserting symbols & Clip arts.	
UnitIV	(15 Hours) • Working in Corel draw presentation –adjusting the position, resizing, positioning, merging, color shades & shadows .working with advanced effects, special interactive effects. Creating- business cards, pamphlets, banners, newspapers, books. Shortcut keys in Corel draw.	
Suggested Readings	• CorelDRAW 2020 - Training Book with many Exercises	

Course Code	CourseTitle	Credits 04
ECDM406	RETAILING	Marks - 100
Objective	The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits	
Outcomes	Retail outlets provide a platform where a customer can see what they are buying as opposed to online stores. The customer gets instant satisfaction and the customer move off with their purchases immediately.	
UnitI	(15 Hours) Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment. Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system.	
UnitII	(15 Hours) Retail purchasing and pricing: Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:- every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.	
UnitIII	(15 Hours) Retail marketing and promotion: Nature and scope:-relationship marketing, market strategies, retail research Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behavior Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.	
UnitIV	(15 Hours) Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India. Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.	
Suggested Readings	-Swapna Pradhan: Retailing Management (Tata McGraw Hill: New Delhi) Third Edition, (2009) • Levy, Michael and Weitz, Barton A.: Retailing Management (Tata McGraw Hill: New Delhi) • David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003. • Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004	

Course Code	CourseTitle	Credits 02
ECDM207	LAB4:ProgrammingLabon SQL	Marks - 50
	LaboratoryPractical basedontheSQL	(30 Hours)

Course Code	CourseTitle	Credits 02
ECDM208	LAB5:DBMS	Marks – 50
	LaboratoryPractical basedontheDBMS	(30 Hours)

Course Code	CourseTitle	Credits 02
ECDM209	LAB6: BasicofMarketing	Marks - 50
	LaboratoryPracticalbasedon Case studiesandSurveys	(30 Hours)


Principal
Janvikas Mahavidyalaya,
Bansarola, Tq. Kaij, Dist: Beed



कृष्णाई शिक्षण प्रसारक मंडळ, लातूर संचलित,

जनविकास महाविद्यालय, बनसारोळा

ता. केज, जि. बीड - ४३१५१८ (महाराष्ट्र)
दूरध्वनी (०२४४५) २३७२४९, फॅक्स : ०२४४५ - २३७२४९
संलग्न : डॉ. बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ, औरंगाबाद
Email : principaljanvikas@rediffmail.com

सौ. आर.ए. तट
अध्यक्ष

डॉ.बी.एम. गोरे
सचिव

डॉ. बाबासाहेब गोरे
प्राचार्य

क्र. : जमब/अभ्यासक्रम/२०२२-२३/८८६



दि. ०५/०९/२०२२

११/१०/२०२२

प्रति,

मा. उपकुलसचिव,
शैक्षणिक विभाग (बी.व्होक.),
डॉ.बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ,
औरंगाबाद.

विषय:- बी.व्होक. तृतीय वर्ष (पाचवे व सहावे सत्र) पदवी कोर्सचा अभ्यासक्रम प्रमाणित करुन मिळणे बाबत.

संदर्भ:- १) UGC आदेश क्र. F.No.4-1/2020(NSQF) September, 2020.

२) शैक्ष/संलग्न/वायपीएस/२०२०-२१/३१४७२-८० दि.२४.०५.२०२१.

महोदय,

वरील संदर्भित पत्रान्वये आमच्या महाविद्यालयात संदर्भ क्र. १ नुसार विद्यापीठ अनुदान आयोगाने बी.व्होक. च्या (1) Media & Entertainment (2) Medical Laboratory Technology (3) E-Commerce & Digital Marketing (4) Software Development या चार कोर्सला मान्यता दिली. त्यानुसार शैक्षणिक वर्ष २०२०-२१ मध्ये सदरील पदवी कोर्सच्या प्रथम वर्ष अभ्यासक्रमास मान्यता मिळाली असून शै.वर्ष २०२२-२३ करिता तृतीय वर्ष (पाचवे व सहावे सत्र) पध्दतीचा अभ्यासक्रम विद्यापीठाच्या विहित फॉर्मेट मध्ये तयार करुन मान्यतेसाठी सादर करत आहोत.

तरी सदरील द्वितीय व तृतीय वर्षाचा अभ्यासक्रम प्रमाणित करुन पुढील कार्यवाही व्हावी ही नम्र विनंती.

सोबत :

- १) अभ्यासक्रम आराखडा द्वितीय व तृतीय वर्ष (४ कोर्स)
- २) अभ्यासक्रम आराखडा सॉफ्ट कॉपी (सी.डी.)

आपला विश्वासू

प्राचार्य
जनविकास महाविद्यालय,
बनसारोळा, ता. केज जि. बीड

2022-23



**Dr. Babasaheb
Ambedkar
Marathwada
University,
Aurangabad (MS)**

Uniform Curriculum Structure

Bachelor of Vocation

(B. Voc. : E-Commerce and Digital Marketing)
(University Department and all Affiliation College)

Choice Based Credit System
B.Voc.T.Y. (V & VI Sem.)

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12/11/2022

TITLE OF THE PROGRAMME

BACHELOR OF VOCATION (B.Voc.) in E-Commerce and Digital Marketing

1. Preamble:

Skills and knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more „skilled“ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sectors of education, health care, manufacturing and other services.

Government of India, taking note of the requirement for skill development among students, launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

In view of this our University initiated to start skill based courses which are in demand of industries to be carry responsibilities of society. The programme is highly relevant for all those who want to pursue a professional career in E-Commerce and Digital Marketing .

2. Aim:

The proposed B. Voc. Software development programme aims to build professional capacities and train persons with adequate employability skills. The structure of the program is blended with general education along with skill based education as directed by UGC-NSQF which includes appropriate technical knowledge and skills, personal and professional skills and substantive „hands-on“ and field / site experience required in the IT and ITes trade.

Owing to the industry demands and to provide skilled human resource this program is designed with multiple exit along with specific job roles defined in outcome of the course. By doing this course students will acquire various Information Technology Skills and cater the need of industries.

3. Objective:

The main objective of this program is to build the IT and ITes Skill based Human Resource which will prepare students to undertake careers involving skills , web based application development, Mobile App Development and General E-Commerce and Digital Marketing along with problem solving using programming techniques and technologies. Curriculum for this program covers most of the fundamental aspects of programming, and web & mobile application development.

4. Eligibility and Fees:

10+2 Pass

5. Program outcome:

This program lies in Information Technology and IT enabled services. SRTM University Designed the complete course to focused on the Skills of **E-Commerce and Digital Marketing**. After completing the course the student can have following career opportunities in the web development, Digital Marketing, programming and software development.

- **First Exit Point (Diploma) and Outcome of First Year**

If the student select for the exit at this point then the Student will be awarded Diploma (E-Commerce and Digital Marketing)

- **Second Exit Point (Advance Diploma) and Outcome of Second Year**

If the student opts for the exit at this point then the Student will be awarded Advance Diploma in (E-Commerce and Digital Marketing)

- **Third Exit Point (B. Voc. Degree) and Outcome of Third Year**

At the End of third year the Student will be awarded degree in B.Voc in (E-Commerce and Digital Marketing)

Students will be awarded:

Certificate	Student shall be required to appear in examinations of all courses. However, to award the Certificate (E-Commerce and Digital Marketing) a student shall study the minimum of 30 credits course and opt minimum passing credits as per university rule.
Diploma:	Student shall be required to appear in examinations of all courses. However, to award the Diploma (E-Commerce and Digital Marketing) a student shall study the minimum of 60 credits course and opt minimum passing credits as per university rule.
Advanced Diploma	Student shall be required to appear in examinations of all courses. However, to award the Advanced Diploma (E-Commerce and Digital Marketing) a student shall be required to study minimum of 120 credits course and opt minimum passing credits as per university rule.
B.Voc Degree	Student shall be required to appear in examinations of all courses. However, to award the degree a student shall be required to study minimum of 180 credits course and opt minimum passing credits as per university rule..

6. Assessment:

The Skill component of the course will be generally assessed by the respective Sector Skill Councils. In case, there is no Sector Skill Council for a specific trade, the assessment may be done by an allied Sector Council or the Industry partner. Further if Sector Skill Council in concerned / relevant trade has no approved QP which can be mapped progressively or due to any other reason, if the SSC expresses its inability to conduct the assessment or cannot conduct the skill assessment in stipulated time frames as per academic calendar, the institutions may conduct skill assessment through a Skill Assessment Board by „Certified Assessors“ as per the provisions enumerated in MHRD Skill Assessment Matrix for Vocational Advancement of Youth (SAMVAY). The Skill Assessment Board may have Vice-Chancellor/Principal/Director/Nodal officer/Coordinator of the programme / Centre, representatives of the partner industry(s),

one nominee of the Controller of Examination or his/her Nominee of affiliating University / Autonomous College and at least one external expert. The affiliating university may nominate additional experts on the Skill Assessment Board, if required.

The certifying bodies may comply with / obtain accreditation from the National Accreditation Board for Certification Bodies (NABCB) set up under Quality Council of India (QCI). Wherever the university/college may deem fit, it may issue a joint certificate for the course(s) with the respective Sector Skill Council(s).

The general education component will be assessed by the concerned university as per the prevailing standards and procedures. General Education credit refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week.

One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week. Accordingly, one Credit would mean equivalent of 14-15 periods of 60 minutes each or 28 – 30 hrs of

workshops/ labs. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures /tutorials. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / tutorials.

The institutions offering B.Voc degree programme should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever available.

Letter Grades and Grade Points: it is recommended to adopt 10- point grading system with the Letter grades as given below:

Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

Passing percentage for each paper each course is 40%. Separate passing for continuous assessment and end semester examination and/or as per time to time guidelines of the university.

A student obtaining Grade F and Ab shall be considered failed and he/she will be required to reappear in the examination.

Computation of Semester Grade Point Average System (SGPA) and Cumulative Grade Point Average (CGPA): The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student in a semester, i.e

$$SGPA (S_i) = \Sigma(C_i \times G_i) / \Sigma C_i$$

where „C_i“ is the number of credits of the ith course component and „G_i“ is the grade point scored by the student in the ith course component.

The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \Sigma(C_i \times S_i) / \Sigma C_i$$

Where „S_i“ is the SGPA of the ith semester and C_i is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

E-Commerce and Digital Marketing

Syllabus with effective from 2022-2023

Semester V

Sr. No.	Subject Code	Title of the Subject	Contact Hours Per Week		Evaluation Scheme (Marks)		Credit
			L	P	CIA	SEE	
General Education							
1	ECDM501	Internet Applications	4	0	20	80	4
2	ECDM502	Content Management System using Word Press	4	0	20	80	4
3	ECDM503	Programming in Java	4	0	20	80	4
Skill Courses							
4	ECDM504	Information Processing Lab	4	0	20	80	4
5	ECDM505	Concepts of Social Media Marketing	4	0	20	80	4
6	ECDM506	Fundamentals of Entrepreneurship	4	0	20	80	4
Practical Skill Courses							
7	ECDM507	LAB1: Programming Lab based on I.T(internet)	0	4	25	25	2
8	ECDM508	LAB2: Programming Lab of Java	0	4	25	25	2
9	ECDM509	LAB3: Word press Practical	0	4	25	25	2
Total					195	555	30

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15/11/2022

Semester- VI

Sr. No.	Subject Code	Title of the Subject	Contact Hours Per Week		Evaluation Scheme (Marks)		Credit
			L	P	CIA	SEE	
General Education							
1	ECDM601	Supply Chain Management	4	0	20	80	4
2	ECDM602	Customer Relationship Management	4	0	20	80	4
3	ECDM603	International Marketing : An Overview	4	0	20	80	4
Skill Courses							
4	ECDM604	Search Engine Optimization	4	0	20	80	4
5	ECDM605	E-commerce-Laws and Practices	4	0	20	80	4
6	ECDM606	Android Application Development	4	0	20	80	4
Practical Skill Courses							
7	ECDM607	LAB1: Programming Lab based on IT(Android Application Development)	0	4	25	25	2
8	ECDM608	LAB2: case study of Supply Chain Management	0	4	25	25	2
9	ECDM609	LAB3: Search Engine Practical	0	4	25	25	2
	Total				195	555	30

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15/11/2022

Semester – V : General Education

Course Code	Course Title	Credits 04
ECDM501	Internet Applications	Marks - 100
Objective	The fundamental purpose of all web applications is to facilitate the completion of one or more tasks. Unlike visitors to traditional, content-centric websites, users of web applications invariably arrive with specific goals, tasks, and expectations in mind.	
Outcomes	Students will have an understanding of what the Internet is, its purpose and function for users. Students will develop a clear online lexicon and a working understanding of online-related vocabulary.	
Unit I	(15 Hours) Introduction: About internet and its working, business use of internet, services offered by Internet, evaluation of internet, internet service provider (ISP), windows environment for dial-up Networking (connecting to internet), audio on internet, internet addressing (DNS) and IP addresses).	
Unit II	(15 Hours) Internet Protocol: Introduction, file transfer protocol (FTP), Gopher, Telnet, other protocols like HTTP and TCP/IP. WWW: Introduction, working of WWW, Web browsing (opening, viewing, saving and printing a web page and bookmark),	
Unit III	(15 Hours) Search Engine: About search engine, component of search engine, working of search engine, Difference between search engine and web directory. Intranet and Extranet: Introduction, application of intranet, business value of intranet, working of intranet, role of extranet, working of extranet, difference between intranet and extranet.	
Unit IV	(15 Hours) E-Mail Basic Introduction; Advantage and disadvantage, structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages) Implementation of outlook express.	
Suggested Readings	Books: 1. "Understanding The Internet", Kieth Sutherland, Butterworth-Heinemann; 1st Edition (October 31, 2000). 2. "Internet Technologies", S. K. Bansal, APH Publishing Corporation (April 1, 2002). 3. "Data Communications and Networking", Behrouz A. Forouzan, 3rd Edition. Weblink : https://www.geeksforgeeks.org/best-books-to-learn-front-end-web-development/ https://coder-coder.com/best-web-development-books/ https://www.igi-global.com/book/encyclopedia-internet-technologies-applications/364 https://www.igi-global.com/book/web-technologies-concepts-methodologies-tools/1053 https://link.springer.com/book/10.1007/978-3-642-55778-1	

Course Code	Course Title	Credits 04
ECDM502	CONTENT MANAGEMENT SYSTEM USING WORDPRESS	Marks - 100
Objective	Using a content management system helps you keep website features like news, events, and promotions current. If you use WordPress.com, you can even integrate it with your existing photo libraries to further simplify the process of sharing content with your customers.	
Outcomes	• Managing WordPress Is Quite Simple. ... • WordPress Saves Your Time And Money. ... • People With Limited Technical Knowledge Can Also Use It. ... • WordPress Allows Users To Create Search Engine Friendly Websites. ... • Customize The Design Of Your Website To Suit Your Needs.	
Unit I	Installing WordPress: Creating a Database, Installing WordPress, Installing Themes, Downloading a Theme from the, WordPress Dashboard, Manually Installing a Theme, Adding Custom Header with Theme Name, Author, etc. Setting Up Your WordPress.com Account: Creating an Account on WordPress or at your own website/localhost, Logging Into Your Account, Writing Your First Post with little explanation, Customizing Your Account, Personal Settings, General Settings (15 Hours)	
Unit II	Changing Themes (How the Blog Looks) Widgets, Editors, Writing Posts, Adding a Post, Using the Visual Editor, Adding Hyperlinks, Categories, Tags, & Reading/Writing Settings, Using Categories and Tags, Managing Categories and Tags, Controlling the Number of Posts That Are Displayed, Understanding Comments, Managing and Moderating Comments, Trackbacks and Pingbacks (15 Hours)	
Unit III	Making Pages Adding and Deleting a Page, Pasting from Text Files, Changing the Page Order, Adding and Managing Media, Adding a Photo, Adding a Video, Adding Other Content (.pdf, .doc, etc.), Managing Uploaded Content, Media Settings, Working with Links, Adding Links, Managing Links Appearance Customization Changing the Header Image, Customizing the Sidebar with Widgets, Previewing Custom Fonts, Using the Dashboard, Managing Recent Comments, Tracking Statistics, Customizing the Dashboard's Appearance, Installing some important plugins, (15 Hours)	
Unit IV	SEO Ultimate Fast Secure Contact Form, Efficient Related Posts, Wordpress Backup to dropbox, WPDBBackup, WP-Polls, WP Survey and Quiz Tool, Subscribe to comments, Share button by lockerz Statpress Visitors, Google XML sitemaps, Social Login, First Visit Message (15 Hours)	

Suggested Readings	Books 1. Professional WordPress: Design and Development, Brad Williams, David Damstra, Hal Stern. 2. WordPress 3 Complete, April Hodge Silver Weblink : ▪ https://www.hostgator.com/blog/benefits-wordpress-cms/ ▪ https://wpdatatables.com/content-management-system/ ▪ https://www.alastore.ala.org/content/learning-libraries-use-wordpress-content-management-system-best-practices-and-case-studies-1 https://www.amazon.in/WordPress-Library-Content-Management-Technology/dp/0838958311
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Course Code	Course Title	Credits 04
ECDM503	PROGRAMMING IN JAVA	Marks - 100
Objective	The primary objective of Java programming language creation was to make it portable, simple and secure programming language. Apart from this, there are also some excellent features which play an important role in the popularity of this language. The features of Java are also known as Java buzzwords.	
Outcomes	Read and make elementary modifications to Java programs that solve real-world problems. Validate input in a Java program. Identify and fix defects and common security issues in code. Document a Java program using Javadoc	
Unit I	(15 Hours) Introduction to JAVA: Object Orientation Concepts, Platform Independence & Cross Platform Computing, Control statements, Operators & Data types.	
Unit II	(15 Hours) Classes & Methods, constructors, Inheritance & Polymorphism. Packages & Interfaces, Multithreading in Java.	
Unit III	(15 Hours) Exception Handling, String handling in Java & Input/output in Java, Java Servlets.	
Unit IV	(15 Hours) Constructor in Java • What is Constructor in Java? • Types of constructors: Default and Parameterized constructors • Java constructor overloading • Constructor chaining in java • Copy constructor in Java	
Suggested Readings	Books: 1. "Java–The Complete Reference", HurbertSchildt, Tata MacGraw Hill. 2. "Introduction to Java Programming", Y. Daniel Mliang, Pearsons Publications. 3. "Beginning Web Programming with HTML, XHTML, and CSS", Jon Duckett, John Wiley & Sons, 06 Aug. 2004. 4. Java: Programming Basics for Absolute Beginners (1st Edition) 5. Title: Head First Java, 3rd Edition. Author(s): Kathy Sierra, Bert Bates, Trisha Gee. Release date: May 2022. ISBN: 9781491910771. 6. Oca Java SE 8 , Author: Kathy Sierra, Bert Bates, Elisabeth Robson Weblink : • https://byjus.com/question-answer/conclusion-for-java-project/ • https://www.javatpoint.com/top-10-java-books • https://www.sanfoundry.com/best-reference-books-programming-language-java/	

Skill Courses:

Course Code	Course Title	Credits 04
ECDM504	Information Processing Lab	Marks - 100
Objective	Information processing helps performers identify relevant cues via selective attention, therefore increasing movement reactions which will lead ultimately to a successful outcome. Successful outcomes are increased if strategies to help enhance our ability to store more information in the long term memory is practiced.	
Outcomes	Information Processing Theory is a useful framework for structuring corporate training. It offers you a formula for ensuring that your learners gain more than a passing knowledge of the material we present to them. It helps ensure that it's encoded into their long-term memory for recall whenever it's needed.	
Unit I	Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples, Pseudocodes and decision tables	(15 Hours)
Unit II	Interacting with the Computer: Input Devices: Keyboard, mouse, pens, touch screens, Bar Code reader, joystick, source data Automation, (MICR, OMR, OCR), screen assisted data entry: portable / handheld terminals for Data collection, vision input systems. Output Devices: Monitor, Serial line page printers, plotters, voice response units. Data Storage Devices and Media: Primary storage (Storage addresses and capacity, types of Memory), Secondary storage, Magnetic storage devices and Optical Storage Devices	(15 Hours)
Unit III	MS-Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.	(15 Hours)
Unit IV	MS-Power Point: Presentation overview, entering information, Presentation creation, opening and saving presentation, inserting audio and video. MS-Excel: Exploring Microsoft Excel, Creating Workbook Files, Editing Worksheet, Managing Worksheets and Workbook Files, Formulas.	(15 Hours)
Suggested Readings	Books: 1. Computer Fundamentals – P.K. Sinha. 2. Norton, Peter: Introduction to Computers, McGraw Hill 3. Introduction to Computers – N. Subramanian 4. Semantic Information Processing - Marvin Minsky Weblink: https://www.amazon.in/Advances-Neural-Information-Processing-System/dp/026256145X https://link.springer.com/book/10.1007/978-981-13-7123-3 https://www.researchgate.net/publication/226141878_Information_Processing https://www.goodreads.com/book/show/7444892-lab-manual-for-introduction-to-computers-information-processing	

Course Code	Course Title	Credits 04
ECDM505	CONCEPTS OF SOCIAL MEDIA MARKETING	Marks - 100
Objective	Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.	
Outcomes	Outcome marketing is a different way of thinking about a campaign. Rather than always running a campaign and analyzing the results, this is a shift to building campaigns around your big-picture goal. It is working backward from the profitable behavior you want, back to the steps to get there.	
Unit I	(15 Hours) Introduction to Digital Marketing Key Concepts of Digital Marketing, Traditional Marketing vs. Digital Marketing, The Opportunities in Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Strategies in Digital Marketing	
Unit II	(15 Hours) Google Webmaster Tool Introduction to Webmaster Tools, Start with the fundamentals, Get your site working on Webmaster Tools, Refine personal and site settings, Manage, monitor and maintain your site, Use the reports and features, Remove Content from Google, Search Traffic & Search Appearance, Google Index & Crawl, HTML Improvements, Sitemaps, Crawl Rate, Crawl Errors and Crawl Stats, Blocked URL's and Fetch as Google, Add and verify your new site to Webmaster Tools	
Unit III	(15 Hours) Google Analytics Introduction to Google Analytics, How Google analytics works? Understanding Google Analytics Account Structure, Starting with Google analytics, How to set up analytics account, How to add analytics code in website, Understanding goals and conversions, How to setup goals? Understanding different types of goals, Understanding bounce & bounce rate, Difference between exit rate & bounce rate, How to reduce bounce rate? Understanding filters & segments? How to set up filters & segments? How to view customized reports? Monitoring traffic sources, Monitoring traffic behaviour	
Unit IV	(15 Hours) SMO (Social Media Optimization) –Facebook, Twitter, YouTube Introduction to Social Media, Types of Social Media, How Social Media is affecting Google Search, How to choose right social media, Integrating social media into your website and blogs, Facebook Marketing, Introduction to Facebook, Difference between Profiles, Places, Groups and Pages, Social media and communications strategy, Facebook Connect (Like, Share, Comment), Facebook pages (Creating, Managing, Retention), Pages (Dos & Don'ts), Facebook Apps, Measuring and Monitoring, Sponsored Stories, Latest trends, Advantages and Challenges	

Suggested Readings	Books: • The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI by Carlos Gil. ... • See You On The Internet: Building Your Small Business With Digital Marketing by Avery Swartz. ... • Brand Storytelling: Put Customers at the Heart of Your Brand Story by Miri Rodriguez. • Socialnomics: How social media transforms the way we live and do business, by Erik Qualman. • Storynomics: Story-Driven Marketing in a Post-Advertising World, by Robert McKee and Thomas Gerace. • Influencer,- Brittany Hennessy. • Crushing It, by Gary Vaynerchuk. WebLink: • https://planable.io/blog/best-marketing-social-media-books/ • https://digitalmarketinginstitute.com/resources/lessons/social-media-marketing_social-media-marketing-concepts_7xoq • https://en.wikipedia.org/wiki/Social_media_marketing • https://neilpatel.com/what-is-social-media-marketing/
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Course Code	Course Title	Credits 04
ECDM506	FUNDAMENTALS OF ENTREPRENEURSHIP	Marks - 100
Objective	capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit." Entrepreneurship is now a matter of debate and discussion. It is defined differently by different authors.	
Outcomes	The expected Student Learning Outcomes for the Entrepreneurship and Innovation Program are: Entrepreneurship and Innovation minors will be able to sell themselves and their ideas. Students master oral and visual presentation skills and establish a foundation of confidence in the skills necessary to cause others to act.	
Unit I	(15 Hours) Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories	
Unit II	(15 Hours) Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation	
Unit III	(15 Hours) Entrepreneurial Development Programmes -Relevance and achievements, Role of government • in organizing such programmes. Critical Evaluation.	
Unit IV	(15 Hours) Modern technology for entrepreneurship: concept, significance, benefits & avenues; websites,e-portals, wallet, blogs,social networking sites	
Suggested Readings	Books : ❖ Hisrich, Robert D and Peters, Michael P, "<i>Entrepreneurship</i>", 2012, Tata McGraw Hill, Delhi. ❖ Srivastava, S.B., "A Practical Guide to Industrial Entrepreneurs", 1980, Sultan Chand & Sons, New Delhi. ❖ Kumar, A. et al., Entrepreneurial Development, New Age International Publisher, New Delhi. Weblink : • https://www.oss.unist.hr/sites/default/files/dokumenti/courses/power_engineering/SEN043_Fundamentals_of_Entrepreneurship.pdf • https://books.google.co.in/books/about/FUNDAMENTALS_OF_ENTREPRENEURSHIP.html?id=MkOh-RshbhUC • https://sdak24.com/b-com-fundamental-of-entrepreneurship-notes-download/ • https://www.education.ne.gov/nce/hse/facs-resources-for-teachers/teacher-submitted-shared-resources-and-lessons/fundamentals-of-entrepreneurship/ • https://www.studocu.com/row/document/university-of-south-asia-pakistan/introduction-to-economics/entrepreneurship-mcqs/8788315	

Practical Skill Courses :

Course Code	Course Title	Credits 02
ECDM507	LAB1: Programming Lab based on I.T(MS-Office)	Marks – 50
	Programming Lab based on I.T(Web Designing)	(30 Hours)

Course Code	Course Title	Credits 02
ECDM508	LAB2: Programming Lab of HTML and DHTML	Marks - 50
	Programming Lab based of HTML and DHTML	(30 Hours)

Course Code	Course Title	Credits 02
BSD509	LAB3: Discussion & Case Study on Cyber law & Security	Marks - 50
	1. Case studies regarding Cyber law	(30 Hours)

Semester - VI:

Course Code	Course Title	Credits 04
ECDM601	SUPPLY CHAIN MANAGEMENT	Marks - 100
Objective	1. To provide the working knowledge of different concepts of Marketing and their use managerial decisions	
Outcomes	• Better collaboration with suppliers. • Better quality control. • Shipping optimisation. • Reduced inventory and overhead costs. • Improved risk mitigation. • Stronger cash flow. • A more agile business. • Better visibility and data analytics.	
Unit I	(15 Hours) SCM- Definition- Objectives- Evolution- need- Issues involved in developing SCM Framework-Types. SCM activities- Constituents- Organisation. Forecasting- Importance, Different kinds of Forecasting Techniques in Estimating Demands, Methods used to Determine accuracy of forecast, Sourcing and vendor selection, Routing and route Sequencing.	
Unit II	(15 Hours) Inventory Management, EOQ, Minimum Level and Safety Stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory management, Lead Time Uncertainty and Product availability. Innovations in Supply chain management	
Unit III	(15 Hours) Procurement and Outsourcing: Outsourcing, Benefits and Risks, Framework for make/buy decision, E -Procurement, Framework of E -procurement	
Unit IV	(15 Hours) Dimension of Customer Value, Conformance of Requirement, Product Selection, Price and Brand, Value added Services, Strategic Pricing, Smart Pricing, Customer Value Measures.	
Suggested Readings	Books: ❖ Supply Chain Management, Kulkarni Sarika & Sharma Ashok ❖ Supply Chain Management concept and cases, Rahul V ❖ "Essentials of Supply Chain Management"- 4th Edition by Michael Hugos. ... ❖ "Supply Chain Management: Strategy, Planning and Operation"- 6th Edition by Sunil Chopra and Peter Meindl. ... ❖ "Inventory Optimization: Models and Simulations" by Nicolas Vandeput Weblink: • https://www.investopedia.com/terms/s/scm.asp • https://www.ibm.com/in-en/topics/supply-chain-management • https://www.techtarget.com/searcherp/definition/supply-chain-management-SCM • https://www.oracle.com/in/scm/what-is-supply-chain-management/ • https://www.anaplan.com/blog/what-is-supply-chain-management/	

Course Code	Course Title	Credits 04
ECDM602	CUSTOMER RELATIONSHIP MANAGEMENT	Marks - 100
Objective	Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth.	
Outcomes	A CRM system can benefit your business by helping you centralize, optimize and streamline your communications with customers, and become better in these 6 areas. Better knowledge of customers. ... Better segmentation. ... Better customer retention. ... Better anticipation of needs. ... Better and speedier communication.	
Unit I	(15 Hours) Customer Relationship Management: Definition, meaning and scope, attracting and retaining customers. Building loyalty, developing loyalty program. Types of relationship marketing. Customer lifecycle. CRM: overview and evolution of the concept, CRM and relationship marketing, CRM strategy, importance of customer divisibility in CRM, customer mental process, customer satisfaction Index.	
Unit II	(15 Hours) Building customer value: satisfaction and loyalty, total customer satisfaction, cultivating customer relationship, rural customer relations, sales force automation, contact management, concept, enterprise marketing management, core beliefs, CRM in India	
Unit III	(15 Hours) Value chain: concept, integration business management, benchmarks and metrics, culture change, alignment with customer Eco system,	
Unit IV	(15 Hours) Vendor selection. Establishing customer relationship on the internet, technology issues in CRM implementation.	
Suggested Readings	Books : • CRM Paul Green Berg(1997)- Tata Mc Graw Hill. • Marketing Management : Philip Kotler (2002), Prentice hall, 2013 • The Art of CRM: Proven strategies for modern customer relationship management, by Max Fatouretchi Weblink: • https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management • https://www.salesforce.com/in/crm/what-is-crm/ • https://mailchimp.com/crm/what-is-crm/ • https://www.gartner.com/en/information-technology/glossary/customer-relationship-management-crm • https://www.youtube.com/watch?v=ndPabqQ4osk • https://youtu.be/biG226K8isA	

Course Code	Course Title	Credits 04
ECDM603	International Marketing : An Overview	Marks - 100
Objective	To provide the basic understanding of the international marketing	
Outcomes	Conclusion. To conclude, the global market is a market where a business can sell their products, services. Gathering of selling in a local country, you can sell a whole global level. There are more customers in comparison to the local level, so profit becomes more.	
Unit I	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing	(15 Hours)
Unit II	Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes And Factors	(15 Hours)
Unit III	International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies	(15 Hours)
Unit IV	Selection of Retail Market, Study And Analysis Of Retailing In Global Setting, Internationalization Of Retailing And Evolution Of International Retailing Methods Of International Retailing.	(15 Hours)
Suggested Readings	Books : 1. Kotabe M, Helsen K. " Global Marketing Management" Wiley, Jhon & Sons, Inc 2. Nargundkar Rajendra " International Marketing" Excel Books 3. Joshi Rakesh Mohan " International Marketing" Oxford University Press 4. Kotabe, Pelose, Gregory And Helsen " International Marketing Management" Wiley, Jhon & Sons, Inc Weblink : https://opentext.wsu.edu/cpim/chapter/chapter-1-introduction-to-international-marketing/ https://hmhub.in/introduction-to-international-marketing/ https://edgy.app/international-marketing https://www.youtube.com/watch?v=yjQvcMcw WE https://www.slideshare.net/guidesr/overview-of-international-marketing	

Course Code	Course Title	Credits 04
ECDM604	SEARCH ENGINE OPTIMIZATION	Marks - 100
Objective	The main objective of SEO is to improve the visibility of a website in search engine results pages (SERPs). This can be done by improving the ranking of the website for certain keywords or phrases, or by increasing the number of visitors to the website.	
Outcomes	Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.	
Unit I	(15 Hours) Understanding SEO: Search engine basics, creating an SEO Plan Search strategies : Building your site for SEO, keywords and your website, Pay-per-click and SEO, Maximizing Pay-per-click strategies, increasing keyword success, understanding and using campaign targeting, managing keyword and pay-per-click campaigns, keyword tools and services, tagging your website, understanding the role of links and linking.	
Unit II	(15 Hours) Optimizing Search Strategies: Adding your site to directories, pay-for-inclusion services, robots, spiders and crawlers, adding social media optimization, plugging in to SEO, automated optimization	
Unit III	(15 Hours) Maintaining SEO What is SEO, What are Search Engines, Introduction to SERP, How Search Engine work?, What are Keywords & Different types of keywords, Keywords Research & Analysis, Keywords Research Tool (Google Keyword Planner), Search Operator, Punctuation & Symbols, On page optimization, Keywords Optimization, Contents Optimization, Understand Your audience for content planning, Website Navigation, Title, Meta Description Tags, Alt Tag, Meta Robot Tags, Robot.txt, Using Google Webmaster Tool & Website Verification, Sitemap Creation and Submission in Webmaster Tool, Off-Site Optimization, Directory, Book marketing, Article & Press Release submissions, Blog & Forum Postings	
Unit IV	(15 Hours) SEM (Search Engine Marketing) Key Concepts of SEM, SEO vs. SEM, AdWords and AdSense, What is pay-per-click, Google AdWords Account Structure, Benefits and Features of AdWords, Keywords Research & Planning, Match Types: Broad, Phrase, Exact & Negative Match, Cost-Per-Click, Impression, Click through Rate, quality score, Ad Rank, Ad Extensions: Location, Site Links, call etc., Creating a Campaign, Setting Bids and Budgets, Campaign Management, Google Search and Display Network, Language & Location Targeting, Mobile Targeting, Keyword Targeting, Placement Targeting, Text Ads, Image Ads, Video Ads, Mobile Ads, Writing AdCopy, Shopping Campaign Setup, Google Merchant Centre, Reporting and Analysis, Google Ad Words Tools, Display Planner, Ad Preview and Diagnosis, My Client Centre	
Suggested Readings	Books : 1. Search Engine Optimization Bible, Jerri L. Ledford, Wiley Publishing 2. The Art of SEO: Mastering Search Engine Optimization, by Eric Enge, Stephan Spencer 3. SEO 2021 by Adam Clarke Weblink: • https://www.matthewwoodward.co.uk/seo/books/ • https://www.seoptimizer.com/blog/best-seo-books/ • https://searchengineland.com/guide/what-is-seo • https://developers.google.com/search/docs/fundamentals/seo-starter-guide • https://neilpatel.com/what-is-seo/ • https://www.youtube.com/watch?v=eZb0gSjt5DU • https://www.optimizely.com/optimization-glossary/search-engine-optimization/	

Course Code	Course Title	Credits 04
ECDM605	E-COMMERCE-LAW AND PRACTICES	Marks - 100
Objective	it states that for the purposes of preventing unfair trade practices in e-commerce, direct selling and also to protect the interest and rights of consumers, the Central Government may take such measures in the prescribed manner.	
Outcomes	Faster buying process. Customers can spend less time shopping for what they want. Store and product listing creation. ... Cost reduction. ... Affordable advertising and marketing. ... Flexibility for customers. ... Product and price comparison. ... No reach limitations. ... Faster response to buyer/market demands.	
Unit I	The Indian Contract Act, 1872 Contract – Meaning, Characteristics and kinds, Essentials of valid contract – Offer and acceptance, Discharge of contract – Modes of discharge Breach of Contract and its remedies. Contract of Indemnity and Guarantee (15 Hours)	
Unit II	Cyber Laws (Information Technology) Act 2000 a) Definition b. Digital signature c) Electronic governance d) Attribution, acknowledgement and dispatch of electronic records e) Regulation of certifying authorities f) Digital signatures certificates g) Duties of subscribers h) Penalties and adjudication i) Appellate Tribunal. (15 Hours)	
Unit III	The Sale of Goods Act, 1930 Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Performance of contract of sale ,Unpaid seller –meaning and rights of an unpaid seller against the goods and the buyer (15 Hours)	
Unit IV	Consumer Protection Act: Definitions, objectives, redressal machineries	
Suggested Readings	Books : ❖ -Kapoor, N.D., “Mercantile Law”, 21st Edition, Sultan Chand & Sons. ❖ –Tulsian, P. C., “Business Laws’ 2nd Edition (2000), Tata McGraw Hill. ❖ E-commerce: Law & Practice , Julian Ding · 1999, Sweet & Maxwell Asia, 1999 ❖ The Law of Electronic Commerce, Alan Davidson · 2009 Weblink : • https://www.ebcwebstore.com/product_info.php?products_id=99031280 • https://www.mondaq.com/india/dodd-frank-consumer-protection-act/1158964/e-commerce-sector-in-india-an-overview-of-legal-framework • https://www.hg.org/ecommerce-law.html • https://books.google.co.in/books/about/E_commerce.html?id=FK06AQAAIAAJ&redir_esc=y	

Course Code	Course Title	Credits 04
ECDM606	ANDROID APPLICATION DEVELOPMENT	Marks - 100
Objective	There are three main objectives for a mobile app: User Growth, Engagement, and Brand Awareness.	
Outcomes	Intended Outcomes for the course Install and configure Android application development tools. Design and develop user Interfaces for the Android platform. Save state information across important operating system events.	
Unit I	Introduction to Android A little Background about mobile technologies Overview of Android - An Open Platform for Mobile development Open Handset Alliance What does Android run On – Android Internals? Why to use Android for mobile development? (15 Hours)	
Unit II	Developing for Android: My First Android Application How to setup Android Development Environment. Android development Framework - Android-SDK Eclipse Emulators – What is an Emulator / Android AVD? Creating & setting up custom Android emulator Android Project Framework My First Android Application (15 Hours)	
Unit III	Multimedia Programming using Android Multimedia audio formats - Creating and Playing Multimedia audio formats - Kill / Releasing (Memory Management) How to associate audio in any application How to associate video playback with an event Database - SQLite Introducing SQLite SQLite Open Helper and creating a database Opening and closing a database Working with cursors Inserts, updates, and deletes Notifications Notification Manager Pending Intent Notifications (Show and Cancel) (15 Hours)	
Unit IV	Android Development using other Tools Other ways to Develop Android Applications Graphics / Game development using Adobe CS5.5 Flash How to render .apk file from Adobe Flash Testing and Debugging Android Application Role and Use of Dalvik Debug Monitor Server (DDMS) How to debug android application Use of Step Filters, Breakpoints, Suspend and Resume How to use LogCat (Verbose, Debug, Info, Warn, Error, Assert) Use of Perspectives Installation of .apk How to install .apk into your Android Mobile. (15 Hours)	

Suggested Readings	Books : • Android Programming: The Big Nerd Ranch Guide (Big Nerd Ranch Guides),2013 by Bill Phillips and BrianHardy • Professional Android 4 Application Development, 2012 by RetoMeier • Android Application Development in 24 Hours, Sams Teach Yourself (4th Edition),2015 by Carmen Delessio and LaurenDarcey. • Android Programming: The Big Nerd Ranch Guide. • Headfirst Android Development. by RetoMeier • Java Programming for Android Developers for Dummies. BrianHardy Weblink : • https://developer.android.com/ • https://www.udemy.com/course/learn-android-application-development-y/ • https://www.tutorialspoint.com/android/index.htm • https://www.simplilearn.com/android-app-development-fundamentals-article • https://www.orientsoftware.com/technologies/android/
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Course Code	Course Title	Credits 02
ECDM207	LAB: Programming Lab	Marks - 50
	LAB: Programming Lab based on I.T(Android Application Development)	(30 Hours)

Course Code	Course Title	Credits 02
ECDM208	LAB5:	Marks - 50
	LAB2: case study of Supply Chain Management	(30 Hours)

Course Code	Course Title	Credits 02
ECDM209	LAB6: Search Engine Practical	Marks - 50
	Search Engine Practical	(30 Hours)

Signature
15/11/2021

Signature
Principal
Janvika Mahavidyalaya,
Bansarola, Tq. Kail, Dist. Beed