COMMON FOR BCOM/BBA

SKILL ENHANCEMENT COURSES

1	Course Title	DIGITAL MARKETING
2	Course Code	COM/BBA (SEC) – 101
3	Typology of Course	SKILL ENHANCEMENT COURSE (SEC)
4	Course Duration/ LTP (Lectures, Tutorials, Practical)	**30 hours** of **lectures** for **Theory** + **30 hours of practical** (1 credit = 15 hours of **theory learning** based on 3 hrs./week) (1 credit = 30 hours of **practical** based on 2 hrs./week) (1 credit = 15 hours of **tutorials** based on 1 hr./week) **(1 Semester = 15 weeks)** **2-groups will be created for the purpose of Practical for each unit of B.Com**
5	Credits	3 Credits Theory + Practical = 2+1 credits
6	Max. Marks and Time	75 Marks (60 TH + 15 IA) 4X5 + 4 X 10 = 60 Marks 1. The exam of this course will be of 3 hours duration. 2. There will be no objective type questions.
7	Course Objectives	Digital Marketing and Social Media have transformed marketing and business practice across the globe. This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.
8	Course Outcomes	Upon successful completion of the course students will be able to learn; CO1. Traditional Marketing and Digital Marketing CO2. Analyze Online Micro and Macro Environment CO3. Design and Create website CO4. Discuss search engine and social media marketing CO5. Create blogs, videos, and share
9	Pedagogy of the Course Work	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
10	Instructions for paper setters and candidates	Note : The question paper of each subject covering the entire course shall be divided into three sections Section A (20 marks) This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks. Section B (20 marks) This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks.

<table>
<tr><td colspan="2"></td><td>Section C (20 marks) This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks.</td></tr>
<tr><td>11</td><td>Course Content</td><td>

Unit – I

Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online market place analysis Micro Environment – Online Macro Environment - trends in digital marketing – competitive analysis.

Unit - II

SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization – Role of Search Engine Operation- google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions Social media and E mail Marketing.

Practical Work:
- Digital Marketing Implementation for any product
- Create the Digital Marketing Webpage
- Conducting the Search Engine Optimization and Search Engine Marketing
- Using Google Analytics to analyze website performance
- Creating YouTube Channel for Marketing

</td></tr>
<tr><td>12</td><td>**Suggested Readings**</td><td>

- Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry, publisher John Wiley first edition 2020.
- Youtility by JayBaer, Published by Gilda MedialL C Portfolio 2013,
- Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013
- New Rules of Marketing and PR by David Meerman Scott.Wiley, 2017
- Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley &Sons.
- Digital Marketing 2020 by Danny Star, Independently Published, 2019

</td></tr>
</table>

<table>
<tr><td>1</td><td>**Course Title**</td><td>**Data Analytics**</td></tr>
<tr><td>2</td><td>Course Code</td><td>COM/BBA (SEC) – 101 A</td></tr>
<tr><td>3</td><td>Typology of Course</td><td>SKILL ENHANCEMENT COURSE (SEC)</td></tr>
<tr><td>4</td><td>Course duration/LTP (Lectures, Tutorials, Practical)</td><td>**30 hours of lectures for Theory + 30 hours of practical**
(1 credit = 15 hours of **theory learning** based on 3 hrs./week)
(1 credit = 30 hours of **practical** based on 2 hrs./week)
(1 credit = 15 hours of **tutorials** based on 1 hr./week)
(1 Semester = 15 weeks)
2-groups will be created for the purpose of Practical for each unit of B.Com</td></tr>
<tr><td>5</td><td>Credits</td><td>3 Credits
Theory + Practical = 2+1 credits</td></tr>
</table>

6	Max. Marks and Time	75 Marks (60 TH + 15 IA) 4X5 + 4 X 10 = 60 Marks 1. The exam of this course will be of 3 hours duration. 2. There will be no objective type questions.
7	Course Objectives	The course is aimed to equip learners with the necessary skills and knowledge to effectively utilize spreadsheet software and related tools for data management, analysis, and reporting tasks.
8	Course Outcomes	On successful completion of the course, students would be able to learn: CO1: Understanding the basic layout and functions of spreadsheet software and Navigating the interface, including ribbons, menus, and toolbars. CO2: Applying formulas to perform calculations and manipulate data dynamically. CO3: knowing Data Sorting and Filtering, Pivot Tables and Pivot Charts and solver add-ins. CO4: Configuring print settings such as page orientation, margins, and scaling, Adding headers, footers, and page numbers to printed documents etc.
9	Pedagogy of the Course Work	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies, on the system training and other tools as per the needs of the learner.
10	Instructions for paper setters and candidates	Note: The question paper of each subject covering the entire course shall be divided into three sections Section A (20 marks) This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks. Section B (20 marks) This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks. Section C (20 marks) This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks.
11	Course Content	**UNIT-1** Introduction to spreadsheet, Working with spreadsheets Formula/Functions – Lookup tools and Reference Functions, Logical Functions, Database Functions, Date and Time Functions, Information Functions, Mathematical and Statistical Functions, Financial formula plans. Text Functions, **UNIT-2** Conditional Formatting, Data Sorting and Filtering, Pivot Tables, Pivot Charts, Introduction to Solver Add-in, Excel Charting, Print settings for spreadsheets. Or Any one accounting software as made available by the college.
12	Practical work	The entire syllabus should be covered using any software (like Microsoft or Google sheets etc.) providing spreadsheet software.

13	Suggested Readings	"Excel Essentials: Using Microsoft Excel for Data Analysis and Decision Making" by Scott McDaniel and Brett Barry; Publisher: Holy Macro! Books; 1st Edition; 2015 "Microsoft Excel 2016 Step by Step" by Curtis Frye; Publisher: Microsoft Press; 1st Edition; 2015 "Excel Formulas and Functions: Step-By-Step Guide with Examples" by Adam Ramirez; Publisher: Independently published; 1st Edition; 2020 "Microsoft Excel Data Analysis and Business Modeling" by Wayne Winston; Publisher: Microsoft Press; ; 5th Edition; 2019 "Excel 2016 Power Programming with VBA" by Michael Alexander and Richard Kusleika; Publisher: Wiley; 1st Edition; 2016

1	**Course Title**	Security Analysis
2	Course Code	COM/BBA (SEC) – 101B
3	Typology of Course	SKILL ENHANCEMENT COURSE (SEC)
4	Course duration/LTP (Lectures, Tutorials, Practical)	**30 hours of lectures for Theory + 30 hours of practical** (1 credit = 15 hours of **theory learning** based on 3 hrs./week) (1 credit = 30 hours of **practical** based on 2 hrs./week) (1 credit = 15 hours of **tutorials** based on 1 hr./week) **(1 Semester = 15 weeks)** **2-groups will be created for the purpose of Practical for each unit of B.Com**
5	Credits	3 Credits Theory + Practical = 2+1 credits
6	Max. Marks and Time	75 Marks (60 TH + 15 IA) 4X5 + 4 X 10 = 60 Marks 1. The exam of this course will be of 3 hours duration. 2. There will be no objective type questions.
7	Course Objectives	This course helps you understand the most important parameters from the financial statements such as balance sheet, income statement and cash flow statement. Further it enables to learn concepts of Technical Analysis, Understand demand and supply of price movements and Ability to analyze a price chart and make informed trading/investment decisions
8	Course Outcomes	On successful completion of the course, students will be able to learn: CO1: Understanding of securities available in the market. CO2: Knowledge of financial statements and their application in analysis. CO3: Knowledge of economy, industry and company parameters for having wider viewpoint. CO4: Identification of price trends and Forecasting Price Movements CO5: Development of trading strategies and risk management techniques.
9	Pedagogy of the Course Work	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies, on the system training and other tools as per the needs of the learner.

10	Instructions for paper setters and candidates	Note: The question paper of each subject covering the entire course shall be divided into three sections Section A (20 marks) This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks. Section B (20 marks) This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks. Section C (20 marks) This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks.
11	Course Content	**Unit -1** **Basics of Equity Fundamentals**: Industry & Economics Analysis, Financial Research Analysis, How to Identify Valuation Parameters, Three Statement Analysis, Evaluating Sector & Industry Structure – Top down vs. Bottom Up approach, Understanding Competitive Advantage and how it affects companies. **Unit -2** **Basics of technical analysis:** Meaning and its basic assumptions, Dow theory, Charts- Candlestick chart patterns and its various types of candles, Pattern study-Support and resistance, head and shoulders, Gap theory, double top and double bottom, Indicators and Oscillators-Moving averages, application of Simple and exponential moving averages, Moving average convergence/divergence, Momentum study, Relative strength index, Understanding volume for analysis
12	Practical work	Using stock market website like BSE, NSE, et-markets, money control, screener etc. for fundamental analysis and trading view, et markets, money control, yahoo finance etc. for technical analysis should be used for covering entire syllabus. The entire syllabus must be viewed as applied one and covered using real time online stock market platforms.
13	Suggested Readings	"Technical Analysis of the Financial Markets" by John J. Murphy; Publisher: Prentice Hall; 1st Edition; Year: 1999 "Japanese Candlestick Charting Techniques" by Steve Nison; Publisher: Prentice Hall Press; 2nd Edition; Year: 2001 "Technical Analysis Explained" by Martin J. Pring; Publisher: McGraw-Hill Education; 4th Edition; Year: 2001 "Technical Analysis of Stock Trends" by Robert D. Edwards and John Magee; Publisher: CRC Press, 11th Edition; Year: 2020 "Trading for a Living" by Dr. Alexander Elder; Publisher: John Wiley & Sons; 2nd Edition; Year: 1993 "Encyclopedia of Chart Patterns" by Thomas N. Bulkowski; Publisher: Wiley; 2nd Edition; Year: 2005 "Technical Analysis from A to Z" by Steven B. Achelis; Publisher: McGraw-Hill Education; 2nd Edition; Year: 2001

1	Course Title	TALLY PRIME APPLICATIONS IN ACCOUNTING
2	Course Code	COM/BBA (SEC) – 101 C

3	Typology of Course	SKILL ENHANCEMENT COURSE (SEC)
4	Course Duration/ LTP (Lectures, Tutorials, Practical)	**30 hours** of **lectures** for **Theory + 30 hours of practical** (1 credit = 15 hours of **theory learning** based on 3 hrs./week) (1 credit = 30 hours of **practical** based on 2 hrs./week) (1 credit = 15 hours of **tutorials** based on 1 hr./week) **(1 Semester = 15 weeks)** **2-groups will be created for the purpose of Practical for each unit of B. Com**
5	Credits	3 Credits Theory + Practical = 2+1 credits
6	Max. Marks and Time	
		75 Marks (60 TH + 15 IA) 4X5 + 4 X 10 = 60 Marks 1. The exam of this course will be of 3 hours duration. 2. There will be no objective type questions.
7	Course Objectives	• Understand the key features, modules, and capabilities of the Tally accounting software. • Gain proficiency in setting up and configuring Tally to meet the specific requirements of an organization. • Develop skills in generating financial reports, such as balance sheets, income statements, and cash flow statements. • Understand the importance of data security, backup, and compliance in the context of accounting software.
8	Course Outcomes	☐ Upon successful completion of the course students will be able to learn; ☐ CO1. Understanding Tally features, modules, and capabilities. (CO1) ☐ CO2. Proficiency in configuring Tally for organizational needs. (CO2) ☐ CO3. Ability to generate financial reports efficiently. (CO3) ☐ CO4. Awareness of data security, backup, and compliance. (CO4) ☐ CO5. Mastery in voucher entry, invoicing, and advanced Tally applications. (CO5)
9	Pedagogy of the Course Work	Class Room Lecture, Practical sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
10	Instructions for paper setters and candidates	Note : The question paper of each subject covering the entire course shall be divided into three sections Section A (20 marks) This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks. Section B (20 marks) This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10

		marks; the total weightage being 30 marks. Section C (20 marks) This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 10 marks; the total weightage being 30 marks.
11	**Course Content**	**SECTION A** **Module I: Introduction & Accounting - Tally** Tally Origin- General Features, Accounting Features, Inventory Features, Starting Tally and its Components, icons, Multilingual features of Tally Create Company, Create, alter & display Groups and Ledgers, Accounting Vouchers Types and Transaction **Module II: Taxation in Tally and GST** GST- Purchase Voucher, Sales Vouchers, GST return and payments Party Ledger analysis. MIS – Purchase, Sales, Stock analysis and reports, cash and bank reports, Financial Reports, Multiple Languages, TDS, TCS, Printing Reports. **SECTION B** **Module III: Voucher Entry in Tally Prime** Accounting vouchers, Inventory Vouchers, Invoicing, Pay-roll accounting, Advanced Applications of Tally Prime Bill Wise Details, Cost Centers, Cost categories, Voucher class and cost center class, bank Reconciliation, Multiple Currencies, Interest calculations, Budgeting and Budgetary control, Scenario Analysis, Advanced inventory control and management. **Module IV: Reports Checking & Data Security** Accounting & Inventory Reports, Advance Accounting in Tally, Import/ Export Data with Excel, Data Security. Short cut keys, Data Synchronization, Finalization entries, Tally Audit
12	**Suggested Readings**	• Tally Accounting Software User Guide • Tally Accounting Software Training Videos • "Accounting Information Systems" by Marshall B. Romney and Paul J. Steinbart Industry-specific Tally implementation case studies and best practices