

University of Mumbai



No.AAMS_UGS /ICC/ 2023-24 / 37
Mumbai – 400 032.
18th July, 2023.

To
The Principal,
Smt. M.M.K College of
Commerce & Economics,
Bandra (W),
Mumbai – 400 050.


Sub :- B.Voc (E Commerce and Digital Marketing).

Ref :- RB/MU-2023/CR-490/Edn-3/950, dated 12th July, 2023.

Sir / Madam,

I am to invite your attention to the Ordinances, Regulations and Syllabus relating to the B.Voc (E Commerce and Digital Marketing) and to inform you that the resolution passed by the Board of Deans at its meeting held on **8th December, 2022 vide** item No. 7.6 (N) & **30th January, 2023 vide** item No. 7.2 (N) have been accepted by the Academic Council at its online meeting held on **6th April, 2023 vide** item No.7.4 (N) and subsequently approved by the Management Council at its meeting held on **27th April, 2023 vide** item No. 11 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance **6863 & 6864 Regulations 9679 to 9682** and the syllabus of **B.Voc. (E Commerce and Digital Marketing) (Sem I to VI) (CBCS)** has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2020-21, 2021-2022 and 2022-2023**, accordingly. (The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
18th July, 2023


(Prof. Sunil Bhirud)
I/c. REGISTRAR

A.C/7.4 (N)/06/04/2023.
M.C/11/27/04/2023.

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Department of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy to :-

1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),
2. The Deputy Registrar, College Affiliations & Development Department (CAD),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
5. The Deputy Registrar, Executive Authorities Section (EA),
6. The Deputy Registrar, PRO, Fort, (Publications Section),
7. The Deputy Registrar (Special Cell),
8. The Deputy Registrar, Fort/Vidyanagari Administration Department (FAD) (VAD), Record Section,
10. The Professor-cum- Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. P.A. to Hon'ble Vice-Chancellor,
2. P.A. to Pro-Vice-Chancellor,
3. P.A. to Registrar,
4. All Deans of all Faculties,
5. P.A. to Finance & Account Officer, (F. & A.O.),
6. P.A. to Director, Board of Examination & Evaluation,
7. P.A. to Director, Innovation, Incubation and Linkages,
8. P.A. to Director, Board of Lifelong Learning and Extension (BLLE),
9. The Director, Dept. Of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,
10. The Director of Board of Student Development,
11. The Director, Department of Students Welfare (DSD),
12. All Deputy Registrar, Examination House,
13. The Deputy Registrars, Finance & Accounts Section,
14. The Assistant Registrar, Administrative sub-campus Thane,
15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
16. The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri,
17. The Assistant Registrar, Constituent Colleges Unit,
18. BUCTU,
19. The Receptionist,
20. The Telephone Operator,
21. The Secretary MUASA,

for information.

UNIVERSITY OF MUMBAI



Syllabus for

B. Voc. (E Commerce and Digital Marketing)

(Sem.- I to VI)

(Choice Base and Credit System)

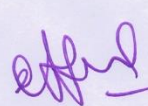
**(Introduced from the academic year 2020-21
2021-2022 and 2022-2023 progressively)**

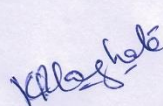
UNIVERSITY OF MUMBAI

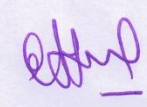


Syllabus for Approval

Sr. No.	Heading	Particulars
1	O: <u>6863</u> Title of Course	B.Voc. (E Commerce and Digital Marketing)
2	O: <u>6864</u> Eligibility	10+2 Arts/Science/Commerce
3	R: <u>9679</u> Duration of Course	3 Years
4	R: <u>9680</u> Intake Capacity	50
5	R: <u>9681</u> Scheme of Examination	CBCS
6	R: <u>9682</u> Standards of Passing	Pass class
7	No. of years / Semesters:	3 Years (6 Semesters)
8	Level:	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
9	Pattern:	Yearly / Semester (Strike out which is not applicable)
10	Status:	Revised / New (Strike out which is not applicable)
11	To be implemented from Academic Year :	From Academic Year: 2020-21 2021-2022 and 2022-2023 progressively


Dr. Ajay Bhamre
Chairman,
Board of Studies in
Commerce


Prof. Kavita Laghate,
I/c Associate Dean,
Faculty of Commerce and
Management


Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce
and Management

The Scheme of Teaching and Examination is as under:
BVOC E Commerce and Digital Marketing
FIRST YEAR – SUMMARY

Year -1: SEMESTER – I								
Course	Title of the Course	Course Code	Cre3dits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – I	GEN -111	4	60	4	25	75	100
General	Environmental Studies I	GEN -112	4	60	4	25	75	100
General	Business Communication I	GEN -113	4	60	4	25	75	100
Skill	CRM I	SKILL-111	9	135	4	25	75	200
Skill	CRM II	SKILL-112	9	135	4	25	75	200
		Total	30	450				700

Year -1 : SEMESTER – II								
Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – II	GEN -211	4	60	4	25	75	100
General	Environmental Studies II	GEN -212	4	60	4	25	75	100
General	Business Communication II	GEN -213	4	60	4	25	75	100
Skill	CRM III	SKILL-211	9	135	4	25	75	200
Skill	CRM IV	SKILL-212	9	135	4	25	75	200
		Total	30	450				700

SEMESTER – I

Paper Name – Business Economics

Semester:	I	Component	General Education
Paper Name:	<i>Business Economics – I</i>	Paper Code:	GEN-111
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Preamble

The syllabus of Business Economics offers theoretical and analytical skills to the students so that they will analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics, Economics and Management. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to handle consumer, economic, and financial aspects and other techniques to understand the dynamic of economics as well the business world.

Semester I – Syllabus – [GEN 111]

Module	Content/Topic/Description	Lectures
I	Introduction to Business Economics: Scope and Importance of Business Economics - Basic tools used in Economics - Principle Opportunity Cost - Incremental and Marginal Concepts – Basic economic relations – functions, equations – Total, Average and Marginal relations –Marginal analysis in decision making – Market forces and Equilibrium – Basics of market demand, market supply and equilibrium price – shifts in the demand and supply curves and equilibrium	15

II	Demand Analysis: Demand Function – Nature of demand curve under different markets – Elasticity of Demand – Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) Demand Forecasting – Meaning and significance – methods of demand forecasting – survey and statistical methods of demand forecasting	15
III	Theory of Production: Production Function – short run production function – Isoquants – Properties of Isoquants – Isocost Line – Producer Equilibrium – Law of Variable Proportions – Long run production function and Laws of Returns to Scale – Expansion path – Economies and Diseconomies of Scale – Internal and External –Scope	15

	Economies	
IV	Theory of Cost: Cost concepts – accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run Extension of cost analysis – Long Run Average Cost Curve – Planning Curve – L Shaped LAC Curve – Cost reduction through Learning curve	15

Section II – References – [GEN 111]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
8	Browning, EK. & Zupan, “Microeconomic Theory and Applications”, Wiley
9	Mankiw G N, “Principles of Economics”, John Wiley & Sons
10	Pindyck R S. & Rubinfeld D L, “Microeconomics”, PHI
11	Samuelson & Nordhaus,” Microeconomics”, Mcgraw-hill
12	Varian H. R, “Intermediate Microeconomics”, W. W. Norton & Company

Paper Name – Environmental Studies

Semester:	I	Component	General Education
Paper Name:	<i>Environmental Studies – I</i>	Paper Code:	GEN-112
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 112]

Module	Content/Topic/Description	Lectures
I	Environment and Ecosystem: Environment: Meaning, definition, scope and its components; concept of an ecosystem: definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.	13
II	Natural Resources and Sustainable Development: Meaning and definitions; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- 1 and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development	13
III	Populations and Emerging Issues of Development: Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index	13

IV	Urbanisation and Environment: Concept of Urbanisation– Problems of migration and urban environment changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities	13
V	Reading of Thematic Maps and Map Filling: Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint	8

Paper Name – Business Communication

I	Component	General Education
<i>Business Communication – I</i>	Paper Code:	GEN-113
4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type: CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 113]

Module	Content/Topic/Description	Lectures
I	<p>Theory of Communication:</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels – Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>	20

II	<p>Obstacles to Communication in Business World:</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual</p>	15
	<p>business practices:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,</p> <p>Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace</p> <p>Piracy, Insurance, Child Labour</p>	
III	<p>Business Correspondence:</p> <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation]</p>	10

IV	<p>Language and Writing Skills:</p> <p>Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities: □ Listening Comprehension □ Remedial Teaching □ Speaking Skills: Presenting a News Item, Dialogue and Speeches □ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. □ Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p>	15
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SEMESTER – II

Paper Name – Business Economics

Semester:	II	Component	General Education
Paper Name:	<i>Business Economics – II</i>	Paper Code:	GEN-211
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 211]

Module	Content/Topic/Description	Lectures
I	Market Structure – I: Introduction to Market Structure – Classification of Markets – Principles of Profit maximisation – Producer Surplus Perfect competition – Features – Short-run and Long-Run equilibrium of a firm – Short-run and Long-Run equilibrium of Industry maximisation and the competitive firm's supply curve – Short run and long run equilibrium of a firm and of industry Monopoly – Features – Sources of monopoly power – Short-run and Longrun equilibrium of a firm under Monopoly	20
II	Market Structure – II: Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency Oligopolistic Market: Key attributes of oligopoly- Collusive and noncollusive oligopoly market – Price rigidity – Cartels and price leadership – Introduction to Cournot; Stackelberg's model and Bertrand model;	15

III	Pricing Methods: Cost oriented pricing methods: cost –plus (full cost) / mark-up pricing – marginal cost pricing – Multiple product pricing – Transfer pricing Discriminating Pricing – Meaning – Conditions – Types – Degrees – Equilibrium of Discriminating Monopolist – Dumping – Types – International Price Discrimination	15
IV	Capital Projects and Budgeting: Project planning – Features and Significance – Capital Budgeting – Meaning and importance – Steps in capital budgeting – Techniques of Investment appraisal Methods to Evaluate Capital Projects – Payback period method – Net present value method and Internal rate of return method (Numerical Problems)	10

Section II – References – [GEN 211]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,
8	Arthur O Sullivan and Steven M.S, “Microeconomics- Principles, Applications and Tools”, Pearson
9	Joseph E.S and Carl E.W, “Principles of Microeconomics”, W.W. Norton & Company
10	Lipsey & Chrystal, “Economics” Oxford University Press.
11	Robert E. Hall and Dr. Marc L, “Microeconomics- Principles and applications”, Cengage Learning

Paper Name – Environmental Studies

	II	Component	General Education
	<i>Environmental Studies – II</i>	Paper Code:	GEN-212
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 212]

Module	Content/Topic/Description	Lectures
I	Solid Waste Management for Sustainable Society: Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai	13
II	Agriculture and Industrial Development: Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility	13
III	Tourism and Environment: Tourism: Meaning, Nature, Scope and importance –Typology of tourism classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism	13

IV	Environmental Movements and Management: Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit. EIA - Environment Protection Acts – Concept and components of Geospatial Technology Applications of GST in Environmental Management.	13
V	Map Filling: Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)	8

Section II – References – [GEN 212]

No.	Description
1	Singh, Savindra, 2011 : Environmental Geography, PrayagPustakBhavan,Allahabad, India
2	Gautam Alka, 2009 : Environmental Geography, ShardaPustakBhavan, Allahabad,India
3	Odum E.P. (1971) : Fundamentals of Ecology,W.B. Saunders, Philadelphia
4	Botkin D.B. & Keller E.A.,1995 : Environmental Science, John Wiley & Sons, New York
5	McKinney M.L. &Schoch R.M.,1998 : Environmental Science, Jones & Bartlett
6	Publishers, London • Allaby M. 2002 : Basics of Environmental Sciences, Routledge, London
7	Detwyler T.R., 1971: Man’s Impact on Environment, McGraw-Hill, New York
8	Rao K.L. 1975 : India’s Water Wealth, Orient Longman Ltd. New Delhi
9	Ahirrao W.R. & others, ParyavaranVijnan (Marathi), NiraliPrakashan, Pune

Paper Name – Business Communication

	II	Component	General Education
	<i>Business Communication – II</i>	Paper Code:	GEN-213
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 213]

Module	Content/Topic/Description	Lectures
I	Presentation Skills: Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	10
II	Group Communication: Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	15

III	Business Correspondence: Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [<i>Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.</i>]	15
IV	Language and Writing Skills: Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	10
Tutorials	Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature [Suggested Books for Book Reviews: Books from the fields of	10

<p>Management, Finance, and Literature Like – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Arindam Choudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire]</p> <p>[N.B.: The above list is only indicative and not prescriptive.]</p>	
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Section II – References – [GEN 213]

No.	Description
1	Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
2	36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
3	Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
4	Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
5	McQuail, Denis (1975), Communication, Longman.
6	Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
7	41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
8	Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
9	Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.
10	• Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
11	Parry, John (1968) The Psychology of Human Communication.
12	Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
13	Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd.
14	Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
15	Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
16	Shekhar, R.C (1997) Ethical Choices in Business Response Books
17	Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
18	53. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

UNIVERSITY OF MUMBAI



Syllabus for

B. Voc. (E Commerce and Digital Marketing)

Second Year (Sem. III & IV)

(Choice Base and Credit System)

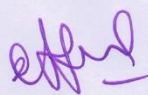
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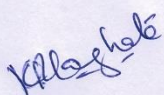
UNIVERSITY OF MUMBAI

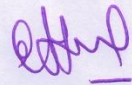


Syllabus for Approval

Sr. No.	Heading	Particulars
1	O: _____ Title of Course	B.Voc. (E Commerce and Digital Marketing)
2	O: _____ Eligibility	10+2 Arts/Science/Commerce
3	R: _____ Duration of Course	3 Years
4	R: _____ Intake Capacity	50
5	R: _____ Scheme of Examination	CBCS
6	R: _____ Standards of Passing	Pass class
7	No. of years / Semesters:	3 Years (6 Semesters)
8	Level:	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
9	Pattern:	Yearly / Semester (Strike out which is not applicable)
10	Status:	Revised / New (Strike out which is not applicable)
11	To be implemented from Academic Year :	From Academic Year: 2020-21


Dr. Ajay Bhamre
Chairman,
Board of Studies in
Commerce


Prof. Kavita Laghate,
I/c Associate Dean,
Faculty of Commerce and
Management


Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce
and Management

The Scheme of Teaching and Examination is as under:

BVOC E Commerce and Digital Marketing

SECOND YEAR – SUMMARY

Year -2 : SEMESTER – III								
Course	Title of the Course	Course Code	Cre3dits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – III	GEN -311	4	60	4	25	75	100
General	Business Law- I	GEN -312	4	60	4	25	75	100
General	Commerce III	GEN -313	4	60	4	25	75	100
Skill	Social Media Manager I	SKILL-311	7	105	4	25	75	150
Skill	Social Media Manager II	SKILL-312	7	105	4	25	75	150
Skill	Internship		4	60	-	--	-	100
		Total	30	450				700

Year -2 : SEMESTER – IV								
Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – IV	GEN -411	4	60	4	25	75	100
General	Business Law- II	GEN -412	4	60	4	25	75	100
General	Commerce IV	GEN -413	4	60	4	25	75	100
Skill	Social Media Manager III	SKILL-411	7	105	4	25	75	150
Skill	Social Media Manager IV	SKILL-412	7	105	4	25	75	150
Skill	INTERNSHIP		4	60	-	-	-	100
		Total	30	450				700

SEMESTER - III

COMMERCE –III (MANAGEMENT: FUNCTIONS AND
CHALLENGES)

Course Objectives:

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

Sr. No.	Modules	No. of Lectures
1	Introduction To Management	15
2	Planning & Decision Making	15
3	Organising	15
4	Directing And Controlling	15
Total		60

Sr. No.	Modules
1	Introduction To Management (15)
	<ul style="list-style-type: none"> • Management- Concept, Nature, Functions, Managerial Skills & Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution Classical Organisation Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments • Modern Management Approach- Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management. • Case studies
2	Planning & Decision Making (15)
	<ul style="list-style-type: none"> • Planning - Steps, Importance, Components, Coordination – Importance • M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making. • Case studies
3	Organising (15)
	<ul style="list-style-type: none"> • Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation. • Departmentation -Meaning -Bases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organisation. • Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation. Case studies
4	Directing And Controlling (15)
	<ul style="list-style-type: none"> • Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication • Leadership- Concept, Functions, Styles, Qualities of a good leader. • Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit. • Case studies

SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw-Hill,PublishingCo.Ltd.
2. Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems -AlexisLeon ,MathewsLeon
Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

Business Economics -IIIMacro Economics

List of Modules

Sr. No.	Modules	No.of Lectures
1	Overview of Macroeconomics	15
2	Basic concepts of Keynesian Economics	15
3	Post Keynesian developments in Macro economics	15
4	Money, prices and Inflation	15
Total		60

BUSINESS ECONOMICS III

ELEMENTS OF MACROECONOMICS

Preamble

An overall approach to macroeconomics is to examine the economy as a whole. This course is an introduction to the basic analytical tools of macro economics to evaluate macro economic conditions such as inflation, unemployment and growth. It is designed to make system of overall economy understandable and relevant. The aim is to provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena. It intends to familiarize the commerce students with basic concepts of macroeconomics and with certain common features of economic occurrence in the real world.

Sr.No.	Modules / Units
1	INTRODUCTION
	<ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure and its Importance- closed and open economy models • The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare. • Trade Cycles: Features and Phases • Classical Macro economics : Say's law of Markets - Features, Implications and Criticism • Case studies
2	BASIC CONCEPTS OF KEYNESIAN ECONOMICS
	<ul style="list-style-type: none"> • The Principle of Effective Demand: Aggregate Demand and Aggregate Supply • Consumption Function: Properties, Assumptions and Implications • Investment function and Marginal Efficiency of capital • Investment Multiplier effect on Income and Output: Assumptions, Working, Leakages, Criticism and Importance - paradox of thrift • Relevance of Keynesian theory tools to the developing countries • Case studies
3	POST KEYNESIAN DEVELOPMENTS IN MACRO ECONOMICS
	<ul style="list-style-type: none"> • The IS-LM model of integration of commodity and money markets • Inflation and unemployment : Philips curve • Stagflation : meaning, causes, and consequences • Supply side economics : Basic propositions and critical appraisal • Case studies
4	MONEY, PRICES AND INFLATION
	<ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money • Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach • Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting

	Case studies
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	Reference Books
	Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York
	Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.
	Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall
	Bouman John, Principles of Macro Economics
	Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition 2004 Tata-Mac Graw Hill, New Delhi.
	Dwivedi, D.N. (2001), Macro Economics: Theory and Policy, Tata-Mac Graw Hill, New Delhi.
	Friedman Hilton (1953) Essays in Positive Economics, University of Chicago Press, London.
	Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers
	Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.
	Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.
	Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

Syllabus for Business Law SY B.Com

Business Law Objectives:

- ❖ To provide the brief idea about the frame work of Indian Business Laws.
- ❖ To orient students, about the legal aspects of business.
- ❖ To familiarize the students with case law studies related to Business Laws of Semester III and IV.

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act 1872	15
2	Special contracts	15
3	The Sale of Goods Act 1930	15
4	Negotiable instruments Act 1881	15
Total		60

Syllabus Semester III

Module I

Indian Contract Act 1872

15 lectures

(15 Marks)

Chapter I : 04 Lectures.

Definitions (S.2): Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract.

Chapter II : 04 lectures

Offer or Proposal- definition, Essentials of Valid proposal or offer, counter offer, Standing or open offer, distinguish between offer and invitation to offer, Acceptance-definition, Essentials of a valid acceptance, Promise.

Communication of Offer and acceptance and Revocation.

Chapter III : 03 lectures

Capacity to contract (Ss.10-12), Consent and Free Consent (Ss.13-22)

Chapter IV : 04 lectures

Consideration (S.2 and 25) and Void Agreements (Ss.24-30)

Module II

Special contracts (15 lectures) (15 marks)

Chapter I : 05 lectures

Law of Indemnity and Guarantee (Ss.124-125, Ss-126-129,132-147)

Chapter II) 05 Lectures

Law of Bailment and pledge (Ss. (Secs148,152-154,162, 172,178,178A and 179)

Chapter III: 05 lectures

Law of Agency (S. 182-185& 201-209only)

Module III

The Sale of Goods Act 1930 15 lectures (15 Marks)

Chapter I : 04 lectures

Introduction, Definitions (Sec-2), Formalities of the contract of sale (Ss. 4-10), Distinction between ‘sale’ and ‘agreement of sell, Distinction between ‘sale and hire-purchase agreement’

Chapter II : 04 lectures

Conditions and Warranties (11-17)

Chapter III : 03 lectures

Transfer of property as between the seller and the buyer (sec-18-26)

Chapter IV : 04 lectures

Rights of an unpaid seller (Secs-45-54)

Module IV

Negotiable instruments Act 1881, 15 Lectures (15 Marks)

Chapter I : 04 Lectures

Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence –Presumptions, classification of Negotiable Instruments.

Chapter II : 04 Lectures

Promissory Notes and Bills of Exchange(Ss. 4,5,108-116)

Essential elements of Promissory Note and Bill of Exchange, distinguish between Promissory note and Bill of Exchange. Acceptor and Acceptance, definition of Acceptor, Acceptance for honour, Absolute and qualified or conditional acceptance, Drawer, Drawee in case of Need(Ss.7,115&116) Payee,

Chapter III : 03 Lectures

Cheques, Types of Cheque and Penalties in case of dishonour of certain cheques, distinguish between cheque and Bill of exchange, (Secs: 6,123-131A,138-147)

Chapter IV : 04 Lectures

Miscellaneous Provisions:(Secs:8-10,22,99-102,118-122,134-137)

Holder(S.8), Holder in Due Course(S.9), Rights and privileges of H.D.C. Payment in due course (S.10), Maturity of an Instrument (S.22), Noting (S.99), Protest (S.100-102). Bills in Set. (Sec.13)

SEMESTER– IV

Commerce – IV (Management: Production & Finance)

Course Objectives: -

1. To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
2. To provide basic knowledge about Indian Financial Systems.
3. To update the learners with the recent trends in Finance.

Sr. No.	Modules	No. of Lectures
1	Production & Inventory Management	15
2	Quality Management	15
3	Indian Financial System	15
4	Recent Trends In Finance	15
Total		60

Sr. No.	Modules
1	PRODUCTION & INVENTORY MANAGEMENT(15)
	<ul style="list-style-type: none"> • Production Management: Objectives, Scope Production Planning &Control : Steps, Importance • Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System – Importance Case studies
2	QUALITY MANAGEMENT(15)
	<ul style="list-style-type: none"> • Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features. • Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality. • Case studies
3	INDIAN FINANCIAL SYSTEM (15)
	<ul style="list-style-type: none"> • Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories : NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. • Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA. • Case studies
4	RECENT TRENDS IN FINANCE (15)
	<ul style="list-style-type: none"> • Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. • Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups. • Case studies

SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Production and Operations Management –ProfL.C.Jhamb, Event Publishing House.
2. Production Planning & Control- ProfL.C.Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K.Ashwathappa&G.Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventues : An EnterpreneurialApproach-KathleenR.Allen, Cengage Learning
5. Essentials of Inventory Management-MaxMuller,Amacon Publishes
6. Indian Financial System—BharathiPathiak, Pearson Publication
7. Financial Institutions and Markets : Structure Growth& Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.
- 8.The IndianFinancial System and Financial Market Operator-VasantDesai, Himalaya Publishing
9. Indian Financial System – M.Y.Khan, Tata McGraw –Hill
- 10.Production and Operations Management –Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues-NaliniPravaTripathy, Excel Books New Delhi.
12. Start up Stand up: A step by stepguide to Growing your Business,NandiniVaidyanathan, Jaico Publishing House,Mumbai
13. A Trades Guide to Indian Commodities Market-Vijay L. Bhambwani, Network 18 Publication Ltd.

SEM IV

Business Economics - IV Foundation of Public Finance

List of Modules

Sr. No.	Modules	No.of Lectures
1	Introduction to Public Finance	15
2	Public revenue	15
3	Public Expenditure and Debt	15
4	Fiscal Management and Financial Administration	15
Total		60

Business Economics IV

Foundation of Public Finance

Preamble

Public Finance Issues are central to economic and Political discourse worldwide, as one of the primary functions of government is to generate resources from its people to spend money for improving the lives of its people. The primary objective of this course is to provide students with the tools to understand the underlying concepts and practical tradeoffs entailed in Public finance policy alternatives.

It is strongly recommended to analyze Union budget of ongoing financial year in the class room.

Sr. no	Modules / Units
1	THE ROLE OF GOVERNMENT IN AN ECONOMY
	<ul style="list-style-type: none"> • Meaning and Scope of Public finance. • Major fiscal functions : allocation function, distribution function & stabilization function • Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations. • Relation between Efficiency, Markets and Governments • The concept of Public Goods and the role of Government • Case studies
2	PUBLIC REVENUE
	<ul style="list-style-type: none"> • Sources of Public Revenue : tax and non-tax revenues • Objectives of taxation - Canons of taxation - Types of taxes : direct and indirect - Tax Base and Rates of taxation : proportional, progressive and regressive taxation • Shifting of tax burden: Impact and incidence of taxation - Processes- factors influencing incidence of taxation • Economic Effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production. • Redistributive and Anti – Inflationary nature of taxation and their implications • Case studies
3	PUBLIC EXPENDITURE AND PUBLIC DEBT
	<ul style="list-style-type: none"> • Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth - Significance of Public Expenditure: Low Income Support and Social Insurance Programmes. • Public Debt : Classification - Burden of Debt Finance : Internal and External- Public Debt and Fiscal Solvency • Case studies
4	fiscal policy and Management

- **Fiscal Policy:** Meaning, Objectives, constituents and Limitations.
- **Contra cyclical Fiscal Policy and Discretionary Fiscal Policy :** Principles of Sound and Functional Finance
- **Budget-** Meaning objectives and types - Structure of Union budget - Deficit concepts
- **Intergovernmental Fiscal Relations :** fiscal federalism and fiscal decentralization - central-state financial relations
- Case studies

	Reference Books
	Ahuja H.L. : Modern Economics, 19th edition, 2015, S.Chand &co Pvt Ltd, New Delhi
	Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
	David N. Hyman : Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi
	Hoiughton E.W.(1998) : Public Finance, Penguin, Baltimore
	Hajela T.N: Public Finance – Ane Books Pvt.Ltd
	Jha, R (1998) : Modern Public Economics, Route Ledge, London
	Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo
	Mithani, D.M (1998) : Modern Public Finance, Himalaya Publishing House, Mumbai
	Singh.S.K. (2014): Public finance in Theory and Practice, S.Chand &co Pvt Ltd, New Delhi

Syllabus for Business Law SY B.Com

Syllabus Semester IV

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act, 2013 with Amendments up to date.	15
2	Module II: Corporate Law and IPR:	15
3	Indian Partnership Act, 1932 and Limited Liability Partnership, 2008	15
4	Consumer Protection Act, 1986 and Competition Act, 2002	15
Total		60

Module I:

Indian Companies Act, 2013 with Amendments up to date.

(15 Lectures)

(15 Marks)

Chapter I : 03 Lectures

Company and its formation, Definition and Nature of Company, Advantages and Disadvantages of a Company, Lifting of Corporate Veil with cases, Promoters and preliminary contracts (S.92-93)

Chapter II : 03 Lectures

Types of Companies. (Meaning and Concepts Only)

Chartered Companies Statutory Companies, Registered companies under the Act.

OPC (S. 3(1)), Companies limited by shares, Companies Limited by guarantee, Private Company, Public Company, Producer Companies (Sec 581 A to 581 Z-) Formation of Companies with charitable objects (Sec. 8),

Holding Company and Subsidiary company, Small Company (S. 2(85))

Dormant Company (S.455)

Documents and procedure for Incorporation of Company, Effect of Incorporation.(S.9)

Chapter III : 02 Lectures

Membership of a company

Who can become member, Modes of acquiring membership, Cessation of membership, Rights and Liabilities of Members

Chapter IV : 04 Lectures

Memorandum of Association and Articles of Association.

Meaning , Concept, Clauses, effects of Memorandum and articles, Doctrine of Ultra Vires, Doctrine of Indoor Management, Doctrine of Constructive Notice.

Chapter IV : 03 Lectures Prospectus.

Meaning (S.2) When to be issued, When not required, Various kinds of prospectus, legal framework for issuance of Prospectus, Contents of Prospectus, Private Placements

Module II: Corporate Law and IPR: (15Lectures) (15 marks)

Chapter I: 04 Lectures

Classification of Directors, women directors, independent director, small shareholder's director, disqualification of a director, Director Identification number, appointment, Legal position, powers and duties, Position of director as key managerial personnel, managing director, manager.

Chapter II : 02 Lectures

Meetings

Various types of meeting of shareholders and board, convening and conduct of meetings, postal ballot, meetings through video conferencing, e-voting.

Chapter III

Intellectual Property Rights

a) Intellectual Property rights in India Introduction and Types.

b) Patents - 03 lectures

Meaning, Salient features of Patent Conditions for an invention to be patented, what is Patentable, What is not patentable? Procedure for Obtaining a Patent, Opposition to Grant of Patent (S. 25, 26) Term of Patent, How does a patent expire? Remedies available to the Patent Owner for Infringement of Patent Rights.

c) Copyrights: 03 lectures

Meaning (S. 14) Copy right Board and registration of Copy right (S. 11, S.44-50) Term of Copy right (S. 22-29) What works are protected, rights, who owns the rights and duration. Meaning of Fair use. Infringement of Copy rights and remedies (S. 51-55,57,58,63,64,65)

d) Trade marks- 03 lectures

Meaning Concept, functions of Trade mark, Types of Trade Marks, Trademarks that cannot be registered Registration of Trade Mark, Procedure for Registration of TM, Infringement and remedies, passing off, service marks.

Module-III:

Indian Partnership Act, 1932 and Limited Liability Partnership, 2008(15 Lectures) (15 marks)

Indian Partnership Act, 1932 (Sections,4,5,6,7,8,14 & 39-55)

Chapter I : 04 Lectures

Definition, Essentials, Types of Partnerships and types of Partners Test of partnership, and Sharing of profits is not the real test of partnership (Sec6), Partnership deed, and property of the firm,

Chapter II : 04 lectures

Reconstitution of Partnership firms, Dissolution of the firm.

Limited Liability Partnership, 2008 (7 Lectures) Definitions

(S.2), Body corporate, Business, Partner.

Concept, Salient features, Nature of LLP (Ss-3-10)

Distinction between LLP and partnership, and LLP and LLP and Company

Extent and limitation of liability of LLP and its partners (Ss. 26-31)

Conversion to LLP (Ss. 55-58)

Winding up and Dissolution of the LLP (Ss. 63-65)

Module IV: Consumer Protection Act, 1986 and Competition Act, 2002

(15 Lectures)

(15 marks)

Chapter I : 05 Lectures

Introduction, Definitions: Consumer, Defect, Deficiency and unfair trade practices, manufacture, Consumer Councils

Chapter II : 05 Lectures

Consumer Protection Redressal Agencies- Jurisdiction.

Penalties for frivolous complaints.

Chapter III : 05 Lectures

Competition Act, 2002

Objectives of the Act, Salient features-Anti Competitive Agreements.

Prevention of abuse of dominant position, Combination, Competition

Advocacy, Competition Commission of India.

Social Media Manager
Course outcome

1. Define social media marketing goal setting necessary to achieve successful online campaigns.
2. Describe the history of social media marketing, its rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of business.
3. Explain how to develop effective social media marketing strategies for various types of industries and businesses.
4. Define target markets for specific social media platforms.
5. Use social media platforms (e.g., blogs, microblogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumer and promote a company, brand, product, service or person.
6. Track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.
7. Put it all together in a social media marketing plan.

Syllabus

Module	Name of the topics	Hours
Module 1	e-marketing: What is the E-marketing? The changing marketing landscape. The internet and business. E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. Emarketing and Consumer segmentation, E- marketing and Sales and Trade promotions Types E- mail marketing, Types Internet marketing Types of Mobile marketing Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India	50 hrs
Module 2	Social media marketing Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Career path of Social media marketing manager Introduction, forms of social media- facebook, Instagram, twitter, pinterest, snapchat, whatsapp, social media for business (recent apps to be covered by the resource person)\ Social media presence: An online presence 2. Internet radio 3. Radio Podcasts 4. Internet Research 5. Making the best use of Social Media Marketing using social media: Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools 10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing . Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics	90 hrs

	e. Content performance analytics f. Visitor analysis g. Social media analytics	
Module 3	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	50 hours
Module 4	Practical learning: formulation of social media campaign of a brand designed by the learner, establishing social media presence followed by use of tools & techniques for increasing reach followers likes etc.	20 hours

SEM IV

Module	Topics	Hours
Module 1	<p>Planning of a Campaign:</p> <ul style="list-style-type: none"> • steps in campaign development: • set-up the campaigns based on the defined social media marketing strategy • set the timelines and dates for getting each digital marketing campaign live based on the available resources • manage the social media strategy in line with overall organization's objectives • identify the campaign requirements such as content, creatives, budget, landing pages • techniques of test and conversion tracking for each campaign • review the target audience, daily budget and scheduling of all the campaigns review and ensure that the campaign budgets are set-up as per the plan <p>case study: WOW personal care, Mama earth</p>	60 hours
Module 2	<p>Tools used for campaign</p> <ul style="list-style-type: none"> • source images / videos for the usage in social media marketing campaigns • effective benchmarks for measuring the impact of social media marketing • use of social media techniques and tools • techniques of developing schedule of the campaigns based on day and time • target audience identification based on their demographics and interests • conversion tracking for campaigns on different social media networks <p>case study: WOW personal care, Mama Earth</p>	60 hours

Module 3	<p>Budgeting of a campaign</p> <ul style="list-style-type: none"> • determine the budget requirements to conduct the social media campaign including team salaries, tools, content development • cost analysis • media planning & buying- the requirements to achieve the corresponding costs, online campaign expenses for previous years and reasons for variations between targets and actual organizational and professional code of ethics and standards of practice • implementation, analysis, and optimisation of organic and paid social media marketing activities • tracking and analysis of performance metrics such as impressions, engagement, reach, conversion rates, cost per click • updating the campaign budgets based on campaign insights • split-test different advertisement creatives and copies to optimize campaign's performance • typical areas of overruns and how to build in adequate contingency into the budget • areas of variances in the budget 	50 hours
Module 4	<ul style="list-style-type: none"> • The MIS (Management Information System) and analytical reports for social media marketing campaigns • Technique of audit of the current social media campaign • Data collection and statistical analysis (followers, clicks, retweets, favorites etc.) • metrics and qualitative analytical report to gauge the success of a product launch, marketing campaign, or event • preparation of reports based on analysis 	30 hours
Module 5	<ul style="list-style-type: none"> • laws relating to social media advertising & campaigns • Trademarks, copyright act • IT act (special ref to sec 66, 67) 	10 hours



Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce and
Management

Justification for

B.Voc (Ecommerce & Digital Marketing)

1.	Necessity for starting the course:	B. Voc. Degree in E-Commerce and Digital Marketing (EDM) is professional programme that equips learners with knowledge and training of E-Commerce and Digital Marketing.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2019-2020 (2022-23):	2020-21
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes (The College is in the process, of appointing faculty after due approval)
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	Duration: 3 Years Compress: No
6.	The intake capacity of each course and no. of admissions given in the current academic year:	50
7.	Opportunities of Employability / Employment available after undertaking these courses:	learners can take up jobs as digital marketing manager, digital director, web developer and web designer, social media executive, social media manager, SEO Executive/Expert, PPC/SEM Expert, Content Marketer and other roles Analytics Manager, CRM Manager, Email Marketing Manager, E-Commerce Manager, Digital Agency and Account Director



Dr. Ajay Bhamre
Chairman,
Board of Studies in Commerce