

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



CIRCULAR /SU/CM/Revised Syllabus/NEP/113/2024

It is hereby inform to all concerned that, in continuation Circular No/SU/CM/NEP-UG/50/2023/-18935-44 Date:13-12-2023 has prepared by the Board of Studies & on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the "following Revised Structure with syllabus of Hons with Research degree Programme" as per direction by the state goverment letter dated on 13 March 2024 and Norms of National Education Policy-2020** under the Faculty of Commerce & Management **run at the Affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University as per appended herewith.**

Sr.No.	Courses	Semester
1	B.Com. E-Commerce	I to II
2	BCA	I to II
3	BBA	I to II

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.

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

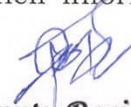
University Campus,
Aurangabad-431 004.

REF.NO. SU/COM/2024-25/321-30

Date:- 06-06-2024.

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Deputy Registrar,
Academic Section
Syllabus unit.

Copy forwarded with compliments to :-

- 1] **The Principal all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

Dr. Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhajinagar- 431001



Three Years B. Com.(E-Commerce)
Four Years B. Com.(E-Commerce) (Hons)

And

**Four Years B. Com. (E-Commerce) (Hons with
Research)Degree Programme**

Course Structure

(Revised)

(AS PER NEP-2020)

Subject : E-Commerce

Single Core Discipline

Effective from 2024-25

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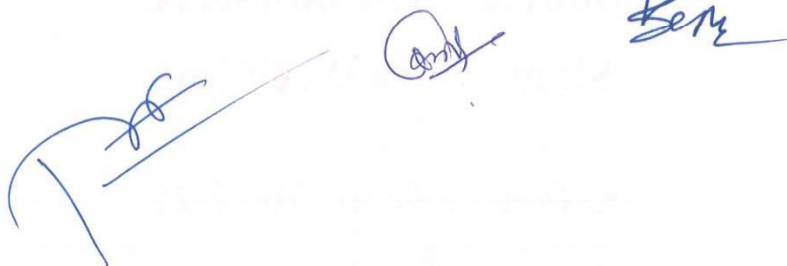
Preface

Every higher education institution aspires to establish a robust foundation for the character development of its students, which, in turn, contributes to the well-being and progress of the nation. Dr. Babasaheb Ambedkar Marathwada University aims to offer programmes and courses which shall lead to transforming the incumbent students into responsible citizens of the nation. The National Education Policy (NEP) based curriculum is set to shape young minds such that they work for constructive purposes. This mainly would be done through sharpening of the skill sets and focusing on the graduate attributes.

To provide students with the opportunity to discover effective methods of thinking and realize their true potential, the University offers the NEP based curriculum for all its undergraduate and post graduate programmes. The NEP approach is designed to deliver focused, outcome-based syllabi at the undergraduate level, structuring the teaching-learning experiences in a more student-centric manner by making the courses flexible and offering students a variety of choices. This approach strengthens teacher-learner interaction, as students engage in programmes of their choice and learn to realize their inner calling.

In the dynamic and rapidly evolving landscape of global commerce, the integration of traditional business practices with modern technology led to evolution of a new area of study known as E-Commerce. The new curriculum for Bachelor of Commerce in E-Commerce (B.Com (E-Commerce)) program is designed to equip students with the essential knowledge and skills required to thrive in this innovative sector. This syllabus is crafted to provide a comprehensive educational experience, blending foundational commerce principles with advanced e-commerce strategies, ensuring graduates are well-prepared for the challenges and opportunities of the digital economy.

As the digital economy continues to grow and evolve, the demand for skilled e-commerce professionals is expected to rise. The B.Com (E-Commerce) program is designed to meet this demand, preparing students to become leaders and innovators in the field.



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**Illustrative credit distribution Structure for B.COM(E-COMMERCE)
(Three / Four Years Honours / Honours with Research) Degree
Programme with Multiple Entry and Exit Options**

B.Com. (E.Com) First Year (1st and 2nd Semester):: Single Core Discipline

Sr. No.	Course Type	First Semester		Total Credits	Second Semester		Total Credits
		Course Code	Credits		Course Code	Credits	
1	Major 1 (Core) M1 Mandatory	DSC-1	4	12	DSC-4	4	12
	Major 2 (Core) M2 Mandatory	DSC-2	4		DSC-5	4	
	Major 3 (Core) M3 Mandatory	DSC-3	4		DSC-6	4	
2	Major Electives (Choose any one from pool of courses)	---	---	---	---	---	---
3	Minor (Choose any one from pool of courses) It is from different discipline of the same faculty	---	---	---	---	---	---
4	GE/OE (Generic / Open Elective) (Choose any one from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE-1	2	2	GE/OE-2	2	2
5	VSC (Vocational Skill Courses) (Choose any one from pool of courses)	-----	---	2	VSC-1	2	2
6	SEC (Skill Enhancement Courses) (Choose any one from pool of courses)	SEC-1	2		-----	-----	
7	AEC (Ability Enhancement Courses) (Common for all faculty)	AEC-1 (English)	2	4	AEC-2 (MIL-1)	2	4
8	VEC (Value Education Courses) (Common for all faculty)	-----	---		VEC-1 (Constitution of India)	2	
9	IKS (Indian Knowledge System) Courses (Common for all faculty)	IKS-1	2		---	---	
10	OJT (On Job Training)	-----	---	2	---	---	2
11	FP (Field Project)	-----	---		---	---	
12	CEP (Community Engagement Project) (Common for all faculty)	----	---		---	---	
13	CC (Co-curricular Courses) (Common for all faculty)	CC-1 (Health and Wellness)	2		CC-2 (Yoga education / Sports & Fitness)	2	
14	RM (Research Methodology) Course	----	---				
15	RP (Research Project)	-----	---				
				22			22
<p align="center">Exit Option : Award of UG Certificate in 3 Majors with 44 credits and an additional 4 credits of core NSQF course / Internship OR continue with Major and Minor</p>							

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B.COM (E-Commerce)

Programme Educational Objectives (PEOs):

Programme Educational Objectives (PEOs) for the Bachelor of Commerce (E-Commerce) Curriculum under the National Education Policy 2020:

- 1. Professional Competence:** Graduates of the Bachelor of Commerce (E-Commerce) program will demonstrate comprehensive knowledge and understanding of core concepts, fundamental principles, theories and practices in various fields of e-Commerce including electronic transactions, online business models, and digital marketing strategies.
- 2. Critical Thinking and Analytical Skills:** Graduates will develop strong critical thinking abilities, enabling them to evaluate information rigorously, analyze data effectively, and make informed decisions based on evidence. They will demonstrate proficiency in applying logical reasoning to solve complex business problems and generate new knowledge.
- 3. Effective Communication:** Graduates will develop effective communication skills, both verbal and written, enabling them to convey ideas, present information, and interact professionally in diverse business environments.
- 4. Leadership and Teamwork:** Graduates will demonstrate leadership qualities and the ability to work effectively in teams, collaborating with diverse stakeholders to achieve common goals and drive organizational success.
- 5. Entrepreneurial mindset:** Graduates will possess an entrepreneurial mindset, capable of identifying opportunities, taking calculated risks, and innovating solutions to create value in business ventures or within existing organizations.
- 6. Ethical and Social Responsibility:** Graduates will understand the ethical principles and values governing business conduct and demonstrate a commitment to responsible and sustainable business practices, contributing positively to society and the community.
- 7. Global Citizenship and Cultural Sensitivity:** Graduates will possess a global perspective and cultural sensitivity, recognizing the interconnectedness of diverse communities and the importance of collaboration across borders. They will engage in cross-cultural dialogue, embrace diversity, and contribute to the advancement of knowledge and understanding on a global scale.

These Programme Educational objectives provide a framework for designing curriculum, instructional methods, and assessment strategies to ensure that graduates of the Bachelor of Commerce program are well-prepared to meet the demands of the dynamic and competitive business landscape.



Programme Outcomes (POs):

The National Education Policy (NEP) 2020 for India emphasizes several key aspects for Bachelor of Commerce (B.Com.) programs, aiming to produce graduates who are not only well-versed in their respective disciplines but also equipped with skills necessary for holistic development and employability. While specific program outcomes may vary between institutions and disciplines within B.Com. programs, here are some common outcomes aligned with NEP 2020:

► **PO1. Contribution to the Economy and Society:** Make significant contributions to the economy and society through their roles as business leaders, entrepreneurs, professionals, and responsible citizens, fostering economic growth, innovation, and social welfare.

► **PO2. Ethics, Environment and Sustainability:** Ability to develop sustainable practical solutions for complex business-related problems within positive professional and ethical boundaries. Develop understanding for social and sustainable business issues and demonstrate the knowledge of and need for sustainable development.

► **PO3. Entrepreneurial Mindset and Innovation:** Cultivate an entrepreneurial mindset, fostering creativity, innovation, and a willingness to take calculated risks to identify and pursue opportunities for value creation and business innovation.

► **PO4. Individual and team work:** Work effectively in diverse teams, demonstrating leadership, interpersonal skills, and the ability to collaborate with others to achieve common goals and solve complex problems.

► **PO5. Communication:** Communicate effectively on complex business-related activities and issues with business counterparts in particular and with the society at large, such as, being able to comprehend and write effective reports and design documentation. To make effective presentations, and give and receive clear instructions.

► **PO6. Digital Literacy and Technological Proficiency:** Demonstrate proficiency in using digital tools, technologies, and information systems relevant to the field of commerce, enabling them to analyze data, automate processes, and adapt to technological advancements.

► **PO7. Continuous Learning and Adaptability:** Embrace lifelong learning, proactively seeking opportunities for professional development, acquiring new skills, and adapting to changing business trends, technologies, and regulatory environments.

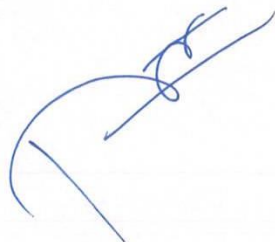
These program outcomes align with the broader goals of NEP 2020 to transform higher education in India and prepare students for the challenges and opportunities of the 21st century.



B.COM(E-Commerce)

Programme Specific Outcomes (PSOs):

- ***PSO1 Comprehensive Understanding of E-commerce Principles:***
Graduates will demonstrate a deep understanding of the fundamental principles, theories, and practices of e-commerce, including electronic transactions, online business models, and digital marketing strategies.
- ***PSO2 Proficiency in Digital Technologies:***
Students will develop proficiency in utilizing various digital technologies and platforms relevant to e-commerce, such as e-commerce platforms, payment gateways, customer relationship management (CRM) systems, and analytics tools.
- ***PSO3 Strategic Decision-Making Skills:***
Graduates will be equipped with the ability to analyze market trends, consumer behavior, and competitive landscapes to make strategic decisions related to e-commerce operations, pricing strategies, product positioning, and expansion opportunities.
- ***PSO4 E-commerce Website Development and Management:***
Students will gain practical skills in designing, developing, and managing e-commerce websites, including aspects such as user experience (UX) design, content management, inventory management, and security protocols.
- ***PSO5 Effective Online Marketing and Sales Techniques:***
Graduates will learn effective digital marketing techniques, including search engine optimization (SEO), social media marketing, email marketing, and online advertising, to drive traffic, generate leads, and maximize sales on e-commerce platforms.
- ***PSO6 Legal and Ethical Considerations in E-commerce:***
Students will understand the legal and ethical issues surrounding e-commerce.
- ***PSO7 Entrepreneurial and Innovation Skills:***
Graduates will develop entrepreneurial mindsets and innovation skills necessary to identify opportunities, develop innovative e-commerce solutions, and launch and manage successful online businesses.



B.COM(E-COMMERCE) (Three / Four Years Honours / Honours with Research) Degree Programme with Multiple Entry and Exit Options

First Semester														
Sr. No.	Course Type	Course Code	Course Title	Teaching Scheme (Hours/Week)			Credits		Total Credits	Scheme of Examination				
				TH	PR	TH	PR	TH		PR	Max Marks	UA	IA	Min Marks
1	Major 1 (Core) M1 Mandatory DSC-1	ECOM-101T	I.T.Fundamentals	2	-	2	-	2	2	50	30	20	20	
				ECOM-102P	-	4	-	2	2	50	30	20	20	
				ECOM-103T	2	-	2	-	2	2	50	30	20	20
				ECOM-104P	-	4	-	2	2	50	30	20	20	
				ECOM-105T	4	-	4	-	4	4	100	60	40	40
2	GE/OE (Generic / Open Elective) GE/OE-1	ECOM-106T	(A)E-Business (B)Personal Wealth Management	2	-	2	-	2	50	30	20	20		
				2	-	2	-	2	50	30	20	20		
3	SEC (Skill Enhancement Courses) SEC-1 (Choose any one from pool of courses)	ECOM-107P	(A) Office Automation Tools (B) E-Marketing	1	2	1	1	2	50	30	20	20		
				1	2	1	1	2	50	30	20	20		
4	AEC /VEC/IKS	AEC-1	English-I (Common for all faculty)	2	-	2	-	2	50	30	20	20		
				2	-	2	-	2	50	30	20	20		
5	OJT/FP/CEP/CC/R P	CC-1	To be offered by University (Common for all faculty) Health & Wellness (Common for all faculty)	2	-	2	-	2	50	30	20	20		
				2	-	2	-	2	50	30	20	20		
								22						

GE/OE-1: 1.E-Business 2.E-Banking (These courses will be offered only to students from other faculties.)

Students of B.Com(E-Commerce) should choose GE/OE course compulsorily from the faculty other than that of Major

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Second Semester

Sr. No.	Course Type	Course Code	Course Title	Teaching Scheme (Hours/Week)		Credits		Total Credits
				Theory	Practical	Theory	Practical	
1	Major 1 (Core) M1 Mandatory	DSC-4	DBMS	2	4	2	2	12
	Major 2 (Core) M2 Mandatory	DSC-5	Programming In C	2	4	2	2	
	Major 3 (Core) M3 Mandatory	DSC-6	Financial Accounting-II	4	-	4	-	
2	GE/OE (Generic / Open Elective) (Choose any one from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE -2	1. e-Retailing 2. e-Advertising	2	-	2	-	2
3	VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-1	1.Application Spreadsheet Software 2.Business Presentations	-	4	-	2	2
		AEC/VEC/IKS	MIL-1* (Common for all faculty)	2	-	2	-	
4	OJT/FP/CEP/CC/RP	VEC-1	Constitution of India (To be Provided by the University)	2	-	2	-	4
		CC-2	Yoga education / Sports & Fitness (To be provided by the university)	2	-	2	-	2
								22

*Hindi/Marathi/Urdu/Sanskrit/Pali

GE/OE-2: 1.E-Retailing 2.E-Advertising (These courses will be offered only to students from other faculties.)
Students of B.Com(E-Commerce) should choose GE/OE course compulsorily from the faculty other than that of Major



B.COM(E-COMMERCE) (Three / Four Years Honours / Honours with Research) Degree Programme with Multiple Entry and Exit Options

Second Semester

Sr. No.	Course Type	Course Code	Course Title	Teaching Scheme (Hours/Week)			Credits		Total Credits	Scheme of Examination		
				TH	PR	TH	PR	Max Marks		UA	IA	Min Marks
1	Major 1 (Core) M1 Mandatory DSC-4	ECOM-201T	DBMS	2	-	2	-	2	50	30	20	20
		ECOM-201P	DBMS -Lab	-	4	-	2	2	50	30	20	20
		ECOM-203T	Programming in C	2	-	2	-	2	50	30	20	20
	Major 2 (Core) M2 Mandatory DSC-5	ECOM-204P	Programming in C-Lab	-	4	-	2	2	50	30	20	20
		ECOM-205T	Financial Accounting-II	4	-	4	-	4	100	60	40	40
		ECOM-206T	(A)E-Retailing (B)E-Advertising	2	-	2	-	2	50	30	20	20
2	GE/OE (Generic / Open Elective) GE/OE-2	ECOM-207P	(A) Application Spreadsheet Software (B) Business Presentations	1	2	1	1	2	50	30	20	20
		AEC-2	English-I (Business Communication-I) (Common for all faculty)	2	-	2	-	2	50	30	20	20
3	VSC (Skill Enhancement Courses) VSC-1 (Choose any one from pool of courses)	VEC-1	Constitution of India (To be Provided by University)	2	-	2	-	2	50	30	20	20
		CC-2	Yoga education / Sports & Fitness (To be provided by the university)	2	-	2	-	2	50	30	20	20
4	AEC /VEC/IKS							22				

GE/OE-2: (A)E-Retailing (B)E-Advertising (These courses will be offered only to students from other faculties.)

Students of B.Com(E-Commerce) should choose GE/OE course compulsorily from the faculty other than that of Major

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DSC-1: IT FUNDAMENTALS

Course Code: ECOM101T

Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. Know the basics of computer systems and information technology.
2. Equip students with knowledge of computer hardware, software, its components and operating system.
3. Aware of different programming languages.
4. Make students understand applications of computer information system in various business fields.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the basic concepts about hardware and software components and data retrieval from various areas of business.
2. Recall and remember the different types of computers available in business industries.
3. Be aware of different programming and machine level languages and steps to develop computer programmes.
4. Create and use the applications of computer information system in various business fields

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Computers, Block Diagram, Computer Generations, Classification of Computers, Distributed Computer System, Parallel Computers. Computer Input Units, Output Units, Computer Memory, Memory Cell, Memory Organization, Read Only Memory, Serial Access Memory, Physical Devices Used to construct Memories, Magnetic Hard disk, floppy Disk Drives, Compact Disk Read Only Memory, Magnetic Tape Drives, Pen Drive.	10 Hrs
II	Low level and high level languages, assemblers, compilers, interpreters, linkers, algorithms, flow charting, decision tables, pseudo code, software concepts: system & application software packages.	10 Hrs
III	Operating System concepts, different types of operating systems, structure of operating system, DOS/UNIX/LINUX commands, working with Windows, Windows 9x/NT/XP, Data Processing, E.Commerce. Internet Extranet- E.mail and its uses-world wide websites-mobile computers. Exploring Windows, Control Panel, Notepad, etc.	10 Hrs
PRACTICALS		60 Hrs

Text Books:

1. Computer and common sense-Roger Hunt and John Shellery
2. Using Micro Computers- Brightman and Dimsdale
3. P.C.Software made simple-R.K.Taxali

Reference Books:

1. Introduction to computers-Alexis Leon and Mathews Leon
2. Information technology for management-Henry C.Lucas



DSC-1: IT FUNDAMENTALS-LAB

Course Code: ECOM102P

Total Credits: 02

Total Contact Hours: Pr-60 Hrs

Maximum Marks: 50

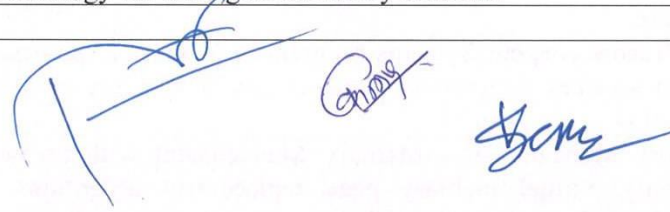
1. Organisation of Computers
2. Computer peripheral devices
3. Operating Systems
4. MS-DOS commands
5. Microsoft Office
6. MS-Word
7. MS-Excel
8. MS-Powerpoint

Text Books:

1. Computer and common sense-Roger Hunt and John Shellery
2. Using Micro Computers- Brightman and Dimsdale
3. P.C.Software made simple-R.K.Taxali

Reference Books:

1. Introduction to computers-Alexis Leon and Mathews Leon
2. Information technology for management-Henry C.Lucas

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DSC-2: OPERATING SYSTEMS

Course Code: ECOM103T

Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To understand the fundamentals of Operating Systems and process management
2. To understand the concepts in memory managements and deadlocks
3. To equip students with knowledge of file management

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the fundamentals of Operating Systems and process management
2. Recall and remember memory management, file management and device management techniques.
3. Understand interprocess communication and synchronization.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction- Evolution of operating systems. Types of operating systems. Different Views of the operating systems, operating system concepts and structure. The Process concept, systems programmer's view of processes. The operating system services for process management, Scheduling algorithms. Performance evaluation.	10 Hrs
II	Memory Management - Memory Management without swapping of paging, swapping, virtual memory page replacement algorithms, modeling paging algorithms, design issued for paging systems, segmentation. File Management-File systems, directories, security protection mechanism, Device Management-I/O Hardware, I/O devices, Device controllers, Direct memory access	10 Hrs
III	Interprocess Communication and Synchronization, need for interprocess synchronization, natural exclusion., semaphores, hardware sport for mutual exclusion, queuing implementation of semaphores, classical problems in concern programming critical region and conditional critical region, monitors, messages deadlocks.	10 Hrs

Text Books:

1. Deitel H.M., "An Introduction to Operating system". Addison Wesley Publishing Company 1984.
2. Milenkovic, M., "Operating Systems – concepts and Design", McGraw Hill International Edition Computer Science Series 1992.
3. William Stallings, "Operating Systems Internals and Design Principles", Pearson, 2018, 9th Edition.

Reference Books:

1. Abraham Silberschatz, Greg Gagne, Peter Galvin. Operating Systems Principles . Wiley Publications. 2006. 7th Edition.
2. Andrew S Tanenbaum, Modern Operating Systems , John Prentice Hall of India Learning. 2014. 4th Edition.
3. D.M. Dhamdhare, Operating Systems: A Concept-based Approach ,Tata McGraw-Hill Education-2012 ,3rd edition

DSC-2: OPERATING SYSTEMS-LAB

Course Code: ECOM104P

Total Credits: 02

Total Contact Hours: Pr-60 Hrs

Maximum Marks: 50

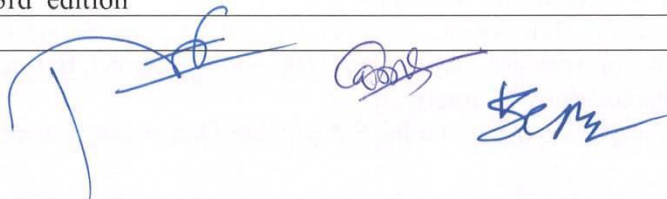
1. Practicals based on Module I
2. Practicals based on Module II
3. Practicals based on Module III

Text Books:

1. Deitel H.M., "An Introduction to Operating system". Addison Wesley Publishing Company 1984.
2. Milenkovic, M., "Operating Systems – concepts and Design", McGraw Hill International Edition Computer Science Series 1992.
3. William Stallings, "Operating Systems Internals and Design Principles", Pearson, 2018, 9th Edition.

Reference Books:

1. Abraham Silberschatz, Greg Gagne, Peter Galvin. Operating Systems Principles . Wiley Publications. 2006. 7th Edition.
2. Andrew S Tanenbaum, Modern Operating Systems , John Prentice Hall of India Learning. 2014. 4th Edition.
3. D.M. Dhamdhare, Operating Systems: A Concept-based Approach ,Tata McGraw-Hill Education-2012 ,3rd edition

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DSC-3: FINANCIAL ACCOUNTING-I

Course Code: ECOM105T

Total Credits: 04

Total Contact Hours: Th-60 Hrs

Maximum Marks: 100

Learning Objectives of the Course:

1. To understand the fundamentals of Accountancy.
2. To orient students with concept and techniques of computing depreciation.
3. To equip learners with preparation of final accounts of sole trading concern
4. To equip students with computations and accounting records of Hire purchase system.
5. To equip students with computations and accounting records of Royalty accounts.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the basic concepts of book keeping and accountancy.
2. Calculate depreciation using various techniques.
3. Prepare final accounts for Sole Trading Concern
4. Prepare accounts for hire purchase transactions.
5. Prepare Royalty accounts

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Book Keeping & Accountancy- Meaning, Definitions, Concepts, Objectives, Need Scope, Classification, and Rules of Accounts, Accounting Cycle, Journal, Ledger, Balancing of Account.	10 Hrs
II	Depreciation: (Numerical) Concept, Computation using Straight line, Diminishing Balance Method	12 Hrs
III	Final Account of Sole Trader:(Numerical) Meaning and Importance, Preparation of Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet, Adjustment.	12 Hrs
IV	Hire purchase System & Installment Method: (Theory on Hire Purchase & Numerical on Installment Method) Meaning, Calculations of Interest, Accounting for hire purchase transactions by Asset purchase method based or full cash price, Journal Entries, Ledger Accounts and Discloser in Balance sheet for hire and vendor.	14 Hrs
V	Goodwill of Partnership Firm Concept of goodwill, need, factors affecting goodwill, valuation of goodwill using Average profit and Super profit method.	12 Hrs

Text Books:

1. Advanced Accounting M.C. Shukla. & S.P. Grewal (S. Chand & Co. Ltd New Delhi.)
2. Advanced Accounting — S.M. Shukla. (Sahityabhavan, Agra.)

Reference Books:

1. Accountancy — Mahurkar & Despande.
2. New Approach to Accountancy- H.R. Kotalwar.
3. Financial Accounting — S.N. Maheshwari & S. K. Maheshvari (Vikas Publication House Pvt. Ltd.)

SCM

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GE/OE-1: (A) E-BUSINESS

Course Code: ECOM106T(A)
Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To equip students with understanding of various e-business models
2. To analyse the role and relevance of e-marketplaces
3. To equip students with knowledge of e-Auctions

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Recognize and describe the concepts of e-Business models, e-marketplaces, and e-Auctions
2. Explain the key characteristics of e-markets
3. Recognize and critically discuss the ethical and social issues in online and e-Business.
4. Design e-Business applications to handle the general operations and management of an online business.

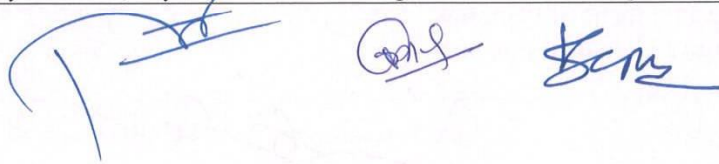
Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction to E-Business: Concepts of e-Commerce and e-Business, Types of EC transactions, e-Business Models, Elements of e-Business Models, Internet Marketing and e-Tailing, Mobile Commerce	12 Hrs
II	E-Marketplaces: Concept of e-Marketplace, Functions. types and their features.	08 Hrs
III	e-Auctions: Concept, characteristics, benefits, limitations and impacts of E-auctions. E-Commerce in the wireless environment.	10 Hrs

Text Books:

1. Chaffey,Dave, Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Pearson, 2014.
2. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
3. R. G. Saha, E-Business, HPH ,10th Edition

Reference Books:

1. Laudon, Ken and Traver, Carol Guercio, E-Commerce 2016, 12th Edition, Pearson, 2016.
2. Schneider, Gary, Electronic Commerce, 12th Edition, Course Technology, 2016.
3. Strauss, Judy and Frost, Raymond D., E-Marketing, 7th Edition, Routledge, 2013.



GE/OE-1: (B) PERSONAL WEALTH MANAGEMENT

Course Code: ECOM106T(B)

Total Credits: 02

Total Contact Hours: Th- 30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To acquaint students with principles of personal finance and planning.
2. To develop skills in budgeting, saving, investment and managing debt.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the need and relevance of planning of personal finances
2. Orient students with basic concepts of saving, investment,
3. Effectively use modern office automation tools,

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction Definition and importance of personal wealth Financial goal setting and decision making Assessing personal wealth wellness	6 Hrs
II	Budgeting and Expense Management Creating a personal budget Tracking expenses and identifying spending patterns Strategies for reducing expenses and increasing savings	8Hrs
III	Saving, Investment and Emergency Funds Importance of saving for emergencies and future goals Types of savings accounts and investment avenues Establishing and maintaining an emergency fund Tax relief giving investment avenues	8 Hrs
IV	Debt Management Understanding different types of debt (e.g., credit card debt, student loans) Debt repayment strategies and consolidation options Avoiding and managing debt effectively	8 Hrs

Text Books:

1. Sinha M. Financial Planning
2. Madura J., Personal Finance

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SEC-1: (A) OFFICE AUTOMATION TOOLS

Course Code: ECOM107P(A)

Total Credits: 02

Total Contact Hours: Th-15 Hrs Pr- 30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

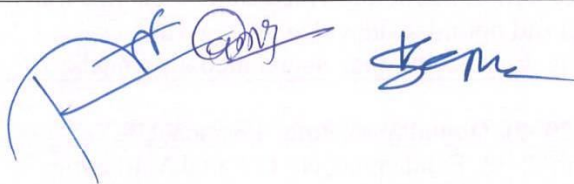
1. To acquaint students with various Office Automation Tools.
2. To enable students use the automation tools.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the need and relevance of office automation.
2. Effectively use modern office automation tools,

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction to Office Automation Definition and importance of office automation, Evolution of office automation tools, Trends and innovations in office productivity software	5 Hrs
II	Microsoft Office Tools Word, Excel, Powerpoint	5Hrs
III	Google Tools Docs, Sheets, Slides, Forms	5 Hrs
Lab Practicals	Microsoft Office Tools Word, Excel, Powerpoint Google Tools Docs, Sheets, Slides, Forms	30 Hrs

Text Books:

SEC-1: (B) E-MARKETING

Course Code: ECOM107P(B)

Total Credits: 02

Total Contact Hours: Th-15 Hrs Pr- 30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To acquaint students with emerging concept of e-Marketing.
2. To equip students with various types of e-marketing

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the fundamentals of e-Marketing.
2. Analyze and evaluate e-marketing strategies employed by businesses to enhance brand visibility and customer engagement.
3. Demonstrate proficiency in utilizing various e-marketing tools and platforms such as affiliate, video, social media, email marketing, SEO.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction to E-Marketing: Concept of E- Marketing or Digital Marketing- Need – e- Marketing Platforms- Organic and Paid e- Marketing- Difference between Traditional Marketing and digital Marketing- Advantages of e- Marketing	7 Hrs
II	Types of e-Marketing Affiliate, Video, e-mail, mobile, blogging, influencer, content marketing, SEO	8 Hrs
Lab Practicals	<input type="checkbox"/> Explore and create accounts on major e-marketing platforms (Google Ads, Facebook Ads, Mailchimp, etc.). <input type="checkbox"/> Compare features and functionalities of various platforms. <input type="checkbox"/> Set up basic profiles and understand dashboard navigation. <input type="checkbox"/> Conduct keyword research using tools like Google Keyword Planner. <input type="checkbox"/> Optimize a webpage for SEO (meta tags, headings, keywords). <input type="checkbox"/> Use Google Analytics to track organic traffic. <input type="checkbox"/> Produce a short marketing video using tools like Canva <input type="checkbox"/> Upload and optimize the video on YouTube. <input type="checkbox"/> Promote the video through social media channels.	30Hrs

Text Books:

1. Chaffey. D. (2019). Digital marketing. Pearson UK
2. Bhatia Puneet (?019): Fundamentals of Digital Marketing

Additional Resources:

- Online tutorials and courses from platforms like HubSpot Academy, Google Skillshop, and LinkedIn Learning.
- Industry blogs and case studies from sources like Moz, Neil Patel, and Social Media Examiner.
- Marketing tool documentation and help centers.

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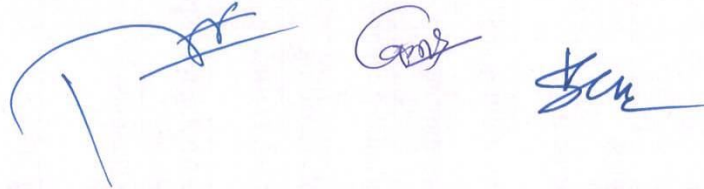
Second Semester

Sr. No.	Course Type	Course Code	Course Title	Teaching Scheme (Hours/Week)		Credits		Total Credits
				Theory	Practical	Theory	Practical	
1	Major 1 (Core) M1 Mandatory	DSC-4	DBMS	2	4	2	2	12
	Major 2 (Core) M2 Mandatory	DSC-5	Programming In C	2	4	2	2	
	Major 3 (Core) M3 Mandatory	DSC-6	Financial Accounting-II	4	-	4	-	
2	GE/OE (Generic / Open Elective) (Choose any one from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE -2	1. e-Retailing 2. e-Advertising	2	-	2	-	2
3	VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-1	1.Application Spreadsheet Software 2.Business Presentations	-	4	-	2	2
4	AEC /VEC/IKS	AEC-2	MIL-1 (Common for all faculty)	2	-	2	-	4
		VEC-1	Constitution of India (To be Provided by the University)	2	-	2	-	
5	OJT/FP/CEP/CC/RP	CC-2	Yoga education / Sports & Fitness (To be provided by the university)	2	-	2	-	2
								22

*Hindi/Marathi/Urdu/Sanskrit/Pali

GE/OE-2: 1.E-Retailing 2.E-Advertising (These courses will be offered only to students from other faculties.)

Students of B.Com(E-Commerce) should choose GE/OE course compulsorily from the faculty other than that of Major



B.COM(E-COMMERCE) (Three / Four-Years Honours / Honours with Research) Degree Programme with Multiple Entry and Exit Options

Sr. No.	Course Type	Course Code	Course Title	Teaching Scheme (Hours/Week)			Credits			Total Credits	Scheme of Examination				
				TH		PR	TH	PR	TH		PR	Max Marks	UA	IA	Min Marks
				TH	PR	TH	PR	TH	PR						
1	Major 1 (Core) M1 Mandatory DSC-4	ECOM-201T	DBMS	2	-	2	-	2	-	2	50	30	20	20	
		ECOM-202P	DBMS -Lab	-	4	-	-	2	-	2	50	30	20	20	
		ECOM-203T	Programming in C	2	-	2	-	2	-	2	50	30	20	20	
		ECOM-204P	Programming in C-Lab	-	4	-	-	2	-	2	50	30	20	20	
2	Major 3 (Core) M3 Mandatory DSC-6	ECOM-205T	Financial Accounting-II	4	-	4	-	4	-	4	100	60	40	40	
		ECOM-206T	(A)E-Retailing (B)E-Advertising	2	-	2	-	2	-	2	50	30	20	20	
3	VSC (Skill Enhancement Courses) VSC-1 (Choose any one from pool of courses)	ECOM-207P	(A) Application Spreadsheet Software (B) Business Presentations	1	2	1	1	1	1	2	50	30	20	20	
		AEC-2	MIL-1* (Common for all faculty)	2	-	2	-	2	-	2	50	30	20	20	
4	AEC/VEC/IKS	VEC-1	Constitution of India (To be Provided by University)	2	-	2	-	2	-	2	50	30	20	20	
		CC-2	Yoga education / Sports & Fitness (To be provided by the university)	2	-	2	-	2	-	2	50	30	20	20	
5	OJT/FP/CEP/CC/RP														
														22	

*Hindi/Marathi/Urdu/Sanskrit/Pali

GE/OE-2: (A)E-Retailing (B)E-Advertising (These courses will be offered only to students from other faculties.)

Students of B.Com(E-Commerce) should choose GE/OE course compulsorily from the faculty other than that of Major

DSC-4: DBMS

Course Code: ECOM201T
Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To introduce students to database management system.
- 2.

Course Outcomes (COs):

After completion of the course, students will be able to-

- 1.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	1. Introduction to Database Management System, Field, File Data Base, Concept, Features, Components, Data Models, language, Normalization	10 Hrs
II	Study of FOXPRO Commands CREATE, APPEND, EDIT, BROWSE, RECALL, COPY, PACK, FIND, LOCATE, REPLACE, DELETE, LIST, SORT, INDEX, Report & Label Generation.	10 Hrs
III	Programming in FOXPRO Creating program files, control, looping & structures, SKIP, INPUT, ACCEPT, SET, DO WHILE, END DO, IF-END IF, FOR, END FOR, DO CASE-END CASE, TEXT, END TEXT.	10 Hrs

Text Books:

- 1) Taxali FoxPro 2.5
- 2) Ahlo H.M. FoxPro 2

Reference Books:

1. Siegal Mastering FoxPro 2.5

DSC-4: DBMS-LAB

Course Code: ECOM202P

Total Credits: 02

Total Contact Hours: Pr-60 Hrs

Maximum Marks: 50

- Using FOXPRO handle the Databases of College Library, Class, Hostel etc.
- Running all commands for database operations.
- Writing of programmes using Modi Comm or Editor in FOXPRO.

Text Books:

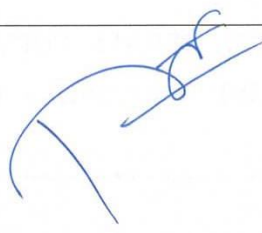
1) Taxali FoxPro 2.5

2) Ahlo H.M. FoxPro 2

Reference Books:

1. Siegal Mastering FoxPro 2.5

SCM



DSC-5: Programming in C

Course Code: ECOM203T

Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. Develop C program using input - output functions and arithmetic expressions
2. Develop C program involving branching and looping statements
3. Implement Arrays and structures using C programs
4. Develop C program using user-defined functions
5. Write C program using pointer

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the fundamentals of Operating Systems and process management
2. Recall and remember memory management, file management and device management techniques.
3. Understand interprocess communication and synchronization.

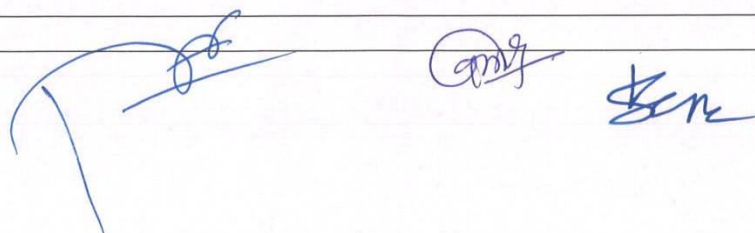
Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Programming and C fundamentals-character set Tokens, identifiers and keywords - data type-constant-variable-expressions - Statements arithmetic operators-relational and logical operators - assignment operators-comparison operators-bitwise operators-conditional operators - library functions.	10 Hrs
II	Input-Output statement-control statement-while, do-while, for...nested-loop-break-continue-switch, go to statement-string functions, arrays-single dimension -multi dimension-accessing arrays-pointers-pointers and arrays.	10 Hrs
III	Functions- definition-accessing a function-passing argument to a function - argument data type-function prototype-program structure: storage classes-automatic external static variable-multi file programs-library functions-recursion Structure and union: definition of structure-processing a structure-user defined data type (type definition) - structure and pointers-passing structure to a function self referential structure-union-files and file handling in brief	10 Hrs

Text Books:

1. Balguruswamy Programming in ANSI C"
2. Yeshwant Kanetkar "Let us C

Reference Books:

1. B. Gottfried "Theory and problems of programming with C" Tata McGraw Hill
2. David Griffiths, Dawn Griffiths- 'Head First C', O'Reilly Media, Inc. ISBN: 9781449345013



DSC-5: - Programming in C-LAB

Course Code: ECOM104P

Total Credits: 02

Total Contact Hours: Pr-60 Hrs

Maximum Marks: 50

1. Practicals based on Module I
2. Practicals based on Module II
3. Practicals based on Module III

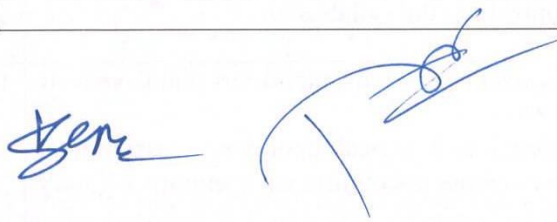
Writing of C programmes using various keywords & functions.

Text Books:

1. Balguruswamy Programming in ANSI C"
2. Yeshwant Kanetkar "Let us C

Reference Books:

1. B. Gottfried "Theory and problems of programming with C" Tata McGraw Hill
2. David Griffiths, Dawn Griffiths- 'Head First C', O'Reilly Media, Inc. ISBN: 9781449345013



DSC-6: FINANCIAL ACCOUNTING-II

Course Code: ECOM205T

Total Credits: 04

Hrs

Maximum Marks: 100

Total Contact Hours: Th-60

Learning Objectives of the Course:

1. To understand the accounting principles and standards.
2. To equip students with preparation of final accounts of non-trading concerns.
3. To help students prepare branch accounts.
4. To enable students prepare departmental accounts.
5. To orient students about preparing Consignment accounts.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the basic concepts about accounting principles and accounting standards.
2. Prepare Final accounts of non-trading concerns.
3. Prepare Branch accounts
4. Prepare departmental accounts.
5. Prepare Consignment accounts

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Accounting Principles and Accounting Standards (Theory) AS-1, AS-2, AS-9, AS-10, AS-17	10 Hrs
II	Final Accounts of Non-trading Concerns (Numerical) Meaning of Non-trading concerns, features, Capital and Revenue Receipts and Expenditures, difference between Receipts and Payments Account, Income and Expenditure Account, Preparation of Final Accounts.	12 Hrs
III	Branch Accounts (Numerical) Meaning of branch and branch account, objectives of branch account. Classification of branches, Accounting for Dependent Branches-Methods of accounting for branch accounting: Debtors System -Meaning, cost price method and invoice price method, accounting entries in the books of head office and ledger accounts. Stock and Debtors System -meaning, accounting entries in the books of head office and ledger accounts	12 Hrs
IV	Departmental Accounts (Numerical) Meaning, Objectives, Advantages of Department Accounts, Accounting Procedure Unitary method and Tabular or Columnar Method, Allocation of Expenses and Incomes, Inter-departmental Transfers, Preparation of Departmental Trading, Profit and Loss Account and Balance Sheet.	12 Hrs
V	Consignment Accounting (Numerical) Meaning of Consignment Account, Distinction between consignment and sale, Valuation of inventories, goods invoiced above cost, normal loss, abnormal loss, Accounting entries in the books of the consignor and consignee, Ledger accounts-consignment account, Goods sent on consignment account, inventories on consignment account, inventory reserve account consignee's account, consignor's account.	14 Hrs

Reference Books:

1. Advanced Accounting M.C. Shukla. & S.P. Grewal (S. Chand & Co. Ltd New Delhi.)
2. Advanced Accounting — S.M. Shukla. (Sahityabhavan, Agra.)
3. Financial Accounting- V.K. Goyal & Ruchi Goyal
4. A New Approach to Accountancy- H.R. Kotalwar

GE/OE-2: E-RETAILING

Course Code: ECOM206T(A)

Total Credits: 02

Maximum Marks: 50

Total Contact Hours: 30 Hrs

Learning Objectives of the Course:

i) To provide an overview of electronic retailing, its importance, and its evolution, especially within the Indian context.

ii) To understand the strategies and technologies that drive e-retailing, focusing on customer experience, digital marketing, and logistics.

iii) To delve into the operational and managerial aspects of e-retailing, including legal, ethical, and sustainability issues.

iv) To provide the foundation for 360 degree dimensional platform of technology and business integration so that it would open vistas for profession, startup, entrepreneurship, business or career.

Course Outcomes (COs):

After completion of the course,

- Students can gain comprehensive knowledge about e-retailing from both theoretical and practical perspectives, equipped with insights from Indian market dynamics.
- Students will gain comprehensive understanding of E-Retailing, aligning with the NEP 2020's emphasis on multidisciplinary and practical learning approaches.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Overview of E-Retailing: Definition and Scope of Retailing, Evolution of Retailing: Advantages and Disadvantages of Retailing, The Role of Internet and Mobile Technologies in Retailing,	10 Hrs
II	E-Retailing and Marketing Concept of E-retailing, Digital , Marketing in E-Retailing: SEO, SEM, Social Media, and Email Marketing, E-Retailing Business Models: B2B, B2C, C2C, and C2B, E-Retailing Platforms and Security and Privacy Issues in E-Retailing	10 Hrs
III	E-Retailing Operations and Management: Inventory Management in E-Retailing, Eco-Friendly Practices and Green Logistics, Fraud and Risk Management in E-Retailing, Managing Returns and Reverse Logistics, Future Trends in E-Retailing,	10 Hrs

Assignments

- Set up a e-retailing Business Model
- Group Project on Digital Marketing Strategy

Text Books:

1. E-Retailing Challenges and Opportunities in the Global Marketplace by S. Dixit and Prakash, Business Science Reference - IGI Global, 2016
2. E-Commerce, Fundamentals and Applications, Henry Chan, Raymond Lee, Wiley India, Reprint 2008.
3. "E-Commerce: Concepts, Models, Strategies" by C.S.V. Murthy, Himalaya Publishing House, 2015
4. E-COMMERCE : AN INDIAN PERSPECTIVE, Joseph, P.T., S.J., Edition : Seventh Ed.

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GE/OE-2: E-ADVERTISING

Course Code: ECOM206T (B)

Total Credits: 02

Maximum Marks: 50

Total Contact Hours: 30 Hrs

Learning Objectives of the Course:

- i. Understand the fundamentals of electronic advertising. Identify different forms of electronic advertising.
- ii. Develop strategic thinking in electronic advertising. Explore various tools and platforms used in electronic advertising.
- iii. Understand the ethical considerations in electronic advertising.
- iv. Develop a critical perspective on privacy and consumer protection issues.
- v. Develop skills in using advertising tools for creating and managing campaigns.
- vi. Explore future trends and technologies in electronic advertising.

Course Outcomes (COs):

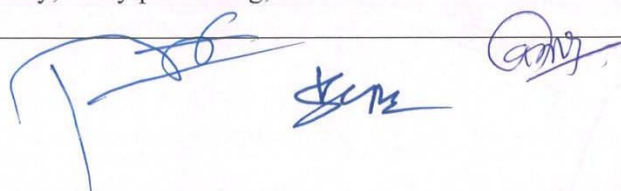
After completion of the course, students will be able to-

It will provide a comprehensive understanding of electronic advertising, combining theoretical knowledge with practical skills, in line with the NEP 2020's emphasis on skill development and application-based learning.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Fundamentals of Advertising: Definition, and Importance of Advertising in Indian Market and impact in the digital era, Evolution and growth of advertising, Advantages and limitations .	10 Hrs
II	Electronic Advertising: Concept of E – Advertising , Types of Electronic Advertising :Display ads, video ads, social media ads, search engine marketing, email marketing, Identifying target audiences, Introduction to SEO	10 Hrs
III	Ad Creation and Design: Basic principles of effective ad design, Tools and software for creating ads (e.g., Canva, Adobe, coral draw), Future Trends in Electronic Advertising, AI and machine learning in advertising	10 Hrs

Text Books:

1. Digital Marketing: Concepts and Cases" by Vandana Ahuja
2. "Marketing Analytics: A Practitioner's Guide to Marketing Analytics and Research Methods" by Ashok Charan , world scientific publishing Co.
3. "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know" by Mark Jeffery, wiley publishing, 2010



VEC-1: Office Automation Tools

Course Code: ECOM207P (A)

Total Credits: 02

Maximum Marks: 50

Total Contact Hours: 15 Hrs Th 30 Hrs Pr

Learning Objectives of the Course:

CO 1: To prepare students to Construct a professionally designed and formatted spreadsheet.

CO 2: To Create various types of charts and enhance charts with drawing tools

CO 3: To Use named ranges, create a database and perform sort, filter and extract.

CO 4: To use advanced formulas and functions from each category of functions provided by Excel.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Demonstrate proficiency in using Microsoft Excel for developing spreadsheets
2. Chart multiple data series and edit the charts
3. Use different functions to analyze, calculate data.
4. Format worksheet cells

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Formulas and Functions in MS-EXCEL : Insert references, Perform calculations by using the SUM, MIN & MAX, COUNT, AVERAGE function.	05 Hrs
II	Decision Making Support Tools: Logical Functions – Practical applications of IF function, Nested IF, AND, OR, NOT functions. What if analysis – Goal Seek, Scenario analysis, Data Tables. Compliance using VLookup & HLookup Function, Pivot Table, Finding Duplicate Entries	05 Hrs
III	Charts, Components of Charts and its Types Create a new chart, Switch between rows and columns in source data, Analyze data by using Quick Analysis Format Charts, Resize charts, Add and modify chart elements , Apply chart layouts and styles, Move charts to a chart sheet	05 Hrs
IV	Lab Sessions 1.Preparation of Financial Statements 2. Preparation of Monthly Sales Register 3. Sales Performance using Charts 4. Comparative Analysis of Financial Performance	30 Hrs

Suggested Readings:

1. Ritu Arora, Mastering Advanced Excel, BPB Publications
2. CA Manmeet Singh Mehta, Microsoft Excel Professional 2021 Guide
3. Denies Sheila S. "Microsoft Office Professional for Windows 95", BPB Publications

BUSINESS PRESENTATIONS

Course Code: ECOM207P (B)

Total Credits: 02

Total Contact Hours: 15 Hrs Th 30 Hrs Pr

Maximum Marks: 50

Learning Objectives of the Course:

- i. Understand the importance of effective business presentations in professional settings.
- ii. Learn key strategies for structuring and delivering engaging presentations.
- iii. Familiarize with tools and technologies for creating visually appealing presentations.
- iv. Develop confidence and competence in public speaking and presentation delivery.

Course Outcomes (COs):

After completion of the course, students will develop;

- Ability to design and deliver effective business presentations tailored to specific audiences and objectives.
- Proficiency in utilizing presentation tools and technologies to enhance visual communication.
- Confidence and competence in public speaking and presentation delivery.
- Critical thinking and problem-solving skills in structuring and adapting presentations to diverse contexts.
- Collaboration and teamwork skills through group presentation assignments.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Unit: I Fundamentals of Business Presentations Importance of effective business presentations, know your audience, define clear objective, self-introduction. , Storytelling technique, supporting data, effective verbal and non-verbal communication. Building Self-confidence. Practicing vocal modulation and body language, eye contact, smooth delivery and timing)	15 Hrs
II	Unit – II: Utilizing Presentation Tools: (Lab) Introduction to Presentation Software (e.g., Microsoft PowerPoint, Keynote, Google Slides): Designing Software (canva , adobe), Feedback Tools (zoom, goggle meet, mentimeter), Data Visualization Software (Tableau, Microsoft Excel).	30 Hrs

Text Books:

1. Business Presentation skills : Prajeet Budhale, Bloomsbury publication 2020
2. The presentation Book by Emma Ledden, Published by Pearson Education, January 2019
3. Microsoft Powerpoint Best Practices, Tips, and Techniques by Chantal Bosse, Packt Publishing . 2023 , ISBN-10

