

TITLE

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.

PREAMBLE

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”.

NEED FOR THE CURRICULUM

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

a) New Skills & Competencies desired due to dynamic business environment:

Jobs of today were perhaps not created about 5 years ago. This aspect has a direct linkage with contents and structure of syllabus across the *Knowledge, Skills and Attitude (KSA) dimensions*, which calls for frequent and meaningful updating of the curriculum.

b) Concerns expressed by the Industry:

The industry has expressed concerns about the need for improvement in the *communication skills, interpersonal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude* of the B.VOC- ECDM graduates. *Newer and innovative evaluation methods* are necessary to address these concerns of the industry.

c) Application Orientation:

There is a pressing need to *imbibe application oriented thinking*, based on sound knowledge of management theories, principles and concepts. Management education needs to move out of the classrooms and instead focus on *group activity, field work, experiential learning, etc.* This can be achieved only through a radical change in the evaluation pattern and course delivery methodology.

d) Changing mindset of the Learner:

The profile of the students for the management programme, their learning styles and the outlook towards higher education has undergone a gradual transformation. The expectations of the students from the B.VOC- ECDM programme have changed over the last decade.

e) Integrate a basket of skill sets:

B.VOC- ECDM colleges are expected to imbibe varied aspects of ‘learning beyond the syllabus through innovative curriculum design, contemporary syllabus, effective delivery and comprehensive evaluation.

f) Entrepreneurial aspirations and preparedness for the same:

The youth now aspires to become masters of their own and wish to start up their new ventures. These will create further growth opportunities.

Specifically the following skill sets are in focus:

- i. Reading & Listening Skills
- ii. Problem Definition & Problem Solving Skills
- iii. Application of Technology Tools
- iv. Mastery of Analytics (Quantitative Aspects)
- v. Sensitization to Cross-Functional skills
- vi. Sensitization to Cross-Cultural skills
- vii. Sensitization to Global perspectives
- viii. Peer-based Learning - Working in groups
- ix. Learning by application and doing – Experiential learning
- x. Team building basics and its orientation

B.VOC- ECDM PROGRAMME OBJECTIVES

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

Programme Specific Outcomes (PSOs)

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

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

B. Voc in E-Commerce & Digital Marketing

Course Structure and Syllabus (Pattern- 2022)

(With effects from 2024-25)

THIRD YEAR

Semester-V			Semester-VI		
Subject Code	Name Of The Subject	Credits	Subject Code	Name Of The Subject	Credits
General Component					
UBECDM-351	Entrepreneurship Development	4	UBECDM-361	Legal Aspects in Digital Marketing	4
UBECDM-352	Marketing Research	4	UBECDM-362	Services Management	4
UBECDM-353	Search Engine Optimization	4	UBECDM-363	Business Analytics	4
Skill Component					
UBECDM-354	Graphics Design for Digital Marketing	6	UBECDM-364	Advance Digital Marketing	6
UBECDM-355	Programming Lab on JavaScript and TypeScript	6	UBECDM-365	Google Services	6
UBECDM-356	Internship-III (Social Media Marketing)	6	UBECDM-366	Internship-IV (Advance Digital Marketing)	6

Semester-VI

Paper Code	: UBECDM-361	Total Credits	: 04
Paper Title	: Legal Aspects in Digital Marketing	No. of lectures	: 48

Course Objectives:

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

Course Outcomes:

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

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

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

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

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

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

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

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Media & Freedom : Constitution of India: fundamental rights- Freedom of speech and expression and their limits in context of different countries, Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; <i>IT Act an overview.</i>	12
2	Right to Information: Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Role of the media. Limitation of Right to Information	12
3	Media and Ethics: Media's ethical problems including privacy, right to reply, sting operations. Ethical issues related with ownership of media and national, transnational monopoly. Private treaties between media and corporate houses. Scourge of paid news. Code of ethics;	12
4	Cyber Laws: Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences;; Network service provider's protection; Criminal procedure; IPC. <i>Role of Information and broadcasting ministry.</i>	12
		48

Books recommended:

Text Books:

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

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

PO 2 Critical Thinking and Problem solving

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

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

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

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

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

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

Paper Code	: UBECDM-362	Total Credits	: 04
Paper Title	: Services Management	No. of lectures	: 48

Course Objectives:

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

Course Outcomes:

- CO1. Students will demonstrate an understanding of key service management concepts, including the nature of services, service quality dimensions, and the service delivery process.
- CO2. Students will be able to design and innovate service offerings by applying service design principles and methodologies to enhance customer experiences.
- CO3. Learners will develop the ability to create effective marketing strategies tailored to services, including understanding the unique challenges of promoting intangible products.
- CO4. Students will examine the role of human resources in service organizations, focusing on recruitment, training, and development of service staff.
- CO5. Learners will analyze how technology influences service delivery and enhances customer interactions, including the use of digital tools and platforms.
- CO6. Students will develop analytical skills to identify issues in service delivery and make informed decisions based on operational data and customer feedback.
- CO7. Students will examine the ethical considerations and sustainability challenges in service management and evaluate best practices for responsible service management.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to Services and Service sector: Meaning of Services, Differences between goods and services, Characteristics of Services , Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.	12
2	Services Marketing: Marketing Mix in Traditional Marketing - Inadequacy of Four Ps - Extended Marketing Mix: Product; Pricing; Promotion; Place; People; Process; Physical Evidence, Change in customer preferences and Expectation - Expected services: Levels of Experience-The Zone of Tolerance.	12
3	Introduction to Management of Different Service Sectors: Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services, Hospitality Services: - Concept, Scope and Importance, Profile of Services, H.R.M and Customer Care, Management of Hospitality Services in India. Management of Insurance Services : Concept, Scope and Importance Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced. Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial. Management of other Services : Tourism, Entertainment, Education and Telecommunication, Healthcare Services.	12
4	E-Services: Meaning of e-services, Difference between traditional and E-Services, Types of E- Services-Web based, App Based, Omni Channel E-Services, How Traditional services emerged as E-Services, Digital environment, Factors driving the e- services emergence, Role of Industrial revolution in digitizing services. Role of Changing Consumer Lifestyle in rise of digital services, Digital formats of Public and private services, B2b, B2C e-Services.	12
		48

BOOKS RECOMMENDED:

1. Service Management: Operations, Strategy, and Information Technology, James A. Fitzsimmons, Mona J. Fitzsimmons, McGraw-Hill/Irwin, 2006
2. Service Marketing Concepts Applications & Cases Mk Rampal,SI Gupta, Galgotia Publishing Company
3. Services Marketing: People Technology Strategy, by Wirtz Jochen (Author), Lovelock Christopher (Author), Chatterjee Jayanta, Pearson Education; 8thedition (2017)

4. Services Marketing by Zeithaml, Bitner, Gremler& Pandit, TMGH, 4th Edition
5. Services Marketing: Global Edition by Christopher Lovelock (Author), Jochen Wirtz, Pearson Education; 7 Edition
6. Services Marketing- Valarie A Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, Mcgraw Hill
7. Successful Service Operations Management, Metter, King–Mettters, Pulliman& Walton, Thomson India

Reference Books:

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

Mapping of Program Outcomes with Course Outcomes

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

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

PO 2 Critical Thinking and Problem solving

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

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

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

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

Paper Code : UBECDM-363

Total Credits : 04

Paper Title : Business Analytics

No. of lectures : 48

Course Objectives:

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

Course Outcomes:

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

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Introduction to business analytics: Definition of analytics, Evolution of analytics, The Growing Role of Business Analytics, Business analytics vs. business analysis, Business intelligence vs. Data Science, Data Analyst Vs Business Analyst, Types of Analytics - Descriptive, Diagnostic, Predictive, Prescriptive, Concept of insights. Importance of data in business analytics, Differences between data, information and knowledge, Quality of data, 5Vs of Big Data, Big Data Collection and Ethics, Data sources and collection methods, Data privacy, security, and ethical considerations.	12
2	Applications of business analytics: Marketing Analytics, Stock Marketing, Financial Analytics, Human Resources Analytics, Operations Analytics, Health Care Analytics, Agri Business Management Analytics.	12
3	Data analytics and data visualization: Analytical decision-making: Analytical decision-making process, characteristics of the analytical decision making process. Breaking down a business problem into key questions that can be answered through analytics, Characteristics of good questions, Skills of a good business analyst. The Basic Tools of Business Analytics: Data exploration and visualization (using tools like Excel, Tableau, or Power BI), Concept of Statistical analysis and hypothesis testing (Hypothesis testing numerical / tests not expected). Data Visualization: Concept of Data Visualization, Popular Data Visualization tools, Exploratory Data Analysis(EDA), Data Cleaning, Data Inspection.	12
4	Business analytics in Digital Marketing: Artificial intelligence, Machine learning, Block chain, R+ Programming, Python.	12
		48

Practicals: Based on above topics

Books recommended:

Text Books:

1. Davenport, T. H., & Harris, J. G. (2007). "Competing on analytics: The new science of winning". Harvard Business School Press.
2. Provost, F., & Fawcett, T. (2013). "Data science for business: What you need to know about data mining and data-analytic thinking". O'Reilly Media.
3. Sharda, R., Delen, D., & Turban, E. (2019). "Business intelligence, analytics, and data science: A managerial perspective" (4th ed.). Pearson.

4. Hastie, T., Tibshirani, R., & Friedman, J. (2009). "The elements of statistical learning: Data mining, inference, and prediction" (2nd ed.). Springer.
5. Knaflig, C. N. (2015). "Storytelling with data: A data visualization guide for business professionals". Wiley.
6. Pearl, J., & Mackenzie, D. (2018). "The book of why: The new science of cause and effect". Basic Books.
7. Lewis, M. (2016). "Marketing data science: Modeling techniques in predictive analytics with R and Python". Pearson FT Press.
8. Siegel, E. (2016). "Predictive analytics: The power to predict who will click, buy, lie, or die". Wiley.
9. Winston, W. L. (2014). "Marketing analytics: Data-driven techniques with Microsoft Excel". Wiley.
10. Narayanan, A., & Bhattacharya, A. (2023). "Big data in finance: Data analytics in financial services and banking". Wiley.
11. Fitz-enz, J. (2010). "The new HR analytics: Predicting the economic value of your company's human capital investments". AMACOM.
12. Raghupathi, W., & Raghupathi, V. (2014). "Big data analytics in healthcare: Promise and potential". Health Information Science and Systems, 2(1), 1-10.
13. Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). "Designing and managing the supply chain: Concepts, strategies, and case studies" (3rd ed.). McGraw-Hill/Irwin.

Reference Books:

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1			1			
CO2	2			3			
CO3				2			
CO4				1			
CO5		3		1			
CO6					3		
CO7					3		
CO8			2			1	1

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

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

PO 2 Critical Thinking and Problem solving

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

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

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

PO 4 Research-Related Skills

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

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

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

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

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

PO 5 Personal and Professional competence

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

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

Paper Code : UBECDM-364

Total Credits : 06

Paper Title : Advance Digital Marketing

No. of lectures : 60

Course Objectives:

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

Course Outcomes:

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

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

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

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

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

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

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

CO8. Learners will gain insights into managing and optimizing digital advertising campaigns, including programmatic buying, retargeting, and display advertising.

CO9. Students will be able to effectively position a brand and develop strategies for brand loyalty through digital platforms.

CO10. Familiarity with key digital marketing tools (e.g., Google Analytics, SEMrush, HubSpot, and social media management platforms) will be emphasized.

CO11. Ability to manage digital marketing projects from inception to execution and evaluation, understanding timelines, budgets, and resource allocation.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Content marketing (Developing content Marketing strategy): Ideal content Marketing Content Marketing Overview and Strategy Content Marketing Channels Writing Messages and Creating Content Getting Your Message Into the Media Content Strategy & Challenges Blog Marketing Social Media Marketing Channels Image Marketing Video Marketing Article and Press Release Marketing <i>Case studies</i>	15
2	E-Mail Marketing: Getting Started Elements of Marketing Emails Email Content Email Marketing Plan Build your Email List Choosing your Email Platform Measuring your Email Campaign's Success <i>Case studies</i>	15
3	Affiliate Marketing & Freelancing: Introduction to affiliate marketing Partnership with affiliate networks, adsense & ad networks Setting up an affiliate website <i>Strategy / planning & case studies</i> Freelancing: An Introduction to Freelance Determining What to Write Finding Markets	15

	The Query or Proposal Making the Sale Building Your Portfolio Freelance Tools and Resources <i>Case studies</i>	
4	Video Marketing: How to Create a Successful Video Marketing Strategy The Best Types of Online Video Content Video Production Video Metrics to Track and How to Analyze Them Animated video creation, <i>Different applications to develop video marketing.</i>	15
		60

Practicals: Based on above topics

Practical No.1: Content Writing.

Practical No.2: Content Marketing (Developing content Marketing strategy).

Practical No.3: Image Marketing.

Practical No.4: Blog Marketing.

Practical No.5: Social Media Marketing Channels.

Practical No.6: E-Mail Marketing.

Practical No.7: Affiliated Marketing.

Practical No.8: Freelancing.

Practical No.9: Video Production.

Practical No.10: Video Marketing.

Practical No.11: Voice Over Production.

Practical No.12: Voice Over Marketing.

Practical No.13: Article and Press Release Marketing.

Books recommended:

Text Books:

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

Reference Books:

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CO2		1		3			
CO3							
CO4							
CO5			2			1	
CO6							
CO7							1

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

PO 2 Critical Thinking and Problem solving

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

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

Paper Code : UBECDM-365

Total Credits : 06

Paper Title : Google Services

No. of lectures : 60

Course Objectives:

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

Course Outcomes:

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

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Google AdSense: Introduction- Overview of Google AdSense, Setting Up Google AdSense, Understanding Ad Formats and Optimization- Ad Formats and Types, Ad Placement and Optimization Techniques, Enhancing Revenue and Performance Tracking- Maximizing Revenue with AdSense, Analytics and Performance Metrics, Policy Compliance and Advanced Strategies- AdSense Policies and Compliance, Advanced Strategies and Future Outlook.	15
2	Google AdWords: Introduction to Google Ads, Google Ads Account Setup, Campaign Types, Keyword Research, Creating Effective Ads, Campaign and Ad Group Structure, Targeting and Audiences, Performance Tracking and Analytics, Optimization Strategies, Advanced Features, Best Practices and Compliance, Case Studies and Real-World Applications.	15
3	Google Analytics: Introduction, Getting Started with Google Analytics, Setting up a Google Analytics account, Understanding Google Analytics interface, Understanding Data, Types of data collected (visits, users, sessions, page views), Understanding the real-time reporting, Audience Reports, Acquisition Reports, Behavior Reports, Conversion Tracking, Advanced Features of Google Analytics, Custom reports and dashboards, Integration with Other Platforms, Linking Google Analytics with Google Ads, Privacy and Compliance, Reporting and Insights, Case Studies and Practical Applications.	15
4	Other Google Services: Google Workspace- Gmail, Google Form, Google Drive, Google Docs, Google Sheets, Google Slides, Google Calendar, Google Meet, and Google Cloud Platform, Google Data Studio.	15
		60

Practicals: Based on above topics

Practical No.1: Setting up Google AdSense.

Practical No.2: Ad placement and optimization techniques.

Practical No.3: Google Ads account setup.

Practical No.4: Keyword research.

Practical No.5: Creating effective ads.

Practical No.6: Getting started with Google analytics.

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

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

Practical No.9: To create the audience reports.

Practical No.10: To create the acquisition reports.

Practical No.11: To create behavior reports.

Practical No.12: To create conversion tracking reports.

Practical No.13: To create Google workspace account.

Practical No.14: To create Gmail account.

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

Books recommended:

websites for references:

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2					1		
CO3		3					
CO4							
CO5			1				
CO6				1			
CO7							2
CO8						2	

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

Justification for the mapping

PO 1 Disciplinary Knowledge

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

PO 2 Critical Thinking and Problem solving

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

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

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

PO 4 Research-Related Skills

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

PO 5 Personal and Professional competence

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

PO 6 Effective Citizenship and Ethics

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

PO 7 Environment and Sustainability

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

Paper Code	: UBECDM-366	Total Credits	: 06
Paper Title	: Internship-IV(Advance Digital Marketing)	No. of lectures	: 60

Course Objectives:

1. To analyze and compare various digital marketing channels including SEO, PPC, social media, content marketing, email marketing, and affiliate marketing, and understand their unique roles in a comprehensive marketing strategy.
2. To develop skills in using analytics tools (e.g., Google Analytics, social media insights) to gather, interpret, and act upon data to inform marketing strategies and improve campaign effectiveness.
3. To create and implement comprehensive content marketing strategies, including content creation, distribution, and promotion across various platforms to build brand authority and engage target audiences.
4. To learn advanced techniques for creating, managing, and promoting social media campaigns that drive engagement, enhance brand awareness, and lead to conversions.
5. To understand advanced PPC strategies including bid management, keyword research, ad copy optimization, and retargeting campaigns to maximize return on investment.
6. To analyze consumer behavior and how it impacts marketing strategies, and utilize psychological principles to enhance campaign effectiveness.
7. To stay updated with the latest trends and technologies in digital marketing, such as AI-driven marketing, chatbots, voice search, and personalized marketing, and understand how to adapt strategies accordingly.
8. To develop skills in project management that will enable the successful planning, execution, and monitoring of digital marketing campaigns.

Course Outcomes:

- CO1. Interns will gain a deep understanding of various digital marketing strategies, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), content marketing, social media marketing, email marketing, and analytics.
- CO2. Interns will become proficient in using digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Ads Manager, SEO tools (like Moz or SEMrush), and email marketing platforms (like Mailchimp or HubSpot).
- CO3. Interns will gain experience in designing, launching, and managing digital marketing campaigns. This includes developing content, setting up ad campaigns, and optimizing campaigns for better performance.
- CO4. Interns will learn to manage multiple tasks and projects effectively, including coordinating with team members, setting timelines, and meeting deadlines.
- CO5. Interns will enhance their ability to communicate effectively with clients, team members, and stakeholders, and work collaboratively in a professional setting.
- CO6. Interns will stay updated with the latest trends and best practices in digital marketing, such as emerging technologies, new platforms, and changes in algorithms.
- CO7. Interns will make valuable connections within the industry, which can be beneficial for future career opportunities and mentorship.

CO8. Interns will develop a better understanding of career paths within digital marketing and the skills and qualifications needed to succeed in the field.

PROJECT ON AVANCED DIGITAL MARKETING:

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

The project shall include the following:

1. Company Overview
2. Product and/or Service Description
3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
4. Website Purpose
5. Target Customer
6. Market Description/Competitive Analysis
7. SWOT Analysis
8. Unique Selling Proposition or Value Proposition
9. Revenue Generation
10. Web Marketing Medium Suggestion(s) (How will you get there?)
11. New Website/Web Redesign
12. Search Engine Marketing
13. E-mail
14. Online Advertising
15. Social Media
16. Affiliate Marketing
17. Website optimization/analytics
18. Viral Marketing
19. Traditional Media
20. Online Networking
21. Marketing Execution Plan

22. Budget

23. Tracking and Analysis (how can you tell when you're there, or what's working?)

Recommended Books:

1 Text Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.

2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.

3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick

4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

2 Reference Books

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.

6. Advanced Web Metrics with Google Analytics by Brian Clifton.

7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2	3						1
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CO4		2					
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CO6				1			
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CO8			1				

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

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Interns will gain a deep understanding of various digital marketing strategies, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), content marketing, social media marketing, email marketing, and analytics.

CO2. Interns will become proficient in using digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Ads Manager, SEO tools (like Moz or SEMrush), and email marketing platforms (like Mailchimp or HubSpot).

PO 2 Critical Thinking and Problem solving

CO4. Interns will learn to manage multiple tasks and projects effectively, including coordinating with team members, setting timelines, and meeting deadlines.

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

CO8. Interns will develop a better understanding of career paths within digital marketing and the skills and qualifications needed to succeed in the field.

PO 4 Research-Related Skills

CO6. Interns will stay updated with the latest trends and best practices in digital marketing, such as emerging technologies, new platforms, and changes in algorithms.

PO 5 Personal and Professional competence

CO7. Interns will make valuable connections within the industry, which can be beneficial for future career opportunities and mentorship.

PO 6 Effective Citizenship and Ethics

CO5. Interns will enhance their ability to communicate effectively with clients, team members, and stakeholders, and work collaboratively in a professional setting.

PO 7 Environment and Sustainability

CO2. Interns will become proficient in using digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Ads Manager, SEO tools (like Moz or SEMrush), and email marketing platforms (like Mailchimp or HubSpot).