



Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Autonomous)

Three Year B. Vocational Degree Program

in E-Commerce & Digital Marketing

(Faculty of Vocational)

CBCS Syllabus

FY B.VOC Semester -I

For Department of E-Commerce & Digital Marketing

Tuljaram Chaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

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

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

E-COMMERCE & DIGITAL MARKETING (ECDM)

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

Eligibility criteria : 12th Pass (any stream)

Preamble

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

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

The curriculum for B.VOC- ECDM is developed keeping in mind the *national priorities* and *international practices*. It also attempts to align the programme structure and course contents with student aspirations & recruiter expectations. This syllabus also attempts to align with National Goal of "Make in India",

“Start – Up and Stand – Up India” and “Digital India”.

The B.VOC- ECDM programme prepares a student for a career in diverse sectors of the industry domestically and globally. The B.VOC- ECDM programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.

The B.VOC- ECDM programme curriculum of the Tuljaram Chaturchand College of Arts, Science & Commerce (Autonomous) is developed for the dynamism in the industry practices, evolution in technology and the evolving expectations of key stakeholders viz. students, the industry and faculty members at large. It also has relevance due to changed technological, social, cultural and economic environment of the nation.

Programme Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs) for B.Voc. Programme

PSO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PSO2	Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PSO3	Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PSO4	Research-Related Skills: Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
PSO5	Personal and Professional competence: Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
PSO6	Effective Citizenship and Ethics : Demonstrate empathetic social concern and equity centred national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PSO7	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of, and need for sustainable development.
PSO8	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
PSO9	Trans-disciplinary Research competence: Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

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

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

From 2022-23 to 2024-25

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

**Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
(Autonomous)**

B. VOC (E-COMMERCE) FACULTY: BASKETS OF COURSES AS PER NEP 2020

Academic Year: 2023-2024, Semester-I (Level-4.5)

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

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

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

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

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Major Mandatory
Course Code	: ECD-101-MJM
Course Title	: Business Communication-I (T)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new trends in business communication.
3. To develop business communication skills through the application and exercises.
4. To provide an overview of Prerequisites to Business Communication.

Course Outcomes:

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

- CO1.** To be familiar with the complete course outline / Course Objectives / Learning Outcomes / Evaluation Pattern and Assignments.
- CO2.** To draft effective business correspondence with brevity and clarity.
- CO3.** To stimulate their Critical thinking by designing & developing clean lucid writing skills.
- CO4.** To demonstrate his verbal and non-verbal communication ability through presentations.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction of Business Communication: Introduction, Meaning, Definition, Features, Process of Communication, <i>7Cs of Business Communication</i> / Principles, Importance, Barriers to	7

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

Case studies (Based on the above Units) :

1. Analysis of Case Studies on Business Communication
2. Analysis of Posters/Pictures (Non-Verbal)
3. Barriers to Communication through Case Studies
4. Collection & Drafting of various Business Letters
5. Group Discussions
6. Class Room Presentations on various Topics
7. Interview Skills

References:

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.

4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Major Mandatory
Course Code	: ECD-102-MJM
Course Title	: Fundamentals of Information Technology (T)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. To enable the students to understand the concepts information and technology.
2. To develop skills of students in relation with application of IT in E-Commerce.
3. To introduce the main objectives in a simple language to all undergraduate students, regardless of their specialization.
4. To focus on the IT basics, computer applications, programming, interactive medias, Internet basics etc.

Course Outcomes:

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

- CO1.** Describe the computer and its general features.
- CO2.** Defines computer with his / her own sentences.
- CO3.** Student will be able to express basic computer hardware.
- CO4.** Distinguish computer types and basic concepts.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to Computers and its Applications: Computer as a system, basic concepts, functional units and their inter relation. Milestones in Hardware and Software. Batch	7

	<p>oriented / on–line / real time applications. Application of computers.</p> <p>Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples</p> <p>Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples, Pseudocodes and decision tables.</p>	
2	<p>Interacting with the Computer:</p> <p>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.</p> <p>Output Devices: Monitor, Serial line page printers, plotters, voice response units.</p> <p>Data Storage Devices and Media: Primary storage (Storage addresses and capacity, types of Memory), Secondary storage, Magnetic storage devices and Optical Storage Devices</p>	8
3	<p>Operating System:</p> <p>Overview of Operating Systems; Background and Basics; Definition and types of Operating Systems - MSDos, Windows 9x/XP/Vista/7/8, Linux, MAC OS, Android etc. Process of Booting the Operating System. Win XP/Win 7. Activation and Automatic Updating procedures.</p>	7
4	<p>Computer Networks</p> <p>Definition, Advantages, Architecture: Peer-to-Peer and Client/Server Network. Network Topologies – Star, Ring, Bus, Tree, Mesh, Hybrid. Types of Network – Local Area Network (LAN), Metropolitan Area Network (MAN), Wide Area Network (WAN), Intranet and Internet. Wi-Fi, Bluetooth.</p> <p><i>Introduction to Cloud Computing, Big Data and AI Tools.</i></p>	8
		30

References:

1. Computer Fundamentals – P.K. Sinha.
2. Norton, Peter: Introduction to Computers, McGraw Hill
3. Introduction to Computers – N. Subramanian.

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Major Mandatory
Course Code	: ECD-103-MJM
Course Title	: Programming Lab on MS-OFFICE (P)
No. of Credits	: 2
No. of Teaching Hours	: 60

Course Objectives:

1. To Navigate and perform common tasks in Word, such as opening, viewing, editing, saving, and printing documents, and configuring the application.
2. To Format text and paragraphs. Perform repetitive operations efficiently using tools such as Find and Replace, Format Painter, and Styles.
3. To be proficient in important Microsoft Office programs.
4. To be able to create documents for printing and sharing.

Course Outcomes:

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

- CO1.** Learners will be familiar with some advanced Office functions, including Mail Merge (Word) and formulas (Excel).
- CO2.** Learners will understand how to use Word, Excel, and PowerPoint in a variety of professional, educational, and personal situations. Learners will be able to claim Office proficiency.
- CO3.** Learners will be able to independently create professional-looking documents and presentations.
- CO4.** Learners will be able to create and share presentation.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Ms-Office: MS Office Applications & its Functions; 1. MS Word 2. MS Excel 3. MS PowerPoint 4. MS Access 5. MS Outlook 6. MS OneNote 7. <i>MS Workflow</i> Microsoft Office Versions Office Tools Word Processor Spreadsheet Presentation Tool Database Management System	15
2	MS-Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.	15
3	MS-Power Point: Presentation overview, entering information, Presentation creation, opening and saving presentation, inserting audio and video.	15
4	MS-Excel: Exploring Microsoft Excel, Creating Workbook Files, Editing Worksheet, Managing Worksheets and Workbook Files, Formulas. MS-Workflow: <i>Creating workflow template, mobile workflow, flow management.</i>	15
		60

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Open Elective
Course Code	: ECD-116-OE
Course Title	: Basics of Marketing-I (T)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. To help students to understand the concept of marketing and its applications
2. To expose the students to the latest trends in marketing.
3. To outline key marketing concepts and its application to different markets.
4. To identify factors and processes essential for designing marketing strategy.

Course Outcomes:

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

CO1. Students will be able to identify the scope and significance of Marketing In Domain Industry

CO2. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

CO3. Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

CO4. Students will be able to identify the scope and significance of Marketing In Domain Industry.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to Marketing: Meaning, Definition, Nature, Scope,	7

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

References:

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

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Open Elective
Course Code	: ECD-117-OE
Course Title	: Basics of Marketing-II (P)
No. of Credits	: 2
No. of Teaching Hours	: 60

Course Objectives:

1. To outline key marketing concepts and its application to different markets.
2. To help students to understand the concept of marketing and its applications
3. To expose the students to the latest trends in marketing.
4. To analyze and examine the implementation of marketing concepts and strategy to firms.

Course Outcomes:

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

- CO1.**Students will be able to practice marketing communication skills relevant to the corporate world.
- CO2.**Students will be able to identify the scope and significance of Marketing In Domain Industry.
- CO3.**Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO4.**Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Consumer markets, Factors influencing consumer behavior, Consumer decision making process, analyzing business markets- the procurement process.	15
2	Business Buying behavior. Role of customers in marketing.	15
3	Market Segmentation: Bases for Market Segmentation, Target Market Strategies	15
4	Designing and managing marketing channels, STP policies, marketing mix. <i>Legal and Ethical consideration in marketing, Key marketing metrics, CLV.</i>	15
		60

References:

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

CBCS Syllabus as per NEP 2020 for F.Y.B.A ECD (2023 Pattern)

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Vocational Skill Courses
Course Code	: ECD-121-VSC
Course Title	: Basics of E-Commerce (T)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. To enable students about basic concept of E-Commerce.
2. To aware students about the elements of E-Commerce.
3. Identify and describe basic digital commerce marketing and advertising strategies and tools.
4. Identify and describe the main technologies that support online marketing.

Course Outcomes:

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

- CO1.** Analyze the impact of E-commerce on business models and strategy.
- CO2.** Describe the major types of E-commerce. Explain the process that should be followed in building an E-commerce presence.
- CO3.** Identify the component parts of e-commerce.
- CO4.** Identify the benefits of selling online.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	Introduction to E-commerce: Meaning and concept; E-commerce v/s Traditional Commerce; E-Business & E-Commerce; History of E-Commerce; EDI – Importance, features	7

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

Case studies (Based on the above Units):

1. Case studies regarding E-Commerce
2. Discussion & Survey of E-Commerce

References:

1. Turban, Efraim, and David King, “Electronic Commerce: A Managerial Perspective”, 2010, Pearson Education Asia, Delhi.
2. Kalakota, Ravi, “Frontiers of Electronic Commerce”, 2004, Addison – Wesley, Delhi.
3. Rayport, Jeffrey F. and Jaworksi, Bernard J, “Introduction to E-Commerce”, 2003,
4. Tata McGraw Hill, New Delhi.
5. Smantha Shurety, “E-Business with Net Commerce”, Addison – Wesley, Singapore.
6. Rich, Jason R: Starting an E-Commerce Business, 2007, IDG Books, Delhi.

7. Laudon, Kenneth C and Carol Guercio Traver: E-Commerce business. Technology, 2011, Pearson Education, Delhi.
8. Stamper David A, and Thomas L.Case: Business Data Communications, 2005, Pearson Education, New Delhi.
9. Willam Stallings: Business Data Communications, 2007, Pearson Education, New Delhi

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Skill Enhancement Courses
Course Code	: ECD-126-SEC
Course Title	: Life Skills (P)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. To develop core skills for development of self.
2. To cultivate interpersonal skills for successful life.
3. To develop talent, facilitate employability enabling the incumbent to excel and sustain in a highly competitive world of business.
4. To bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness.

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

- CO1. Develop and exhibit an accurate sense of self. Develop and nurture a deep understanding of personal motivation.
- CO2. Develop an understanding of and practice personal and professional responsibility.
- CO3. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
- CO4. Learn to balance confidence with humility and overcome problems associated with personality.

Topics and Learning Points

UNIT	TOPIC	No. of Hours
1	<p>Introduction To Personality Development</p> <p>The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development.</p> <p>The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analyses.</p>	7
2	<p>Attitude & Motivation</p> <p>Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation</p>	8
3	<p>Self-Esteem</p> <p>Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low selfesteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.</p>	7
4	<p>Other Aspects Of Personality Development</p> <p>Body language - Problem-solving - <i>Emotional intelligence and critical thinking, Role of Indian Ethos in managerial practices, Ethical Behavior</i>, Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics – Good manners and etiquette.</p>	8
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References:

- CO1. “Personality Development and Soft Skills” by Barun Mitra
- CO2. “Personality Development” by Swami Vivekananda
- CO3. “The Power of your Subconscious Mind” by Joseph Murphy
- CO4. “50 Mantra’s of Personality Development” by Aarti Gurav
- CO5. “Personality Development for Students” by Dr Vijay Agrawal
- CO6. “PERSONALITY DEVELOPMENT” by Elizabeth Hurlock
- CO7. “31 Mantras for Personality Development (SEI)” by Abhishek Thakore
- CO8. “Personal Branding, Storytelling And Beyond” by Dr Amit Nagpal and Dr Prakash Hindustani
- CO9. “Personality Development” by Rajiv K Mishra
- CO10. “Complete Personality Development Course” by Surya Sinha

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

Name of the Programme	: B. Vocational in E-Commerce & Digital Marketing
Programme Code	: UVECD
Class	: F.Y.B. Voc.
Semester	: I
Course Type	: Indian Knowledge System
Course Code	: ECD-137-IKS
Course Title	: Evolution of E-Commerce & Digital Marketing (T)
No. of Credits	: 2
No. of Teaching Hours	: 30

Course Objectives:

1. Understand the key features of the Internet audience, the basic concepts of consumer behaviour and purchasing and how consumers behave online.
2. Identify and describe basic digital commerce marketing and advertising strategies and tools.
3. Identify and describe the main technologies that support online marketing.
4. Understand the costs and benefits of online marketing communications.

Course Outcomes:

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

- CO1.** Understand the basic concepts and technologies used in the field of management information systems;
- CO2.** Have the knowledge of the different types of management information systems;
- CO3.** Understand the processes of developing and implementing information systems;
- CO4.** Be aware of the ethical, social, and security issues of information systems.

Topics and Learning Points

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

References:

1. Web Commerce Technology Handbook, by Daniel Minoli, Emma Minoli, McGraw-Hill
2. Frontiers of electronic commerce by Galgotia.
3. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam
Dillon, Ellizabeth Chang, John Wiley