



!! सिद्धिरनेकान्तात् !!

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati



- Affiliated to Savitribai Phule Pune University, Pune (M.S.) India •
 - Empowered Autonomous •
 - Religious Minority Institution •
- NAAC REACCREDITED 'A+' Grade (CGPA 3.55) •
- Website : www.tccollege.org •

Department of E-Commerce & Digital Marketing



DEPARTMENT PROFILE

The B.VOC- ECDM (E-Commerce & Digital Marketing) programme curriculum of the Tuljaram Chaturchand College of Arts, Science & Commerce (Autonomous) is developed and established in August 2019 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.

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”.

VISION AND MISSION OF THE DEPARTMENT

VISION

To provide affordable quality education, while equipping students with knowledge and skills in their chosen stream, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into future leaders, entrepreneurs and above all good human beings.

MISSION

- To provide global level e-commerce & digital marketing skills to student.
- Excellence in teaching -learning process as reflected in results.
- Global rich educational e-commerce & digital marketing courses.
- Equip students with the skills needed to adapt better to the changing global scenario and gain access to multiple career opportunities.
- Help and support to student start the digital marketing agency.

KEY FEATURES

1. Unique pedagogy as per industry requirements
2. Highly qualified and experienced faculty
3. Placement Assistance
4. Specific skills to enhance employability
5. Occupational skills to enable entrepreneurial initiatives
6. Industry Collaboration
7. Personality and soft skill development training
8. Curriculum Focus
9. Hands-On Experience
10. Emerging Technologies

JOB OPPORTUNITIES

1. E-Commerce Executive
2. Digital Marketing Executive
3. Executive – Telesales – E-Commerce
4. Digital Marketing Experts
5. Web Analytics
6. Senior E-Commerce Executive
7. Associate Director
8. Business Development Manager
9. E-Commerce Manager
10. Digital Marketing Manager
11. Development Manager for an E-Commerce Start-up
12. Global E-Commerce Expert
13. Front End Architect
14. Category Manager
15. Key Account Manager
16. Digital Marketing Specialist -E-Commerce

TEACHER PROFILE

Sr. No.	Name of Teacher	Designation	Qualification	Teaching Experience
1	Mr. Sunil J. Pawar	HOD & Assistant Professor	MBA (Marketing Management)	02 Years
2	Ms. Snehal R. Takawane	Assistant Professor	M.Sc. (Comp. Sci.)	01 Years

PROGRAMME AND COURSES OFFERED

Undergraduate

Sr. No.	Name of the Programme	Date of Establishment	Duration
1.	B.Voc. E-Commerce & Digital Marketing	August 2019	03 Years

SKILL DEVELOPMENT COURSE

1. Business Communication
2. Life Skills
3. Programming Lab on MS-Office
4. Programming Lab on HTML & DHTML
5. Programming Lab on DBMS & MySQL
6. Basics of Marketing
7. Fundamentals of Management
8. Marketing Management
9. Hardware Networking & System Administration
10. Digital Marketing
11. Programming Lab on C & OOP through C++
12. Internship
13. Programming Lab on PHP
14. Wordpress
15. Social Media Marketing
16. Integrated Marketing Communication
17. Software Engineering
18. Entrepreneurship Development
19. Marketing Research
20. Search Engine Optimization
21. Graphics Design for Digital Marketing
22. Programming Lab on JavaScript and TypeScript
23. Services Management
24. Business Analytics
25. Advance Digital Marketing
26. Digital Media and the Law

FACILITIES

- Well Equipped Infrastructure
- Well Equipped Computer Lab
- Digital Classroom

ACTIVITIES / LIST

- Fresher's Party
- Guest Lectures
- Industrial Visits
- Workshops
- Startup Competition
- Digital Payment Awareness
- Farewell Party

COLLABORATION AND MoU

- The department has signed a memorandum of understanding with the Fusion Infinity Solutions Pvt. Ltd., Baramati.

CONTACT US

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