



HSNC BOARD'S

**SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE
OF COMMERCE AND ECONOMICS**

Vidyasagar Principal K.M. Kundnani Campus

Bandra (West), Mumbai – 50

Re-Accredited 'A' Grade by NAAC (3rd Cycle – May 2017)

Affiliated to University of Mumbai

Bachelor of Vocation (B. Voc.) Degree Course

B.VOC. (E-COMMERCE AND DIGITAL MARKETING)

Choice Based Credit System (CBCS) Academic Year: 2020-21

Submitted to



University of Mumbai

Fort, Mumbai, Maharashtra 400032

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B.VOC. (E-COMMERCE AND DIGITAL MARKETING)

1. INTRODUCTION:

The University Grants Commission has launched another scheme of B.Voc. Degree programme to expand the scope of vocational education and also to provide vertical mobility to the students admitted into Community Colleges for Diploma programmes to a degree programme in the Universities and Colleges. While these two schemes were being implemented, it was also realized that there is a need to give further push to vocational education on a even larger scale. Accordingly, ‘Deen Dayal Upadhyay Centres for Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood (KAUSHAL)’ was also incorporated. Since all these three provisions serve a common purpose, all these schemes are merged into a single scheme for providing skill based education under National Qualification Framework.

The National Qualification Framework scheme intends to provide skills development based higher education as part of college or university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exit options such as Diploma or Advanced Diploma.

The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India’s economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

2. OBJECTIVES:

- To provide judicious mix of skills relating to a profession and appropriate content of general education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of:
 - 10+2 with vocational subjects
 - Community Colleges.

3. DEFINITIONS:

- **B.Voc:** Bachelor of Vocation- is a scheme introduced by UGC for skill development based higher education as part of college/university education.
- **NSQF:** National Skills Qualifications Framework
- **Programme:** A Programme refers to the entire course of study and examinations for the award of the B. Voc degree.
- **Semester:** A term consisting of a minimum of 450 contact hours distributed over 90 working days, inclusive of examination days.
- **Course:** Refers to the conventional paper, which is portion of the subject matter to be covered in a semester. A semester shall contain many such courses from general and skill development areas.
- **Credit:** B. Voc programme follows a choice based credit semester system and each Course has an associated credit.
- **Grade:** UGC – NSQF Guidelines has recommended the 10 point grade system to assess the students.

The proposed Bachelors of Vocational programme in E-Commerce and Digital Marketing will be a judicious mix of skills, professional education related to carry out commercial transactions using electronic commerce and marketing techniques developed digitally along with appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the field of Digital Marketing, Social Media Marketing and Management, Website Development and Graphic Designing etc.

4. ELIGIBILITY FOR ADMISSIONS:

Eligibility for admissions and reservation of seats for B.Voc (E-Commerce and Digital Marketing) shall be according to the rules framed by the University of Mumbai from time to time. No student shall be eligible for admission to B.Voc. (E-Commerce and Digital Marketing) unless he/she has successfully completed the examination conducted by a Board at the 10+2 level of schooling or its equivalent in any stream.

5. CURRICULUM:

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

6. DURATION:

The duration of the B.Voc (E-Commerce and Digital Marketing) shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 540 hours of instruction in a semester.

7. PROGRAMME STRUCTURE:

The B.Voc (E-Commerce and Digital Marketing) shall include:

- ✓ Language courses (English)
- ✓ General Education Components
- ✓ Skill Components
- ✓ Project
- ✓ Industrial Training
- ✓ Soft Skills and Personality Development Programmes
- ✓ Industrial or Study tours

8. COURSE STRUCTURE:

As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B.Voc Degree in Media, Communication and Journalism. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Media, Communication and Journalism. If he/she is completing the first two semesters successfully, he/she will get a Diploma in Media, Communication and Journalism.

NSQF Level	General Education Credits	Skill Component Credits	Academic Duration	Exit Options / Awards
Year 1	24	36	Two Semesters	Diploma
Year 2	24	36	Four Semesters	Advanced Diploma
Year 3	24	36	Six Semesters	B.Voc Degree
Total	72	108		

9. SKILL COMPONENT WEIGHTAGE (60%):

- 1) As per the NSQF guidelines, for skills component, the model curriculum developed by the concerned Sector Skill Councils, wherever available, may be adopted or adapted in consultation with the industry partners.
- 2) Wherever the curriculum is not available, the same may be developed in consultation with the relevant Sector Skill Councils and industry partners. While doing so, the institutions may work towards aligning the curriculum with the National Occupational Standards being developed by the respective/allied Sector Skill Councils. This would promote national and global mobility of the learners, as well as higher acceptability by the industry for employment purposes.
- 3) Accordingly, the curriculum being developed by our college for B.Voc. (E-Commerce and Digital Marketing) has been done with consultation from IT-ITeS Sector Skills Council NASSCOM and we are in the process of aligning with the curriculum proposed under National Occupational Standards.
- 4) The overall design of the skill development component along with the job roles selected has been done in such a manner that it leads to a comprehensive specialization in E-Commerce and Digital Marketing domains.

- 5) The curriculum also focuses on work-readiness in terms of skills in each of the three years. Adequate attention has been given in curriculum design to practical work, on the job training, development of student portfolios and project work.

10. GENERAL EDUCATION COMPONENT WEIGHTAGE (40%):

- 1) As per the NSQF guidelines, for general education component, the curriculum developed adheres to the University of Mumbai norms as decided by the Board of Studies. It lays emphasis on offering courses that provide holistic development.
- 2) The general education component includes the courses which are supportive to core trade in addition to communication skills, soft skills, ICT skills, critical thinking, problem solving, environmental studies and value education.

11. B.VOC. IN E-COMMERCE AND DIGITAL MARKETING:

The term Electronic commerce (or E-Commerce) refers to the use of an electronic medium to carry out commercial transactions. Digital marketing for ecommerce businesses is extremely effective to catch attention and convert prospects to customers. With a combination of various tools and strategies, you can attract prospective customers. It includes E-mail Marketing, Facebook Marketing, Twitter Marketing, YouTube Marketing, Quora Marketing, PPC, AdSense Marketing, Mobile Marketing, etc. So, Digital Commerce is very significant and is the need of the hour for both customers and businesses. Creating a consistent customer experience across all touchpoints and understanding and remembering a customer's interactions across those touchpoints remains significant for all types of businesses.

B.Voc. E-Commerce and Digital Marketing will train students in different areas of Commerce, Marketing, Management, Information and Communication Technology. The academic program is 3 years long. Students who have passed 12th class are eligible to pursue this course. B.Voc. E-Commerce and Digital Marketing course also offers multiple exit options like –

- ✓ Diploma certificate after completing 1 year
- ✓ Advanced Diploma certificate after completing 2 years
- ✓ Bachelor's Degree after completing 3 years

12. The Programme Outcomes (POs) of B.Voc (E-Commerce and Digital Marketing): At the completion of course the students:

- Entrepreneurial skills and knowledge needed to develop start-up businesses.
- Exercise practice-oriented teaching based on case studies and real-world examples.
- Key skills on strategic decisions, regarding innovation and technology management
- How to leverage new models in business and e-commerce to increase profitability
- Successful social media and digital marketing techniques
- Real-world application of digital marketing and e-commerce methods
- How to market yourself and your products more effectively & efficiently
- Gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce

13. Course Outcomes (COs): At the completion of course the students can get absorbed in the companies in positions like:

- Website Developer/ Graphic Designer,
- Search Engine Marketing Associate,
- Software Developer,
- Social Media Manager,
- Social Media Marketing,
- Web Solution Developer

14. SALIENT FEATURES OF THE B.VOC. COURSE: The Program allows the learner the following:

- Mobility between vocational and general education by alignment of degrees with NSQF.
- Recognition of Prior Learning (RPL), allowing transition from non-formal to organized job market.
- Standardized, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework.
- Global mobility of skilled workforce from India, through international equivalence of NSQF.
- Mapping of progression pathways within sectors and cross-sectorally.
- Approval of NOS/QPs as national standards for skill training.
- Projects, case studies, presentations, moot courts, mock stock and industrial visits ensure a good blend of theory and practical in the course.
- Industry endorsed program that provides the exposure of working in the industry during the Summer Internship which is a compulsory component.
- The department also conducts various seminars and workshops to make the students well-versed in vocational courses.
- The subject combinations are better suited to current environments, industry requirements and employment opportunities
- The structure of the course is holistic and is aimed at making students not just successful wealth managers but aware and responsible too
- The subject matrix aims at building the pyramid of their knowledge with a steady base of general subjects with each higher level adding precise specialisation
- Through various practical sessions and simulations, students will be shown what the first few weeks at the first job will look like. So, when they actually are at their job, they will be better prepared to take on challenges.

The Scheme of Teaching and Examination is as under:
FIRST YEAR – SUMMARY

Year -1 : SEMESTER – I								
Course	Title of the Course	Course Code	Credits	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	Cyber Laws and Security	SKILL-111	4	60	4	25	75	100
Skill	Insights into Social Media Platforms	SKILL-112	4	60	4	25	75	100
Skill	E-Buying Behaviour Analysis	SKILL-113	4	60	4	25	75	100
Skill	Multimedia Technologies for Online Content Development	SKILL-114	6	90	6	40	60	100

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	Getting Started with Blogging	SKILL-211	4	60	4	25	75	100
Skill	Google AdWords	SKILL-212	4	60	4	25	75	100
Skill	Web Designing	SKILL-213	4	60	4	25	75	100
Skill	INTERNSHIP	SKILL-214	6	90	6	40	60	100

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

Semester:	I	Component	General Education
Paper Name:	<i>Business Communication – I</i>	Paper Code:	GEN-113
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 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

	business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour	
III	Business Correspondence: Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing 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]	10
IV	Language and Writing Skills: 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.] 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	15

Paper Name – Cyber Laws and Security

Semester:	I	Component	Skill Education
Paper Name:	<i>Cyber Laws and Security</i>	Paper Code:	SKILL-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

SEMESTER I – SYLLABUS – [SKILL 111]

Module	Content/Topic/Description	Lectures
I	CYBER LAWS-AN INTRODUCTION:	15
	Historical Background-Need & Role of Cyber Laws Increasing Cyber Crimes and Frauds- Cyber Laws in India IT Act 2000: Preamble of the Act; Scope and Objectives of the Act; Important definitions of the Act (Computer, Digital Signature, Originator, Data, Key Pair, Public Key, Private Key, Secure System, Verify, Subscriber)	
II	CYBER SECURITY ISSUES:	15
	Security Issues in E-Commerce, Risk Management Approach, Types and Sources of Threats, Security Tools in E-Commerce. Information Security: Meaning and Basic Principles. Client Server Network Security: Meaning and Advantages. Digital Signatures: Meaning, Importance and Challenges. Encryption: Meaning, Features and Advantages. Public and Private Key Infrastructure.	
III	PROVISIONS, ADJUDICATIONS AND AMENDMENTS OF I.T.ACT, 2000:	15
	Digital & Electronic Signature and its Authentication Electronic Governance – Electronic Records – Duties of Subscribers Penalties and Adjudication- Cyber Appellate Tribunal- Offences- Miscellaneous Provisions- Amendments to I.T. Act 2000 <i>Practical Case Laws on Cyber Laws and Security</i>	
IV	CYBER IMPERSONATION – International Perspective	15
	Loop-Hole in Law-Cybercrimes and legislations Cyber stalking, Digital Forgery, Hacking, Cyber terrorism and Fake online presence, Phishing <i>Practical Hands on training: Router settings, installing firewalls</i>	

Paper Name – Insights into : Social Media Platforms

Semester:	I	Component	Skill Education
Paper Name:	<i>Insights into : Social Media Platforms</i>	Paper Code:	SKILL-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 – [SKILL 112]

Module	Content/Topic/Description	Lectures
I	Understanding the Social Media Platforms: <ul style="list-style-type: none"> ▪ Social Media Past, Present future Trends ▪ Two Social Media Giants: Facebook and Twitter ▪ The Growing Revolution of Whatsapp ▪ The “Social” of Social Media: How Social Media Can Be Used for Interpersonal Communication ▪ Lab Work: Study and Compare all the Social Media Platforms 	15
II	Building Presence on Social Media Platforms: <ul style="list-style-type: none"> ▪ Social Media and Networking ▪ Social Media and Marketing ▪ Social Media and Workforce ▪ Social Media and Geo-Politics ▪ Design Influencer Strategy ▪ Lab Work: Study and Mention the key features of some of the Influencer's on Social Media 	15
III	Positioning on the Social Media to get Best Returns: <ul style="list-style-type: none"> ▪ The Outcasts of Social Media: Blogs, Videos, Wikis, and More ▪ Understanding and strategically Position yourself in the Relevant Media ▪ Copyright and privacy issues ▪ Social entertainment ▪ Social Media Marketing Strategy ▪ Copy writing ▪ Lab Work: Build a Brand and Position it on the various Online Social Media Platforms and Develop your own Network – Analyze which Platform gives the best returns 	15
IV	Generating Returns from Social Media: <ul style="list-style-type: none"> ▪ Social commerce, ratings, and reviews ▪ Hashtag ▪ How to Build and Bank on the Metrics of the Social Media? ▪ Getting Organic Leads ▪ Drive referrals to your website using social media. ▪ Collect leads using social media. ▪ Using social media for PR ▪ Lab Work: Set up a Business and Create – Organic Leads, Business Generation, Direct traffic from social media to the website, integrate transactions online. 	15

Paper Name – E-Buying Behaviour Analysis

Semester:	I	Component	Skill Education
Paper Name:	<i>E-Buying Behaviour Analysis</i>	Paper Code:	SKILL-113
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 – [SKILL 113]

Module	Content/Topic/Description	Lectures
I	<p>Introduction to Consumer behaviour:</p> <p><u>Introduction to consumer behaviour:</u></p> <ul style="list-style-type: none"> ▪ Definition ▪ Need and importance of studying consumer behavior ▪ Market research and consumer behavior ▪ Consumer decision making process ▪ Buying motives ▪ Factors influencing consumer behavior ▪ Consumer motivation, consumer personality, consumer involvement and memory, ▪ Models of consumer behavior- input- process – output model, Nicosia model, Howard Sheth model, Engel- Kollet – Blackwell Model <p><u>E- Consumer buying behaviour:</u></p> <ul style="list-style-type: none"> ▪ Definition ▪ Nature ▪ Importance ▪ Segments influencing e-buying behavior ▪ Past, present and future of e- consumer shopping behaviour ▪ Challenges in e- consumer behavior ▪ Current trends in e- marketing in India. <p><u>Practical Aspects:</u> Create a survey, collect the information online on consumer behaviour, and analyse the finding of the same</p>	15
II	<p>Applications of E-consumer behaviour:</p> <ul style="list-style-type: none"> ▪ Steps in e- consumer buying process ▪ Different modes/ platforms for e- consumer buying process ▪ Application of study of e-consumer buying behaviour in marketing and consumer research process ▪ Role of CRM in e-consumer buying behaviour ▪ Tools for reaching out to consumer on internet- social media, internet etc. ▪ Role and importance of research in understanding e- consumer buying behaviour ▪ E- consumer behaviour and innovation ▪ E- consumer behaviour and its impact on product, pricing, distribution and promotion strategy ▪ <u>Practical aspect:</u> <ul style="list-style-type: none"> • Study the e consumer behaviour for products-clothing, electrical 	15

	<p>durables, grocery, cosmetics, electrical appliances, apparels, school/ office uses, health and medical supports</p> <ul style="list-style-type: none"> • Conduct a survey on customer engagement on internet and their social media behaviour-online games, social network activities, online video streaming, entertainment, reading books, shopping. • Find the effectiveness of various online tools in understanding e-consumer behaviour 	
III	Psychological and Sociological Influences:	15
	<p>Psychological Influences on E-buying Consumer Decision Making: Consumer Needs and Motivation, Emotions and Mood, Personality, Self-concept and Self-image, Consumer Involvement, Consumer Perception, Risk and Imagery.</p> <p>Sociological Influences on E-buying Consumer Decision Making: Consumer Reference Groups, Family and Life Cycle, Lifestyle Analysis, Interpersonal Communication & Influence and Opinion Leadership.</p> <p>Social Media Influencers: Role of Social Media Influencers in E-buying Consumer Decision Making</p>	
IV	Analysis of E-Buyer Behaviour:	15
	<p>a) Introduction To E-Market Research- Research Objectives And Research Design</p> <p>b) How To Conduct Research</p> <ul style="list-style-type: none"> ▪ Primary Data And Information ▪ Secondary Data And Information <p>c) Types Of Market Research</p> <ul style="list-style-type: none"> ▪ Survey ▪ Focus Group ▪ Interview ▪ Competitor Analysis <p>d) Market Research Analytics</p> <ul style="list-style-type: none"> ▪ Multi-Dimensionnal Scaling ▪ Multiple Regression ▪ Conjoint Analysis ▪ Cluster Analysis ▪ Factor Analysis <p>e) Turning Data Into Findings</p>	

Paper Name – Multimedia Technologies for Online Content Development

Semester:	I	Component	Skill Education
Paper Name:	<i>Multimedia Technologies</i>	Paper Code:	SKILL-114
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 – [SKILL 114]

Module	Content/Topic/Description	Lectures
I	Introduction to Multimedia:	15
	<ul style="list-style-type: none"> ▪ Understanding Multimedia ▪ History and Evolution of Multimedia ▪ Multimedia Systems ▪ Design Fundamentals ▪ Lab Work: Free Software Available to Develop Content for presentations etc. study them 	
II	Basics of Designs:	15
	<ul style="list-style-type: none"> ▪ Creating a Logo, Visiting Cards and Brochure ▪ Creating a Print Advertisement, Package Design, News Letter – Understanding their layout and building them on free tools ▪ Lab Work: Develop and make all the above listed in a soft format 	
III	Basic of Animation:	15
	<ul style="list-style-type: none"> ▪ History of animation: Types of animation: case study ▪ Understanding and learning the Principles of animation through the view of different animation films: case study. ▪ Creating frame by frame animation for a short animation (maximum 10 sec with simple drawing and then on system creation) ▪ Creating simple frame by frame animation for a short animation (maximum 20 sec with color drawings and background) 	
IV	Basic of Photoshop:	15
	<ul style="list-style-type: none"> ▪ Basics of Adobe Photoshop / Illustrator / Corel Draw - Logo – Business Card – Flyer – Poster – Adobe Illustrator – Tools & Techniques - Analysis research – concept development – design sketching – content integration – Brochure Design – Magazine Design – Package Design – Tools & Techniques - Adobe Dreamweaver - Adobe Photoshop ▪ Lab Work: Create an Animation Video with sound and create the above mentioned Items in Photoshop 	
V	Basic of Photography:	15
	<ul style="list-style-type: none"> ▪ How to handle Camera properly and set ISO for various Shots ▪ Setting Aperture and shutter speed for different shots ▪ How to set White Balance? What are the Shooting modes in D-SLR Camera? ▪ How to use the 3 Point Lighting using Cool Lights? ▪ Discuss about Flash Light Settings and Operation 	

	<ul style="list-style-type: none"> ▪ What are the importance of Reflector, Cutter & Diffuser handling ▪ How to use a Light Meter? 	
VI	Basic Videography:	15
	<ul style="list-style-type: none"> ▪ Different types of video camera including Handy Camera, Tape Formats, Analog Editing and Advance Editing ▪ Equipment and Consoles, Video Signal, Video Format, Video Lights – Types and Functions ▪ Uses of Tripod – Types, Clapboard – Usage, Light meter and other useful accessories. 	

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	<p>Market Structure – I:</p> <p>Introduction to Market Structure – Classification of Markets – Principles of Profit maximisation – Producer Surplus</p> <p>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</p> <p>Monopoly – Features – Sources of monopoly power – Short-run and Long-run equilibrium of a firm under Monopoly</p>	20
II	<p>Market Structure – II:</p> <p>Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency</p> <p>Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market – Price rigidity – Cartels and price leadership – Introduction to Cournot; Stackelberg's model and Bertrand model;</p>	15
III	<p>Pricing Methods:</p> <p>Cost oriented pricing methods: cost –plus (full cost) / mark-up pricing – marginal cost pricing – Multiple product pricing – Transfer pricing</p> <p>Discriminating Pricing – Meaning – Conditions – Types – Degrees – Equilibrium of Discriminating Monopolist – Dumping – Types – International Price Discrimination</p>	15
IV	<p>Capital Projects and Budgeting:</p> <p>Project planning – Features and Significance – Capital Budgeting – Meaning and importance – Steps in capital budgeting – Techniques of Investment appraisal</p> <p>Methods to Evaluate Capital Projects – Payback period method – Net present value method and Internal rate of return method (Numerical Problems)</p>	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 17
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

Semester:	II	Component	General Education
Paper Name:	<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

Semester:	II	Component	General Education
Paper Name:	<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. 36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
2	Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
3	Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
4	McQuail, Denis (1975), Communication, Longman.
5	Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
6	41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
7	Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
8	Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New
9	York. • Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business
10	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

Paper Name – Film Appreciation – II

Semester:	II	Component	Skill Education
Paper Name:	<i>Getting Started with Blogging</i>	Paper Code:	SKILL-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 – [SKILL 211]

Module	Content/Topic/Description	Lectures
I	Understanding Basic of Blogging: State of Blogosphere History of the Best Bloggers Learn through Case Study - National and International Lab Work: Analyze the Performance of the Various Blogs	15
II	Develop the Writing Art of an Blog: First Impressions Writing titles Understanding search Blog promotion Blogging software Lab Work: Write Articles for Various Blogs, relevant to their audience	15
III	Generating Money from your Blog: Converting your blog to a business Getting an Audience Monetizing your site Blogging productivity Lab Work: Generate Revenue from your Blog after setting it up	15
IV	Developing the Blogging Skills: Podcasts: Audio editing Video blogging Legal and ethical issues WordPress Lab Work: Use all the above techniques to increase traffic on your Blog and Develop a Blog using Word Press	15

Paper Name – Google AdWords

Semester:	II	Component	Skill Education
Paper Name:	<i>Google AdWords</i>	Paper Code:	SKILL-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 – [SKILL 212]

Module	Content/Topic/Description	Lectures
I	Create, Develop and Optimize Your Own Profitable Google AdWords Campaigns:	15
	Understanding the value of online advertising Setting up an AdWords Campaign Measuring and optimizing performance AdWords Fundamentals Certification Exam Search Fundamentals Review	
II	Advertise Your Products And Services Online Effectively:	15
	Ad Formats Ad Extensions Ad & Site Quality AdWords Tools	
III	Boost Traffic and Increase Sales to Your Website:	15
	Performance Monitoring and Reporting: Introduction to AdWords Reporting Performance Monitoring and Reporting: Interpreting AdWords Reports Performance Monitoring and Reporting: Additional Performance Insights Optimize Performance Performance, Profitability, and Growth: Budget Growth Performance, Profitability, and Growth: Bidding for Performance Performance, Profitability, and Growth: Profitability and Lifetime Value	
IV	Use Conversion Tracking To Determine The Value Of Your Ad Campaigns	15
	AdWords API Search Advertising Certification Exam Display ads on the Google Display Network Display ads on YouTube Display ads on mobile devices Display Advertising Certification Exam	

Paper Name – Web Designing

Semester:	II	Component	Skill Education
Paper Name:	<i>Web Designing</i>	Paper Code:	SKILL-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 – [SKILL 213]

Module	Content/Topic/Description	Lectures
I	Introduction to Web Design:	15
	Web File Management. Files and Folders HTML Tags HTML Attributes and Images HTML Forms HTML Form Attributes HTML Form Elements HTML Input Types HTML Input Attributes HTML Input form* Attributes HTML Graphics HTML Canvas Graphics HTML SVG Graphics	
II	CSS Introduction:	15
	CSS Syntax CSS Selectors CSS How To CSS Comments CSS Colors CSS Backgrounds CSS Borders	
III	CSS Responsive:	15
	RWD Intro RWD Viewport RWD Grid View RWD Media Queries RWD Images RWD Videos RWD Frameworks	
IV	PHP	15
	PHP Intro PHP Forms PHP Advanced PHP OOP	