

SKILL ENHANCEMENT COURSES

1	Course Title	DIGITAL MARKETING
2	Course Code	COM-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. 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 – 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.
12 Suggested Readings	• Digital Marketing for Dummies by Ryan Deiss& Russ Henneberry, publisher John Wiley first edition 2020. • Youtility by JayBaer, Published by Gilda MediaL C Portfolio 2013, • Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013 • New Rules of Marketing and PR byDavid MeermanScott.Wiley, 2017 • Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley & Sons. • Digital Marketing 2020 by Danny Star, Independently Published, 2019

1	Course Title	E-COMMERCE
2	Course Code	COM-SEC-102
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 a. The exam of this course will be of 3 hours duration. b. There will be no objective type questions.
7	Course Objectives	To enable the students to become competent to understand the mechanism for excelling in e-commerce based employments and self-employment opportunities.
8	Course Outcomes	CO1. Define and Describe E-business and its Models. CO2. Discuss various E-business Strategies. CO3. High degree of knowledge and application skills in the domain of commerce and business process services.
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. 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 - I Introduction to E-Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce, Supply Chain Management, Electronic Commerce and Electronic Business. Electronic business models: B2B, B2C, C2C, C2B. E –commerce, pure online vs. brick and click business; assessing requirement for an

online business designing, developing and deploying the system.

UNIT II

Changing Structure of Organisation – The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. SocioEconomic Impacts of E-Commerce.

Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E-Cheques, Credit Cards, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.

12	Suggested Readings	• Agarwala, Kamlesh N., AmitLal and DeekshaAgarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd. • Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi. • Turban, E., et. al., Electronic commerce: A Managerial Perspective, Pearson Education Asia. • Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi. • Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
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1	Course Title	PERSONALITY DEVELOPMENT AND PROFESSIONAL SKILLS
2	Course Code	COM-SEC-103
3	Typology of Course	SKILL ENHANCEMENT COURSE (SEC)
4	Course Duration/ LTP (Lectures, Tutorials, Practical)	45 hours of lectures for Theory (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)
5	Credits	3 Credits Theory = 3 credits
6	Max. Marks and Time	75 Marks (60 TH + 15 IA) 4X5 + 4 X 10 = 60 Marks a. The exam of this course will be of 3 hours duration.

	b. There will be no objective type questions.
7 Course Objectives	Today's business context requires adaptation to change through acquisition of new skills and abilities to seize opportunities and improve productivity. This course deals with personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.
8 Course Outcomes	CO1. Acquire the knowledge of Business communication, application letters, resume writing, Testimonials and references. CO2. Understand the importance, objectives, media and barriers of communication. Further to understand the types of business letter, duties of company secretary, preparation of Agenda and minutes. CO3. Analyze the effectiveness of media of communication and to make trade enquiries, execution of orders, drafting sales and circular letters, bank and agency correspondence and company correspondence. CO4. Handling Interviews, managing personality traits and developing strategies to cope with stress
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. 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-I Interpersonal Skills:Components of self-concept, factors affecting self-concept, selfmanagement techniques, forms of interpersonal relationships, competencies and enhancing interpersonal skills. Improving Personal Skills: improving reading skills, problem solving skills, creativity skills, listening skills, time management skills.

UNIT-II

Career Development: Public speaking and presentation skills, group discussion, types of group discussions, tips for successful participation in GD, job interviews and its types, preparation and do's and don'ts for an interview, Resume writing and job application

Work Culture, Ethics and Stress Management: Meaning and learning organizational culture, work environment and ethics, sources of stress and ways to cope up with stress,

Non-Verbal Communication: Work Place Etiquettes: Personal appearance, posture and gestures, facial expressions, conduct at the work place, telephone and email etiquettes.

NOTE: The question paper will include short case studies in Section – A.

12 Suggested Readings

- Chauhan, Gajendra Singh & Sharma, Sangeeta. "Soft Skills: An integrated approach to maximise personality". (2016)
- Mitra, Barun K. "Personality Development and Soft Skills". (2014)
- Gallagher, Kevin. "Skills Development for Business and Management Students". (2012)
- Cheema, D S. "Personality Development (Mastering Soft Skills)". (2007)