

**CH. CHARAN SINGH UNIVERSITY,
MEERUT**

**UNDERGRADUATE CURRICULUM
FRAMEWORK- 2022
BASED ON NEP- 2020**

**BACHELOR OF COMMERCE IN
E-COMMERCE OPERATIONS**
(Three-year Degree Apprenticeship Programme)

w.e.f.

Academic Session 2025-26



PROGRAM OUTCOMES

Upon completion of the Bachelor of Commerce (E-commerce) program, students will be able to:

1. Develop a strong understanding of both traditional commerce principles and the unique aspects of online business, including e-business models, digital marketing and e-commerce technologies.
2. Enhance commerce and e-commerce knowledge.
3. Develop e-commerce skills.
4. Gain practical skills in areas like web-design, online transaction processing, and digital marketing, as well as to develop the ability to analyse e-business problems and propose solutions.
5. Component to work in virtual environment.
6. Expertise on e-commerce technology and accounting applications.
7. Develop Employability skills to be successful in the virtual business environment.
8. Sustain in the changing phases of virtual and e-business environment.
9. Elevate their potentials to step up in career ladder.

Eligibility Criteria

1. Eligibility for entry to the program: Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after the successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

2. Duration: Three Years (Six semesters), max period to complete degree – 6` years.

3. Programme Content:

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI (minimum 2 credits each)
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

4. Three-year (Six semesters) Degree Apprenticeship Programme Course Credits: 130 credits including 40 credits through two apprenticeships.

5. Multiple Entry and Exit Options

(i) UG Certificate with Single Major

On exit after the completion of the first year (two semesters) with 44 credits and 4 credits of a vocational course (work-based learning/ internship). Re-entry in the degree program with one major (After one-year Certificate): It is allowed within three years, if in addition to the 44 credits, one vocational course (work-based learning/internship) of 4 credits during the summer vacation after the second semester has been completed. However, it is necessary to complete the degree program within the stipulated maximum period of six years.

(ii) UG Diploma with Single Major

On exit after the completion of the second year (four semesters) with 86 credits including 4 credits of vocational course (work-based learning/ internship till second year). Re-entry in the degree program with one major (after two-year Diploma): It is allowed within three years, if in addition to the 86 credits, one vocational course (work-based learning/ internships) of 4 credits during the summer vacation after the second or fourth semester has been completed. However, it is necessary to complete the degree program within the stipulated maximum period of six years.

(iii) Three-year UG Degree with Single Major

On exit after the completion of the third year (six semesters) with 130 credits including 4 credits of Vocational Course (work-based learning/ internship within three years). It is necessary to complete the degree program within the stipulated maximum period of six years.

6. Components of a Course

Each course may have only lecture component or a lecture and tutorial component or lecture and practicum component or lecture, tutorial, and practicum component, or only a practicum component.

7. Credits

(i) 1 credit of lecture/ tutorial means one hour of engagement per week and is equivalent to 15 hours of teaching in one semester.

(ii) 1 credit of workshop/ internship/ project/ studio activity/ practical/ lab work/community engagement/services/ fieldwork means two hours of engagement per week and is equivalent to 30 hours of engagement in one semester.

8. Category of Discipline

The Three-year Undergraduate Program (Apprentice based program) will comprise (i) Major discipline: A discipline or subject of main focus and the degree will be awarded in that discipline on securing the prescribed number of credits.

9. Category of Courses

The Three-year Undergraduate Program will comprise various categories of courses

I. Major Discipline Specific Core Course (MJDSCC)

DSC/ MJDSCC are the core credit courses of the specific discipline spreading across the semesters giving adequate knowledge of the Major Discipline.

II. Major Discipline Specific Elective Course (MJDSEC)

DSEC/ MJDSEC are the discipline-specific open elective courses offered from a pool of courses by the Department itself. MJDSEC once allotted (as per rule) to a student will not be changed.

III. Ability Enhancement Course (AEC)

AEC courses will aim to create competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. These courses should enable students to acquaint themselves with the cultural and intellectual heritage of the chosen MIL and English language. These will be mandatory for all disciplines.

IV. Skill Enhancement Course (SEC)

The Departments shall offer these courses across Faculties in groups. These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. A student can pick any course of choice from the pool of courses. (Example: Programming Languages, Web Designing, Graphic design, Languages, Project Management, Data Analysis and Visualization, Photography, Financial Literacy, Customer Service and Sales Techniques, Cyber security, etc.)

V. Value Addition Course (VAC) Common to all UG Students

These courses will be based on ethics, culture, Indian Knowledge systems, constitutional values, etc. to understand India, sports education, Yoga education, Health and Fitness education, environmental education, digital and technological solutions, and similar courses.

VI. VIAPCW: Summer Vocational Course/ Internship/ Project/ Community Outreach / Workshop (four weeks/ 120 hours) in the relevant field from any government/government funded organization, PSU, and reputed private organizations.

10. Standard of Passing & Award Division

Standard of passing & award of divisions shall be as per the university policies for other under-graduation programme in the commerce.

11. Continuous Internal Assessment

The continuous internal assessment system, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the university.

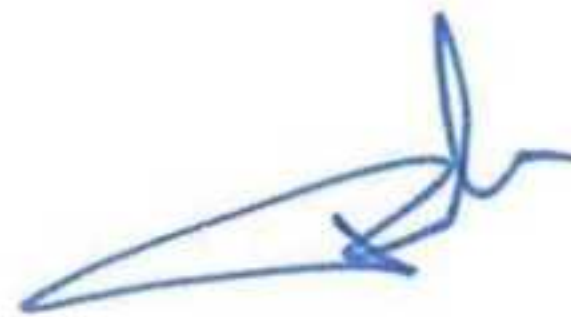
12. Attendance

The mandatory minimum attendance in teaching semesters is as per the existing policies and practices of the university.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

13. Examination

The end semester examination for courses scheduled in the teaching semesters will be conducted and results declared by the university. The question paper pattern for these examinations will be as per the format decided by the university.



B. Com. E-Commerce Operations
Structure with Credit hours

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 1						
DSC- 1.1	Introduction to E-commerce & Logistics Operations	DSC	4	25 (T)	75(T)	100
DSC- 1.2	Inventory Management	DSC	4	25 (T)	75(T)	100
DSC- 1.3	Outsourcing in E-commerce	DSC	4	25 (T)	75(T)	100
DSE- 1.1	Business Mathematics	DSE	4	25 (T)	75(T)	100
	OR					
DSE- 1.2	Financial Accounting	DSE	4	25 (T)	75(T)	100
SEC 1.1	Word and presentation skills	SEC	2	40(T)	60(P)	100
VAC 1.1	Constitutional values	VAC	2	-	100(T)	100
AEC 1.1	English Language 1	AEC	2	25 (T)	75(T)	100
			22			
SEMESTER 2						
DSC- 2.1	Warehouse Management	DSC	4	25 (T)	75(T)	100
DSC- 2.2	Material Handling	DSC	4	25 (T)	75(T)	100
DSC- 2.3	First and Last Mile Operations	DSC	4	25 (T)	75(T)	100
DSE- 2.1	Business Statistics	DSE	4	25 (T)	75(T)	100
	OR					
DSE-2.2	Business Law	DSE	4	25 (T)	75(T)	100
SEC- 2.1	Data spreadsheets	SEC	2	40(T)	60(P)	100
VAC-2.1	Any course from SWAYAM PORTAL	VAC	2		100(T)	100
AEC -2.1	English Language 2	AEC	2	25 (T)	75(T)	100
			22			
	Total credits after one year		44			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		44+4			
Exit-1: Undergraduate Certificate in Major Discipline after securing 44 credits in two semesters (one year) of a UG program with single major and 4 credits in a Vocational Course/Internship/Apprenticeship/Project/Community Outreach/Workshop (VIAPCW) offered during first year summer term.						




DSC 1.1 – INTRODUCTION TO E-COMMERCE & LOGISTICS OPERATIONS

Programme: B.Com in E-commerce		Year: First		Semester: I		
Subject: E-commerce						
Course Code: DSC 1.1		Course Title: Introduction to E-Commerce & Logistics Operations			(Theory)	
COURSE OBJECTIVES: <ul style="list-style-type: none">• To understand the basics of e-commerce logistics. LEARNING OUTCOMES: <p>The students will learn:</p> <ul style="list-style-type: none">• Basics of e-commerce logistics.• Types of e-commerce logistics in India.• Impact of technology on e-commerce logistics.• Future of e-commerce logistics in India						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Basics of E-Commerce & Logistics Operations E-Commerce - Meaning, Role & Revolution of E-commerce & Logistics Operations – Challenges & Impact of E-commerce & Logistics Operations on the world and global trade. Roadmap of e-commerce in India. Regulatory policies and impact on e-commerce logistics. - Disruption in E-commerce logistics. Logistics and System Concept, Objectives and Role of Logistics Introduction - Logistics Functions and Management - Role of Logistics in the Supply Chain-Catalysts for Outsourcing Trends-Benefits of Logistics Outsourcing - Third- and Fourth – Party Logistics-Logistics goals and types – General capacity theory in logistics-Inbound and outbound operation- Capacity management in inbound and outbound logistics				1	15
II	Types of E-Commerce Logistics in India Business to Consumer (B2C) - Business model and challenges. -Business to Business (B2B) - Business model and challenges.-Consumer to Consumer(C2C)- Business model and challenges.-Other E-Commerce Models - Integrating Logistics into the Operations Process- Assessment, Planning, Preparing, Executing and Terminating for Logistics Operations				1	15
III	Impact of Technology on E-Commerce Logistics Role and advantages of technology in e-commerce logistics.-Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics- GPS tracking-Drone delivery-Electric vehicle delivery systems				1	15
IV	Future of E-Commerce in India Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics- Global research one-commerce logistics. Integration with stock &order processing systems- Systems used in Inbound and outbound operations - Systems used for Value - added delivery options (premium/express / scheduled /location/ mapping) – Customer and Support Relationships				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class						

activities/ assignments etc.
TEXTBOOKS & SUGGESTED READINGS: <ul style="list-style-type: none"> • Course Material Prepared by LSC • E-Commerce an Indian Perspective P.T. Joseph, S. J. - PHI publication • IT Encyclopedia.Com: Volume 8: Parag Diwan & Sunil Sharma: E-commerce - Pentagon Press. • E-Commerce Strategies: Charles Trepper – PHI • S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur. • Essential Cybersecurity Science, Josiah Dykstra, 2017 – O'Reilly
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx




DSC 1.2 – INVENTORY MANAGEMENT

Programme: B.Com in E-commerce		Year: First		Semester: I	
Subject: E-commerce					
Course Code: DSC 1.2		Course Title: Inventory Management		(Theory)	
COURSE OBJECTIVES: To understand the concepts of inventory management.					
LEARNING OUTCOMES: The students will be able to: <ul style="list-style-type: none">• Understand basics of inventory management in warehousing.• Compare various inventory management techniques.• Explain the requirement for warehouse management systems.• Demonstrate the importance of and inventory management.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Introduction to Inventory Management What is inventory management- Why is inventory management important – Role in inventory management in e-commerce supply chain-Inventory management terms – Types of inventory in e-commerce supply chain -Management of inventory in e-commerce supply chain.			1	15
II	Basic Inventory Management Techniques and Relevance to E-Commerce Logistics Economic order quantity - Minimum order quantity -ABC analysis. -Just-in-time inventory management.- Safety stock inventory. - FIFO and LIFO.- Batch tracking. – Consignment Inventory – Perpetual inventory management - Six Sigma and Lean Six Sigma - Demand Forecasting-Cross – docking - Bulk shipments.			1	15
III	Key Inventory Management Metrics Inventory turnover – Safety stock-Reorder point- Back order rate-Carrying cost of inventory Inventory Management Software What is inventory management software? - Features of good quality software. – Choosing the correct warehousing management system.			1	15
IV	Latest Trends in Inventory Management Predictive picking using artificial Features of good quality software-Choosing the correct warehousing management system – Omni channel inventory management solutions - Streamlined management of returned inventory – Streaming Analytics – Advanced sales forecasting-New inventory management skills.			1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.					




TEXTBOOKS&SUGGESTEDREADINGS:

- Course Material Prepared by LSC
- Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
- Operations Research –Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/ 2017- 978-81-8054-854-3 (TC-532)
- Vijay Kumar Khurana, 2007, Management of Technology and Innovation, AnebooksIndia, Chennai Further Reading Source
- Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007.
- David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGrawHill, 6th Edition, 1993.

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc.

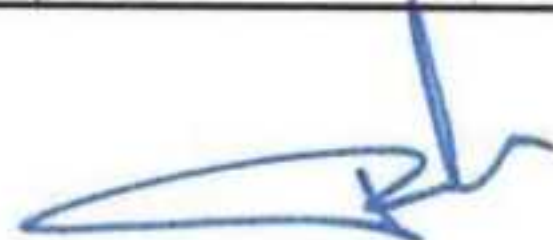
Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSC 1.3 – OUTSOURCING IN E-COMMERCE

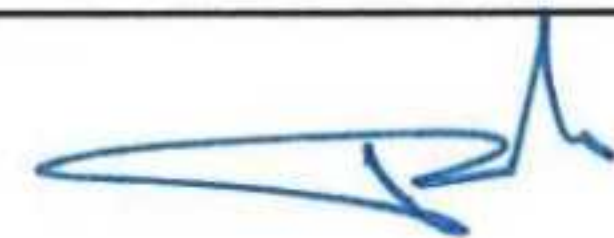

Programme: B.Com in E-commerce		Year: First		Semester: I	
Subject: Digital Sales & Marketing					
Course Code: DSC 1.3		Course Title: Social Media Marketing		(Theory)	
Course Outcome: Understand the role of Social Media Marketing (SMM) in digital strategy and audience targeting. Learn to create engaging, platform-specific content and campaign calendars, design paid ad campaigns with clear objectives, and manage platforms professionally by responding to feedback and handling reputational crises effectively.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Introduction Outsourcing, Companies outsource, When to Outsource, Implementation of outsourcing, Problems with outsourcing			1	15
II	Ecommerce Outsourcing, How do Ecommerce Out sourcing help Business, The Big Benefits of Outsourcing Your e-Commerce, Best countries for Ecommerce Outsourcing			1	15
III	Outsourcing Strategic Assessment, Business Value Assessment, Operational Assessment Financial Assessment, Risk Assessment, Integrating the four risk elements Outsourcing Risk Management, Hidden Cost of Outsourcing, Models of Outsourcing Risks with outsourcing, Techniques and tools to assess risk			1	15
IV	Future, Will outsourcing continue to grow in the years to come?, Future outsourcing trends, Future of outsourcing in India			1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.					
TEXT&REFERENCEBOOKS: • CourseMaterialPreparedbyLSC					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					



Dr. M. C.


DSE 1.1 – BUSINESS MATHEMATICS

Programme: B.Com in E-commerce		Year: First		Semester: I	
Subject:E-commerce					
Course Code: DSE 1.2		Course Title: Business Mathematics		(Theory)	
Course Outcome:Upon completion of this course, learners will be able to apply matrices to solve systems of equations, understand financial mathematics including interest and annuities, use principles of counting through permutations and combinations, expand binomial expressions, and apply basic calculus for solving business-related problems.					
Credit: 4		Elective Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Matrices and Determinants: Overview of Matrices. Solution of a system of linear equations (having a unique solution and involving not more than three variables) using matrix inversion method and Cramer's Rule Leontief Input Output Model (Open Model Only).			1	15
II	Mathematics of Finance: Rates of interest- nominal, effective and their inter-relationships in different compounding situations. Compounding a sum using different types of rates. Applications relating to Depreciation of assets and average due date. Types of annuities: ordinary, due and deferred - Discrete and continuous. Perpetuity. Determination of future and present values using different types of rates of interest. Applications relating to Capital Expenditure and Leasing.			1	15
III	Permutation and Combination: Meaning of Permutation and Combination; Fundamental Theorems of Permutation-Multiplication and Addition; Factorial Notation; Calculation of number of permutations and combinations of 'n' different things taking 'r' at a time; Miscellaneous Problems of Permutation and Combinations.			1	15
IV	Binomial Theorem: Meaning and its Expansion; Special Features of Expansion; Finding the Particular term, Middle term, Independent Term and Coefficient of a particular term for Positive Integral Index. Calculus: Function; Limits; Differential Coefficient; Sum; Difference; Product; Quotient; Function of function and Integration (Excluding Trigonometrical and Hyperbolic Functions).			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References					
<ul style="list-style-type: none">• Anthony, M., & Biggs, N. (1996). Mathematics for Economics and Finance. Cambridge: Cambridge University Press• Ayres, F. J. (1963). Theory and Problems of Mathematics of Finance. New York: McGraw Hill Publishing.• Budnick, P. (1986). Applied Mathematics for Business, Economics, & Social Sciences. New York: McGraw Hill Publishing.• Ghosh &sinha(2018). Business Mathematics and statistics. Oxford University Press.• S.K. Sharma and Kaur, Gurmeet. Business Mathematics. Sultan Chand & Sons (P) Ltd, New Delhi.					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					

DSE – 1.2 FINANCIAL ACCOUNTING

Programme: B.Com in E-commerce		Year: First		Semester: II	
Subject: E-commerce					
Course Code: DSE 2.1		Course Title: Financial Accounting		(Theory)	
Course Outcome: Learners will be able to apply accounting principles to record transactions, prepare financial statements, use computerized accounting systems, measure business income, assess the impact of depreciation and inventory, and prepare accounts for sole proprietors, not-for-profit organizations, branches, departments, and leases.					
Credit: 4		Elective Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Theoretical Framework & Accounting Process: Understanding accounting as an information system; users and their needs; qualitative characteristics of accounting info; GAAP and AS concepts; capital vs revenue items; accounting policies; introduction to AI & Data Analytics in accounting. Recording transactions, adjusting entries, trial balance, and final accounts including GST.			1	15
II	Business Income, Asset & Inventory Valuation: Concept and measurement of business income; revenue recognition (AS 9); accounting for Property, Plant, Equipment (AS 10) and Intangibles (AS 26); depreciation impact; inventory valuation methods (AS 2) – FIFO, LIFO, and weighted average.			1	15
III	Financial Statements & Special Accounting Areas: Preparation of final accounts for Sole Proprietors and Not-for-Profit Organisations. Accounting for Inland Branches (Debtors System, Stock & Debtors System), Departments, and Leases (AS 19).			1	15
IV	Computerised Accounting Systems & Practical Work: Using accounting software to create companies, ledgers, stock items, vouchers (with GST), and generate reports (P&L, Balance Sheet, Cash Flow). Includes practical exercises like preparing financial statements and analysing accounting policies.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References <ul style="list-style-type: none">Goyal, B. K., & Tiwari, H. N. —Financial Accounting Taxmann Publication, New Delhi.Tulsian, P. C. —Financial Accounting S Chand Ltd., New Delhi.Shukla, M. C., Grewal, T. S., & Gupta, S. C. —Advanced Accounts. Vol.-I. Sultan Chand Publishing, New Delhi.Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. —Financial Accounting Vikas Publishing House Pvt. Ltd., New Delhi.					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					




SEC 1.1 – WORD & PRESENTATION SKILLS

Programme: B.Com in E-commerce		Year: First		Semester: I		
Subject: E-commerce						
Course Code: SEC 1.1		Course Title: Word & Presentation Skills		(Theory)		
Course Objective: This course is designed to enhance students' proficiency in creating, editing, and formatting documents using word processing tools and to build effective presentation skills using presentation software. It aims to improve communication, documentation, and professional presentation abilities.						
Learning Outcomes: 1. Create and professionally format business and academic documents using word processing tools. 2. Design visually appealing and content-rich presentations for academic and professional purposes.						
Credit: 2		Skill Enhancement Course				
Max Marks: 40+60 (Internal + Practical)			Min. Passing Marks:			
Unit	Details				Credit	Hours
I	Word Processing Skills Introduction to word processing software, creating, saving and opening documents, formatting text and paragraphs, using bullets, numbering and styles, inserting tables, images, hyperlinks and page breaks, applying header, footer, page numbers and watermark, spelling and grammar check, thesaurus, find and replace, using mail merge and templates, printing options and page setup.				1	15
II	Presentation Skills Introduction to presentation software, creating and designing slides, using themes, layouts, backgrounds and slide masters, inserting charts, tables, SmartArt, media and transitions, adding animations and managing slide timing, tips for creating effective presentations, presentation delivery skills including body language, voice modulation and audience engagement, practicing and evaluating presentations.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References • Satish Jain, M. Geetha &Kratika – "Microsoft Office 2019 Training Guide" (BPB Publications) • Steve Schwartz – " <i>Microsoft Office Word 2019 for Dummies</i> " (Wiley Publishing) • Joan Lambert – " <i>Microsoft PowerPoint 2019 Step by Step</i> " (Microsoft Press)						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						




VAC 1.1 – CONSTITUTIONAL VALUES

Programme: B.Com in E-commerce	Year: First	Semester: I	
Subject: E-commerce			
Course Code: SEC 1.1	Course Title: Constitutional Values	(Theory)	
Course Objective: The course aims to instill the foundational values enshrined in the Indian Constitution and promote responsible citizenship. It encourages students to understand and uphold the principles of justice, equality, liberty, fraternity, and dignity in their personal and professional lives.			
Learning Outcomes: <ul style="list-style-type: none">• Demonstrate an understanding of core constitutional values and their relevance to contemporary Indian society.• Apply constitutional ethics and civic responsibilities in academic, professional, and community settings.			
Credit: 2	Value Addition Course		
Max Marks: 100 (External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Understanding the Indian Constitution and Its Core Values Preamble and its significance, fundamental rights and duties, directive principles of state policy, secularism, federalism, rule of law, equality and social justice, importance of constitutional morality, accountability and transparency in governance.	1	15
II	Role of Citizens and Institutions in Upholding Constitutional Values Role of judiciary, legislature, and executive in preserving constitutional ideals, public participation and democratic engagement, role of education in promoting constitutional awareness, challenges to constitutional values in modern times, case studies on violation and protection of constitutional values.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References <ul style="list-style-type: none">• Introduction to the Constitution of India – D.D. Basu• Indian Polity – M. Laxmikanth• Our Constitution – Subhash Kashyap			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			

AEC-1.1 ENGLISH LANGUAGE-I (LISTENING AND SPEAKING SKILLS)

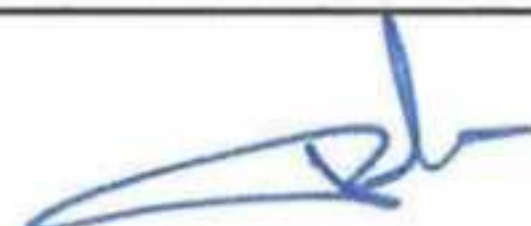
Programme: B.Com. in E-commerce		Year: First	Semester: I
Subject: E-commerce			
Course Code: AEC-1.1	Course Title: English Language-I (Listening and Speaking Skills)		(Theory)
Course objective: - The course aims to develop students' proficiency in listening and speaking skills in English through active practice and exposure to authentic language use. It focuses on improving comprehension of spoken English, enhancing pronunciation and intonation, building vocabulary for effective communication, and fostering confidence in interpersonal, academic, and professional contexts			
Learning outcomes- <ul style="list-style-type: none">• By the end of this course, students will be able to:• Demonstrate comprehension of spoken English in academic and semi-academic contexts.• Communicate ideas clearly in structured conversations and short presentations.• Use appropriate pronunciation, stress, and intonation in speech.• Describe simple economic data orally.			
Credits: 2		Ability Enhancement Course	
Max. Marks: 25+75 (Internal + External)			
Unit	Topics	Credit	No. of Lectures 30
I	Listening Skills <ul style="list-style-type: none">• Listening for gist and specific information• Listening to short academic lectures and economic news• Note-taking while listening• Understanding tone, stress, and intonation	1	15
II	Speaking Skills- <ul style="list-style-type: none">• Introducing oneself and exchanging information• Expressing opinions in simple language• Describing graphs and trends orally• Short presentations on everyday/economic topics	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: <ul style="list-style-type: none">• Kenneth Anderson, Study Speaking (Cambridge University Press)• Tony Lynch, Study Listening (Cambridge University Press)• BBC Learning English (online resources)		
	Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.		
	Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx		




SEMESTER-II

DSC- 2.1 WAREHOUSE MANAGEMENT

Programme: B.Com in E-commerce		Year: First		Semester: II	
Subject: E-commerce					
Course Code: DSC 2.1		Course Title: Warehouse Management		(Theory)	
Course Outcome: Learners will gain a clear understanding of email and content marketing principles, develop skills to plan and manage campaigns effectively, analyse performance metrics, and integrate both strategies into a cohesive marketing plan.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Introduction to Ware house (Storage and Packaging) Background– Need for Warehouse – Importance of warehouse, Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse - Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing. Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods – Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer - Put away of Goods- Put away list and its need- Put away of goods in to storage locations – storage location codes and its application – Process of put away activity - Procedure to Prepare Warehouse dispatches			1	15
II	Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse – quality parameters – Quality check – need for quality check – importance of quality check. Procedure to develop Packing list / Dispatch note – Cross docking method – Situations suited for application of cross docking - Information required for coordinating cross docking- Importance of proper packing - Packing materials - Packing machines - Reading labels			1	15
III	Warehouse Management: Warehouse Utilization Management-Study on emerging trends in warehousing sector DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channelfunctions – channel structure –designing distribution channel – choice of distribution channels			1	15

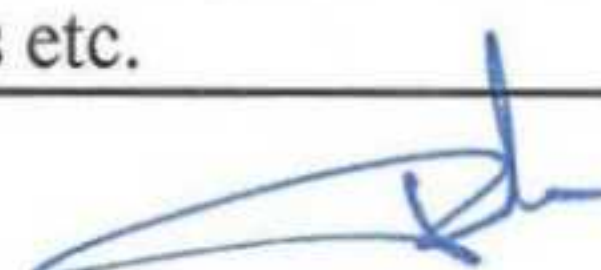



IV	Warehouse Safety Rules and Procedures: The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo-Familiarization with the industry. Health, Safety & Environment – safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
TEXT&REFERENCEBOOKS <ul style="list-style-type: none"> • CourseMaterialPreparedbyLSC • JPSaxena,WarehouseManagementand InventoryControl-VikasPublicationHousePvtLtd,FirstEdition,2 • WarehouseManagement:AutomationandOrganisationofWarehouseandOrderPickingSystems[Wit hCDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006. • ManagementGuidetoEfficientMoneySavingWarehousing,StephenFrey,Gower,1982. • KapoorSatishK.,andKansalPurva,'BasicsofDistributionManagement:ALogisticalApproach',Prenti ceHALLOf India. 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSC-2.2 MATERIAL HANDLING

Programme: B.Com in E-commerce		Year: First		Semester: II	
Subject: E-commerce					
Course Code: DSC 2.2		Course Title: Material Handling		(Theory)	
COURSE OBJECTIVE:					
<ul style="list-style-type: none">To develop competencies and knowledge of students to become effective professionalsTo orient students on recent changes and development in the field of material managementTo help students to understand basic principles and concept of material management.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Introduction Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost. Types of Material Handling Equipment Storage and Handling Equipment:- Racks, Bins and Drawers., Stacking Frames, Shelves, Mezzanines. Transport Equipment: Conveyors, Cranes, Lifts and elevators. Engineered Systems: Automated Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Conveyor Systems, Robotic Delivery System. Bulk Material Handling Equipment, Stackers and Reclaimers., Hoppers and Silos.			1	15
II	Material Requirement Planning (MRP) Material Requirement Planning (MRP) –Advantages over conventional planning (Order Point Method) –Input and output of MRP system - Forecasting - Overview of quantitative and qualitative methods of forecasting - Master Production Schedule – Bill of Materials –BOM Explosion – Material flow in MRP. MRPII. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements). Design of Material Handling Systems The Unit Load Concept – In – Process Handling - Distribution.			1	15
III	Quality control of material Quality control of material: Incoming material quality control- statistical quality control- governmental purchasing practices and procedures- Inventory control & Cost Reduction techniques: Inventory turns ratios- Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis – concept and process.			1	15
IV	Health and Safety Materials handling and storage systems, Physical distribution logistics- transportation, Traffic and claims management-operations research and related techniques- Principles of Materials Handling system- Materials Handling Equipment – Safety issues.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					




TEXT AND REFERENCE BOOKS:

- Course Material Prepared by LSC
- Materials management: procedures, text and cases - A.K. Datta
- Materials management: An integrated approach - P. Gopalakrishnan
- Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
- Materials & Logistics Management - L.C. Jhamb

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material
SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSC-2.3 FIRST AND LAST MILE OPERATIONS

Programme:B.Com in E-commerce		Year: First		Semester: II	
Subject:E-commerce					
Course Code: DSC 2.3		Course Title:First and Last Mile Operations		(Theory)	
COURSE OBJECTIVE: To understand the First Mile operational processes in E-commerce logistics					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. – First Mile Operations- Overview.-Why is First Mile operations important in commerce logistics – First Mile process flow. Shipment Pickup and Processing Operations Shipment pickup process. – Pickup operations staff- roles and responsibilities. – Pickup coordination. – Safety and security of shipments during pickup – Pickup Documentation – Primary and secondary processing. - Bagging operations. – Manual processing operations-Automated processing operations			1	15
II	Layout of A Processing Centre Inbound Operations-Processing Operations - Outbound Operations - Safety and security - Processing Centre staff - roles and responsibilities – Productivity - Pickup operations metrics - Processing operations metrics – First Mile dashboard – Pickup and Processing tools and applications – Exceptions in First Mile and impact on operations.			1	15
III	Introduction to Last mile operations What is the Last Mile in Ecommerce?- Importance of the Last Mile in the supply chain – Last Mile Delivery challenges for e-commerce – Trends in Last Mile delivery – Route optimization in Last Mile Operations - Delivery Process & its challenges –Reverse pickup process in Last mile operations and its Challenges – Tools and applications in Last Mile Operations – Metrics to measure in the last mile – Automation and technology driving metrics.			1	15
IV	Customer service and Prospects of Last Mile Logistics Customer service and its importance - Good and bad customer service (Dos and Don'ts of customer service)- Relationship between metrics and customer service. – Innovations in Last Mile Logistics – Technology Trends in Last Mile Delivery - Future Prospects			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
TEXT AND REFERENCE BOOKS: Course Material Prepared by LSC					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					




DSE 2.1- BUSINESS STATISTICS

Programme: B.Com in E-commerce		Year: First		Semester: I	
Subject: E-commerce					
Course Code: DSE 1.1		Course Title: Business Statistics		(Theory)	
Course Outcome: Learners will be able to analyse and interpret data using descriptive statistics, probability, correlation, regression, index numbers, and time series methods for informed business decision-making.					
Credit: 4		Elective Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Descriptive Statistics Measures of Central Tendency: Concept and properties of averages including Arithmetic mean, Median and Mode. Measures of Dispersion: An overview of Range, Quartile Deviation and Mean Deviation; Standard deviation; Variance and Coefficient of variation. Moments: Computation and significance; Skewness; Kurtosis.			1	15
II	Probability and Probability Distributions: Theory and approaches to probability; Probability Theorems: Addition and Multiplication; Conditional probability and Bayes' Theorem. Discrete Probability distributions: Binomial and Poisson (Properties and Applications). Normal distribution: Properties of Normal curve; Computation of Probabilities and Applications.			1	15
III	Simple Correlation and Regression Analysis Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Pearson's coefficient of correlation (computation and properties); Probable and standard errors; Rank correlation. Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate.			1	15
IV	Time Series Analysis: Time Series Data; Components of time series; Additive and Multiplicative models. Trend analysis; Fitting of trend using principle of least squares – linear and second-degree parabola. Shifting of Origin and Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa. Index Numbers: Meaning and uses of index numbers. Construction of Index numbers: Methods of Laspeyres, Paasche and Fisher 's Ideal index. Construction and Utility of Consumer Price Indices.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References <ul style="list-style-type: none">• Anderson, D. R. Statistics for learners of Economics and Business. Boston: Cengage Learning.• Douglas A. Lind, Robert D. Mason, William G. Marchal. Basic Statistics for Business and Economics. Mc-Graw-Hill international editions.• Gupta, S. C. & Gupta, I. Business Statistics, Mumbai: Himalaya Publishing House.• Gupta, S. P., & Gupta, A. Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.• Hazarika, P. A. Textbook of Business Statistics. New Delhi: S. Chand Publishing.					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc					

DSE-2.2 BUSINESS LAW

Programme: B.Com in E-commerce		Year: First	Semester: II
Subject: E-commerce			
Course Code: DSE 2.2		Course Title: Business Law	(Theory)
Course Outcome: Learners will understand the legal environment of business, apply legal principles to business transactions, recognize rights and duties under key laws, assess the impact of legal provisions on business situations, develop critical thinking through case analysis, and grasp the fundamental rules of contract interpretation.			
Credit: 4		Elective Course	
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:	
Unit	Details	Credit	Hours
I	The Indian Contract Act, 1872: Nature and classification of contracts; Offer and acceptance; Capacity to contract; Free consent; Lawful consideration and object; Void agreements; Performance and discharge of contract; Remedies for breach.	1	15
II	Special Contracts & LLP Act, 2008: Provisions relating to contracts of indemnity, guarantee, bailment, and pledge. Overview of LLP Act: Features, comparison with partnership and company, incorporation and changes, partners' rights and liabilities, whistleblowing, and conversion to LLP.	1	15
III	The Sale of Goods Act, 1930: Contract of sale, classification of goods, price, conditions and warranties, transfer of property, performance of contract, rights of unpaid seller, sale by auction, and hire purchase agreements.	1	15
IV	Consumer Protection Act, 2013: Key features and definitions, rights of consumers, and grievance redressal mechanisms under the Act.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References 1.KuchhalM.C.-Business Law(Vikas Publication,4thEdition) 2.GulshanS.S.-Business LawIncludingCompany Law(Excel Books) 3.AvtarSingh -Principles ofMercantileLaw(EasternBookCompany,7thEdition). 4.N.DKapoor& RajniAbbi-GeneralLaws&Procedures (SultanChand&Sons) 5.DurgaDas Basu-ConstitutionofIndia (PrenticeHallofIndia).			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




SEC 2.1 – DATA SPREADSHEET

Programme: B.Com in E-commerce		Year: First	Semester: I	
Subject: E-commerce				
Course Code: SEC 2.1		Course Title: Data Spreadsheet		(Theory)
Course Objective: The course aims to equip students with practical knowledge of spreadsheet tools for data entry, analysis, and visualization. It enables students to use functions and features of spreadsheet software for effective decision-making and reporting.				
Learning Outcomes: 1. Create, format, and manage data using spreadsheet tools for academic and business purposes. 2. Analyze data using formulas, functions, and charts to support informed decision-making.				
Credit: 2		Skill Enhancement Course		
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:		
Unit	Details			Credit Hours
I	Basics of Spreadsheet and Data Handling Introduction to spreadsheet software, understanding worksheets and cells, data types and formatting, basic calculations using formulas, using basic functions (SUM, AVERAGE, COUNT, MIN, MAX), sorting and filtering data, data validation and conditional formatting, managing rows and columns, freezing panes and splitting windows.			1 15
II	Data Analysis and Visualization Tools Use of logical and lookup functions (IF, AND, OR, VLOOKUP, HLOOKUP), using charts and graphs (bar, pie, line, column), creating pivot tables and pivot charts, working with multiple sheets, using named ranges, protecting worksheets and workbooks, introduction to macros and automation basics.			1 15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				
References <ul style="list-style-type: none">• Microsoft Excel 2019 Step by Step – Curtis Frye• Excel Bible – John Walkenbach• Excel Data Analysis: Your visual blueprint for analyzing data, charts, and PivotTables – Jinjer Simon				
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc				
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx				

AEC-2.1 ENGLISH LANGUAGE-II (READING AND WRITING SKILLS)

Programme: B.Com in E-commerce		Year: First	Semester: II	
Subject: Retail Operations Management				
Course Code: AEC-2.1		Course Title: English Language-II (Reading and Writing Skills)	(Theory)	
<ul style="list-style-type: none">• Course objective: - The course aims to strengthen students’ reading and writing competencies in English for academic, professional, and personal purposes. It focuses on developing the ability to read a variety of texts with comprehension, analyze and interpret information critically, and apply appropriate reading strategies. Learning outcomes- By the end of this course, students will be able to: <ul style="list-style-type: none">• Apply reading strategies such as skimming and scanning to comprehend texts.• Identify main ideas and supporting details in short academic readings.• Write coherent paragraphs and short essays with unity and coherence.• Summarise and describe simple data in written form.				
Credits: 2		Ability Enhancement Course		
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 30
I	Reading Skills <ul style="list-style-type: none">• Skimming and scanning texts• Reading comprehension of short economic/ Business articles• Identifying main ideas, supporting details, and inferences• Understanding vocabulary from context		1	15
II	Writing Skills <ul style="list-style-type: none">• Paragraph writing (topic sentence, unity, coherence)• Summarising short texts• Describing tables, charts, and data in writing• Short descriptive/analytical essays on contemporary economic / Business topics		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				
References: <ul style="list-style-type: none">• R.R. Jordan, Academic Writing Course (Longman)• Michael McCarthy & Felicity O'Dell, English Vocabulary in Use• The Economist (selected articles)				
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.				
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx				

