

Subject Name B.COM IV SEM 2023-24	L	T	P	Credit
C2-COMA2T COST ACCOUNTING	6	0	0	6

Course Objectives:

- To know the principles, concepts, benefits, utility of cost accounting
- To enable In the event of setting up own industry, being self-sufficient in cost accounting,
- The students will be expert in finding out unit cost, finding tender price, finding contract cost and finding profit
- To develop decision making ability through marginal cost analysis, standard cost analysis
- To able get employment as a cost analyst in small, big business houses.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basic knowledge on cost accounting concepts, elements and classification of cost and overheads, levels of material control

CO2 Understand the techniques of costing, preparation of cost sheet, Need for material control, control of idle time of labour

CO3 Apply the Various Methods of calculation of labour turnover and classification of overheads.

CO4 Analyze a cost sheet, estimation of tender, EOQ, Methods of valuing material issue.

CO5 Analyze the process losses, wastage, scrap, normal and abnormal losses and Reconcile the profits of Financial and Cost Accounting

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	-	1	-	-	-
CO2	2	-	3	-	1	-	-	-	-	1
CO3	1	3	-	-	-	2	-	-	-	-
CO4	2	3	-	1	-	-	-	2	-	-
CO5	1	-	3	-	2	-	-	-	-	-

High- 3 Medium -2 Low – 1

UNIT I	<p>Cost: Meaning, Concept, Nature, Importance and Classification, Element of Cost,</p> <p>Material Costing: Concept of Material Control, Techniques and Methods of valuation of Material Issued,</p> <p>Labor Costing: Concept, Various Methods of Wages Payment</p>	18 HOURS
UNIT II	<p>Unit Costing : Preparation of Cost Sheet and Statement of Cost (Including calculation of Tender Price)</p> <p>Overhead Costing : Overhead costing (including Calculation of machine hour rate)</p>	18 HOURS
UNIT III	<p>Contract and Job Costing</p> <p>Operating Costing (Transport Costing)</p>	18 HOURS
UNIT IV	<p>Process Costing (Including Inter Process Profit and Reserve)</p> <p>Reconciliation of Cost and Financial Accounts.</p>	18 HOURS
UNIT V	<p>Marginal Costing-Profit-Volume Ratio, Break-even Point, Margin of Safety, Application of Break-even Analysis. Standard costing and Variance Analysis(Material and Labour only)</p>	18 HOURS

Resources Books

- Maheshwari S.N. Advance Problem and Solution in Cost Accounting S.chand New Delhi
- Tulsian P.C. Practical Costing Vikas Publishers New Delhi
- Prof. M.L. Agarwal & Dr. K.L. Gupta Cost Analysis and Control Sahitya Bhavan Publication Agra
- Arora, M.N. Cost and Management Accounting Himalya Publication Nagpur
- Dr Sanjay Mehta Prof. Mukesh Bramhabhatta Cost Accounting Devi Ahilya Prakashan Indore

Bachelor of Commerce

CLASS	SUBJECT NAME	L	T	P	Credit
B.Com IV SEMESTER (SESSION 2023-24)	C2-COMC2T - Corporate Law	6	0	0	6

Objectives:

- To develop and strengthen with the fundamentals of Corporate Law and the Importance of management and administration.
- It aims to provide a legal framework for forming and operating corporations.
- To regulate rights, relations, and the conduct of business.
- To understand corporation's life cycle and examine company formation, funding, ownership, shareholding, and closure.

COURSE OUTCOMES:

CO1: Understand the basic terminologies of companies act.

CO2: Understand the working of management and administration of companies.

CO3: Apply the legal aspects of dividend and auditing principles.

CO4: Analyze the provisions related to mismanagement and winding up of companies.

CO5: Analyze the provisions regarding appeal and punishments.

ARTICULATION MATRIX

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	-	2	-	-	-	-	-	-	-
CO2	-	3	-	2	-	1	-	-	-	-
CO3	-	3	2	-	2	-	-	-	-	-
CO4	3	-	2	1	1	-	-	1	-	-
CO5	-	3	-	2	-	1	1	-	-	1

High-3 Medium-2 Low-1

Unit 1: Preliminary to Companies Act 2013

Company - Definition, characteristics, types of company, formation of company, promotion, incorporation and commencement of business, memorandum of association, articles of association and prospectus.

Unit 2: Management and Administration

Board of directors, types of directors, their qualifications, powers, duties, liabilities, company meetings, types, quorum, voting, resolution and minutes.

Unit 3: Dividends Accounts and Audit

Declaration and payment of dividend, maintenance and authentication of financial statements, corporate social responsibility (CSR), auditor: Appointment, qualification, duties, responsibilities, audit report.

Unit 4: Oppression and Mismanagement; Restructuring and Winding up

Prevention of oppression and mismanagement provisions related to compromises and amalgamation. Concepts and modes of winding up.

Unit 5: National Company Law Tribunal

Definition, constitution of NCLT, Constitution of appellent Tribunal, provisions regarding appeal and punishments. emerging issues in company law.

Reference Books:

S.No.	Author	Book Title	Publisher
1.	Avtar Singh	Company Law	ABC Publication
2.	Bloombury	Company Law Procedures	Corporate Law Adviser
3.	Brenda Hannigan	Company Law	Eastern Publishers
4.	M.C. Kuchhal	Company Law	Mahaveer Publications
5.	Paul Davies	Introduction to Company Law	Oxford University Press

Prepared By

Harish Chaturvedi

Approved By

Dr. Avinash Vikram

Class: B.COM/BBA IV SEM 2023-24	L	T	P	Credit
Subject Name: COM 270 FUNDAMENTAL OF BANKING OPERATION	0	0	2	2

Course Objectives:

- To understand about the fundamental principles of banking
- To Supervision and its practices of Banking in India
- To update students with the various technologies used in banking.
- To make students understand the working of insurance companies.
- To able get employment in bank, insurance and small, big business houses.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basic knowledge on Banking

CO2 Understand the Banking scenario in India.

CO3 Apply Banking Rules of business environment in India.

CO4 Apply the Banking and Insurance business risks.

CO5 Analyze Banking and Insurance ethics in financial institutions.

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	-	1	-	-	-
CO2	2	-	3	-	1	-	-	-	-	1
CO3	1	3	-	-	-	2	-	-	-	-
CO4	2	3	-	1	-	-	-	2	-	-
CO5	1	-	3	-	2	-	-	-	-	-

High- 3 Medium -2 Low – 1

<p>UNIT I</p>	<p>Bank-Introduction & Banking Operations: Concept and Evolution of Banks, Types of Banks, Classification of Commercial, Functions of Banks, Banking System, Banks: Emerging Trends and Challenges, Banker-Customer Relationship, Deposit Accounts: Types, Deposit Accounts: Procedure, Loans and Advances, Fund based Credit Facility, Non-Fund based Credit Facility, Types of Loans, Types of Depositors and Borrowers, Modes of Creating Charge, Non-Performing Assets (NPA), Principles of Sound Lending, Secured Advances and Unsecured Advances, Know Your Customer (KYC) and Core Banking Solutions (CBS) operations</p>	<p>12 HOURS</p>
<p>UNIT II</p>	<p>Reserve Bank of India (RBI): Reserve Bank of India (RBI): Introduction, RBI: General Functions, RBI: Credit Control Functions, Banking Ombudsman, Financial Inclusion, Central Banking Digital Currency (CBDC), Government schemes: Banks</p>	<p>12 HOURS</p>
<p>UNIT III</p>	<p>Banking Negotiable Instruments: Types of Negotiable Instruments, Endorsement, Crossing of Cheques, Dishonour of cheques, Cheque Truncation System (CTS), Role and Duties of Paying Bank, Role and Duties of Collecting Bank,</p>	<p>12 HOURS</p>
<p>UNIT IV</p>	<p>Digital Banking : Digital Banking: Introduction, Different aspects of Digital banking, Digital Banking Products, Digital Payment System, Trends in Digital Banking, Challenges in Digital Banking</p>	<p>12 HOURS</p>
<p>UNIT V</p>	<p>Insurance and Risk Management: Concept, Origin and Growth, Functions and Importance of Insurance and Principles of Insurance, Types of Insurance, Different Plans in Life Insurance, Double and Re-insurance, Digital Insurance, Insurance: Emerging Trends, Concept and Classification of Risk, Methods of Handling Risk, Risk Management Process, Regulations of Insurance: Insurance Regulatory and Development Authority (IRDA), Distribution Channels of Insurance, Insurance: Government Schemes</p>	<p>12 HOURS</p>

Text Books:

- "Banking Theory, Law, and Practice" by Sundaram and Varshney - This textbook covers various aspects of banking theory, laws, and practices relevant to the Indian banking system.
- "Banking Law and Practice" by P. N. Varshney - This book provides an in-depth understanding of banking laws and practices in India, including recent regulatory changes and updates.
- "Banking Theory, Law, and Practice" by Gurusamy - This textbook is tailored to meet the requirements of banking students in India, covering topics such as banking regulations, monetary policy, and banking operations.
- "Bank Management" by Macmillan Publishers India - This textbook offers insights into the management aspects of banks in India, including strategic planning, risk management, and corporate governance.

ReferenceBooks:

- "Banking and Financial Services in India" by Sarbapriya Ray - This reference book explores various aspects of banking and financial services in India, including digital banking, financial inclusion, and risk management.
- "Insurance Regulatory and Development Authority of India (IRDAI): Law, Practice, and Procedure" by Ashok Panigrahi - This book focuses on the legal and regulatory framework governing the insurance sector in India, including the role and functions of the IRDAI.
- "Banking Regulation Act and RBI Act: With Allied Rules" by Taxmann Publications - This reference book provides a detailed analysis of the Banking Regulation Act and the Reserve Bank of India Act, along with relevant rules and regulations.

Master's of Business Administration

CLASS	SUBJECT NAME	L	T	P	Credit
B.Com IV SEMESTER (SESSION 2023-24)	C2-COMC2T - Corporate Law	6	0	0	6

Objectives:

- To develop and strengthen with the fundamentals of Corporate Law and the Importance of management and administration.
- To provide a legal framework for forming and operating corporations.
- To regulate rights, relations, and the conduct of business.
- To cover a corporation's life cycle and examine company formation, funding, ownership, shareholding, and closure.

COURSE OUTCOMES:

CO1: Understand the legal framework governing corporations, including the Companies Act 2013, Securities Laws, and other relevant statutes and regulations.

CO2: Understand the management and administration including Board of Directors, their types, qualifications, powers, duties, liabilities.

CO3: Apply the process of method of declaration and payment of dividend, maintenance and authentication of financial statements, corporate social responsibility (CSR), auditor: Appointment, qualification, duties, responsibilities, audit report.

CO4: Analyze and prevention of oppression and mismanagement provisions related to compromises and amalgamation. Concepts and modes of winding up.

CO5: Evaluate the National Company Law Tribunal.

ARTICULATION MATRIX

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	3	2	-	-	-	-	-	-	-
CO2	1	1	-	-	-	-	-	-	-	-
CO3	-	2	-	-	2	-	-	-	-	1
CO4	1	-	-	1	1	-	-	-	-	-
CO5	-	-	-	-	1	-	-	-	-	1

High-3 Medium-2 Low-1

Unit 1: Preliminary to Companies Act 2013

Company - Definition, characteristics, types of company, formation of company, promotion, incorporation and commencement of business, memorandum of association, articles of association and prospectus.

Unit 2: Management and Administration

Board of directors, types of directors, their qualifications, powers, duties, liabilities, company meetings, types, quorum, voting, resolution and minutes.

Unit 3: Dividends Accounts and Audit

Declaration and payment of dividend, maintenance and authentication of financial statements, corporate social responsibility (CSR), auditor: Appointment, qualification, duties, responsibilities, audit report.

Unit 4: Oppression and Mismanagement; Restructuring and Winding up

Prevention of oppression and mismanagement provisions related to compromises and amalgamation. Concepts and modes of winding up.

Unit 5: National Company Law Tribunal

Definition, constitution of NCLT, Constitution of appellate Tribunal, provisions regarding appeal and punishments. Emerging issues in company law.

Course Outcomes:

The paper aims to impart the students' working knowledge of the provisions of company's act 2013. After completion of the course, students will be able to

- (a) Explain the relevant provisions of companies act 2013.
- (b) Interpret the corporate functioning in India.

S.No.	Author	Book Title	Publisher
1.	Avtar Singh	Company Law	ABC Publication
2.	Bloombury	Company Law Procedures	Corporate Law Adviser
3.	Brenda Hannigan	Company Law	Eastern Publishers
4.	M.C. Kuchhal	Company Law	Mahaveer Publications
5.	Paul Davies	Introduction to Company Law	Oxford University Press

Subject Name B.COM IV SEM 2023-24	L	T	P	Credit
C2-COMA2T COST ACCOUNTING	6	0	0	6

Course Objectives:

- To know the principles, concepts, benefits, utility of cost accounting
- To enable In the event of setting up own industry, being self-sufficient in cost accounting,
- The students will be expert in finding out unit cost, finding tender price, finding contract cost and finding profit
- To develop decision making ability through marginal cost analysis, standard cost analysis
- To able get employment as a cost analyst in small, big business houses.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basic knowledge on cost accounting concepts, elements and classification of cost and overheads, levels of material control

CO2 Understand the techniques of costing, preparation of cost sheet, Need for material control, control of idle time of labour

CO3 Apply the Various Methods of calculation of labour turnover and classification of overheads.

CO4 Analyze a cost sheet, estimation of tender, EOQ, Methods of valuing material issue.

CO5 Analyze the process losses, wastage, scrap, normal and abnormal losses and Reconcile the profits of Financial and Cost Accounting

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	-	1	-	-	-
CO2	2	-	3	-	1	-	-	-	-	1
CO3	1	3	-	-	-	2	-	-	-	-
CO4	2	3	-	1	-	-	-	2	-	-
CO5	1	-	3	-	2	-	-	-	-	-

High- 3 Medium - 2 Low – 1

UNIT I	<p>Cost: Meaning, Concept, Nature, Importance and Classification, Element of Cost,</p> <p>Material Costing: Concept of Material Control, Techniques and Methods of valuation of Material Issued,</p> <p>Labor Costing: Concept, Various Methods of Wages Payment</p>	18 HOURS
UNIT II	<p>Unit Costing : Preparation of Cost Sheet and Statement of Cost (Including calculation of Tender Price)</p> <p>Overhead Costing : Overhead costing (including Calculation of machine hour rate)</p>	18 HOURS
UNIT III	<p>Contract and Job Costing</p> <p>Operating Costing (Transport Costing)</p>	18 HOURS
UNIT IV	<p>Process Costing (Including Inter Process Profit and Reserve)</p> <p>Reconciliation of Cost and Financial Accounts.</p>	18 HOURS
UNIT V	<p>Marginal Costing-Profit-Volume Ratio, Break-even Point, Margin of Safety, Application of Break-even Analysis. Standard costing and Variance Analysis(Material and Labour only)</p>	18 HOURS

Resources Books

- Maheshwari S.N.Advance Problem and Solution in Cost Accounting S.chand New Delhi
- Tulsian P.C.Practical Costing Vikas Publishers New Delhi
- Prof. M.L. Agarwal & Dr.K.L. Gupta Cost Analysis and Control Sahitya Bhavan Publication Agra
- Arora, M.N. Cost and Management Accounting Himalya Publication Nagpur
- Dr Sanjay Mehta Prof. Mukesh Bramhabhatta Cost Accounting Devi Ahilya Prakashan Indore

Subject Name B.COM IV SEM 2023-24	L	T	P	Credit
M2-ASPM2T Personal Selling and Salesmanship	4	0	0	4

Course Objectives:

1. To develop and strengthen with the fundamentals of Personal Selling.
2. To develop the sales and marketing skills.
3. To understand the process of personal selling.
4. To develop the understanding of customer service orientation.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basics of Personal Selling concepts.

CO2 Understand the concepts sales and marketing.

CO3 Apply the process of effective selling stages and types of sales calls.

CO4 Analyze the qualities of a successful sales person, Sales report and manuals, sales operations.

CO5 Evaluate the sales distribution network- traditional and modern, e-business and e-commerce, after sales service and marketing correspondence.

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	-	-	-	1	-	-	-	-
CO2	3	-	2	-	-	-	1	-	-	-
CO3	-	3	-	2	-	1	-	-	-	-
CO4	-	-	3	-	2	1	-	2	-	-
CO5	3	2	-	1	-	-	-	-	-	1

High- 3 Medium -2 Low – 1

UNIT I	<p>PERSONAL SELLING: Introduction, The Concept of Personal Selling, Nature and Importance of Personal Selling, Types of Personal Selling, Introduction to Advertising, Effectiveness of Personal Selling Vs Advertising, Theories of Personal Selling.</p> <p>Selling Skills activity by each student with proper pitch and techniques.</p>	12 HOURS
UNIT II	<p>SALES AND MARKETING: Introduction to Sales, Types of Sales Persons, Buying Motives, Types of Markets, Selling as a Career, Selling as a Career-Advantages, Selling as a Career - Difficulties, Measuring</p>	12 HOURS



	<p>of Making Selling an attractive Career. Sell a Product to your peer and find-out buying motives Activity on how to choose a selling career</p>	
UNIT III	<p>PROCESS OF PERSONAL SELLING: Introduction to the Process of Personal Selling, Process of Effective Selling, Process of Effective Selling - Prospecting, Process of Effective Selling - Pre-Approach, Process of Effective Selling - Presentation and Demonstration, Process of Effective Selling - Handling Objections, Process of Effective Selling - Closing of Sale, Process of Effective Selling - Post Sale, Types of Sales Calls, Management of Call Time. Personal selling in software industry</p>	12 HOURS
UNIT IV	<p>SALES AND CUSTOMER SERVICE: Introduction to Sales and Customer Service, Qualities of Successful Sales Person, Qualities of Successful Sales Person with particular reference to Consumer Services. Sales Operation Reports Sales Operation Documents, Sales Manual Order-Book, Cash Memo, Tour Diary, Periodical Reports, Problems in Selling Operations.. Improving sales and customer service at XYZ electronics.</p>	12 HOURS
UNIT V	<p>SALES AND DISTRIBUTION NETWORK Introduction to Distribution Network, Traditional Network and Modern Network, e- Business and e-Commerce, Problems in Selling and Relationship Marketing, After Sales Service, Marketing Correspondence, Activities and Role Plays. Optimizing sales and distribution network at ABC beverages.</p>	12 HOURS

Resources Books

- Salesmanship and Publicity by Davar Rustom S., McGraw Hill International INDIA
Sales Promotion and Sales Management by Sudha G.S. ., RBD Publications
and Kapoor Neeru, Advertising and Personal Selling, Pinnacle, New Delhi INDIA
Hemphill, Barbara. "Personal Selling:." Occupational Therapy In Health Care 8, no. 4 (March 24, 1993): 63–77. http://dx.doi.org/10.1300/j003v08n04_05.
- McElroy, James C., and Paula C. Morrow. "Personal Space, Personal Appearance, and Personal Selling." Psychological Reports 74, no. 2 (April 1994): 425–26. <http://dx.doi.org/10.2466/pr0.1994.74.2.425>.
- Friedman, Margaret L. "Proficiency in Personal Selling." Journal of Hospital Marketing 4, no. 2 (September 14, 1990): 119–33. http://dx.doi.org/10.1300/j043v04n02_11.

Subject Name B.COM IV SEM 2023-24	L	T	P	Credit
M2-ASPM2T Personal Selling and Salesmanship	4	0	0	4

Course Objectives:

1. To develop and strengthen with the fundamentals of Personal Selling.
2. To develop the sales and marketing skills.
3. To understand the process of personal selling.
4. To develop the understanding of customer service orientation.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basics of Personal Selling concepts.

CO2 Understand the concepts sales and marketing.

CO3 Apply the process of effective selling stages and types of sales calls.

CO4 Analyze the qualities of a successful sales person, Sales report and manuals, sales operations.

CO5 Evaluate the sales distribution network- traditional and modern, e-business and e-commerce, after sales service and marketing correspondence.

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	-	-	-	1	-	-	-	-
CO2	3	-	2	-	-	-	1	-	-	-
CO3	-	3	-	2	-	1	-	-	-	-
CO4	-	-	3	-	2	1	-	2	-	-
CO5	3	2	-	1	-	-	-	-	-	1

High- 3 Medium -2 Low – 1

UNIT I	<p>PERSONAL SELLING: Introduction, The Concept of Personal Selling, Nature and Importance of Personal Selling, Types of Personal Selling, Introduction to Advertising, Effectiveness of Personal Selling Vs Advertising, Theories of Personal Selling.</p> <p>Selling Skills activity by each student with proper pitch and techniques.</p>	12 HOURS
UNIT II	<p>SALES AND MARKETING: Introduction to Sales, Types of Sales Persons, Buying Motives, Types of Markets, Selling as a Career, Selling as a Career-Advantages, Selling as a Career - Difficulties, Measuring</p>	12 HOURS

	<p>of Making Selling an attractive Career. Sell a Product to your peer and find-out buying motives Activity on how to choose a selling career</p>	
UNIT III	<p>PROCESS OF PERSONAL SELLING: Introduction to the Process of Personal Selling, Process of Effective Selling, Process of Effective Selling - Prospecting, Process of Effective Selling - Pre-Approach, Process of Effective Selling - Presentation and Demonstration, Process of Effective Selling - Handling Objections, Process of Effective Selling - Closing of Sale, Process of Effective Selling - Post Sale, Types of Sales Calls, Management of Call Time. Personal selling in software industry</p>	12 HOURS
UNIT IV	<p>SALES AND CUSTOMER SERVICE: Introduction to Sales and Customer Service, Qualities of Successful Sales Person, Qualities of Successful Sales Person with particular reference to Consumer Services. Sales Operation Reports Sales Operation Documents, Sales Manual Order-Book, Cash Memo, Tour Diary, Periodical Reports, Problems in Selling Operations.. Improving sales and customer service at XYZ electronics.</p>	12 HOURS
UNIT V	<p>SALES AND DISTRIBUTION NETWORK Introduction to Distribution Network, Traditional Network and Modern Network, e- Business and e-Commerce, Problems in Selling and Relationship Marketing, After Sales Service, Marketing Correspondence, Activities and Role Plays. Optimizing sales and distribution network at ABC beverages.</p>	12 HOURS

Resources Books

- Salesmanship and Publicity by Davar Rustom S., McGraw Hill International INDIA
- Sales Promotion and Sales Management by Sudha G.S. , RBD Publications and Kapoor Neeru, Advertising and Personal Selling, Pinnacle, New Delhi INDIA
- Hemphill, Barbara. "Personal Selling:." Occupational Therapy In Health Care 8, no. 4 (March 24, 1993): 63–77. http://dx.doi.org/10.1300/j003v08n04_05.
- McElroy, James C., and Paula C. Morrow. "Personal Space, Personal Appearance, and Personal Selling." Psychological Reports 74, no. 2 (April 1994): 425–26. <http://dx.doi.org/10.2466/pr0.1994.74.2.425>.
- Friedman, Margaret L. "Proficiency in Personal Selling." Journal of Hospital Marketing 4, no. 2 (September 14, 1990): 119–33. http://dx.doi.org/10.1300/j043v04n02_11.

Subject Name	L	T	P	Credit
V1-COM-DIGT - Digital Marketing	4	0	0	4

Course Objectives:

On having completed this course student should be able to:

1. To develop understanding of digital marketing skills.
2. To understand digital marketing tools.
3. To understand the working of search engine marketing.
4. To develop the techniques of social media optimization.
4. To understand and manage website traffic tools.

Course Outcomes (COs):

CO1: Understand the conceptual aspects of Digital Marketing.

CO2: Understand the external and internal strength and weakness of business.

CO3: Apply the search engine optimization techniques and related tools for the optimization.

CO4: Apply the social media marketing strategies for social media optimization.

CO5: Analyze the various digital marketing tools for the proper functioning website traffic analysis.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	1	2	3	-	-	-		-	-	1
CO2	-	-	2	3	1	-	-	1	-	-
CO3	-	1	3	2	-	-	-	-	1	-
CO4	3	-	-	-	-	2	1	-	-	-
CO5	-	-	-	-	1	2	3	-	-	1

Unit 1

12 hours

Meaning of digital marketing, differences from traditional marketing, return of investments on digital marketing versus traditional marketing. E-Commerce tools used for successful marketing, inbound and outbound digital marketing.

Unit 2

12 hours

SWOT analysis of business for Digital Marketing, meaning of blogs, websites, portal and their differences, visibility, visitor engagement, conversion process, retention, performance evaluation

Unit 3

12 hours

Search Engine Optimization: on page optimization techniques, off page optimization techniques, preparing reports, creating search campaigns, creating display campaigns.

Unit 4

12 hours

Social Media Optimization: Introduction two social media marketing, advanced Facebook marketing, word press blog creation, Twitter marketing, LinkedIn marketing, Instagram marketing, social media analytical tools.

Unit 5

12 hours

Search Engine Marketing: meaning and use of search engine marketing, tools used - pay per click, google adwords, display advertising techniques, report generation.

Website traffic analysis, Affiliate Marketing and Ad Designing: Google analytics, online reputation management, email marketing, affiliate marketing, understanding adwords algorithm, advertisement designing.

Text books:

- Ahuja Vandana, Digital Marketing, Oxford University press (2016) ISBN 9780 19 945 5447.
- Sainyromi, Nargundkar Rajendra, Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932.