

**CH. CHARAN SINGH UNIVERSITY,
MEERUT**

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

B.Com in Digital Sales and Marketing
(Three-year Degree Apprenticeship Programme)

w.e.f.

Academic Session 2025-26

Four handwritten signatures in blue ink are located at the bottom of the page. From left to right, they appear to be: a stylized signature, a signature that looks like 'Anish', a signature that looks like 'JL', and a signature that looks like 'Dheer'.

B.Com in Digital Sales and Marketing

(Three-year Degree Apprenticeship Programme)

PROGRAM OVERVIEW

In today's fast-paced digital economy, businesses rely heavily on innovative marketing strategies and data-driven decision-making to remain competitive. The B.Com in Digital Sales and Marketing program equips students with a unique combination of business acumen, marketing expertise, and advanced digital skills—preparing them to excel in the rapidly evolving online marketplace.

This industry-focused program blends core commerce subjects with cutting-edge digital marketing tools and techniques. Learners will gain expertise in social media marketing, content creation, SEO, SEM, e-mail marketing, mobile marketing, web analytics, and online reputation management. The curriculum also includes foundational business and management principles, communication skills, and employability training to ensure holistic development.

Through case studies, live projects, and simulation-based learning, students will develop the ability to design impactful marketing campaigns, analyze consumer behaviour, and use digital platforms to drive sales and brand growth. The program emphasizes practical, hands-on experience, with apprenticeship-based learning and on-the-job training in collaboration with industry partners.

By integrating theoretical knowledge with real-world applications, this programme prepares graduates for diverse roles such as digital marketing strategist, social media manager, content marketer, SEO/SEM specialist, e-commerce manager, and brand communication executive—empowering them to contribute to business growth in a highly competitive digital landscape.

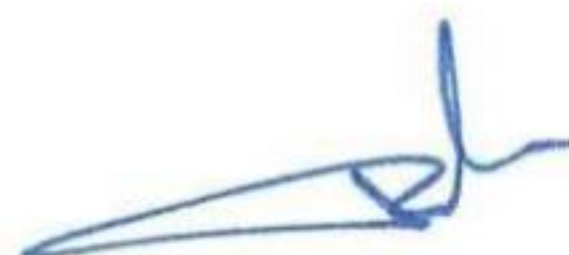
PROGRAM OUTCOMES

Upon completion of the Bachelor of Commerce (Digital Sales & Marketing) program, students will be able to:

1. Demonstrate comprehensive knowledge of core principles in commerce, digital sales, and marketing, including management, accounting, economics, and business communication.



2. Apply marketing and sales strategies across digital platforms like SEO, SEM, email marketing, affiliate marketing, mobile marketing, and social media marketing to enhance customer engagement and revenue generation.
3. Use digital tools and technologies such as CMS, Google Analytics, web design platforms, CRM systems, and advertising platforms to manage digital marketing campaigns effectively.
4. Analyse consumer behaviour and sales data to make informed decisions and continuously optimize marketing performance using analytics and performance metrics.
5. Develop effective communication and presentation skills tailored for business environments, using both traditional and digital modes including reports, emails, video conferencing, and presentations.
6. Create and manage digital content such as blogs, infographics, videos, and ad creatives aligned with brand identity and marketing goals.
7. Display professionalism and workplace readiness, demonstrating skills in problem-solving, teamwork, time management, diversity awareness, and ethical conduct.
8. Prepare and plan for careers through the development of a professional CV/resume, job interview skills, and digital job search strategies.
9. Demonstrate ethical, legal, and responsible behaviour in the use of digital marketing and online reputation management, ensuring compliance with privacy laws and ethical marketing practices.
10. Engage in entrepreneurship and innovation, leveraging digital tools and business planning skills to launch and manage startups or contribute innovatively within corporate environments.
11. Adapt to industry trends and evolving technologies, including the integration of Generative AI and automation tools into marketing campaigns for sustainable, forward-thinking strategies.
12. Integrate theoretical learning with practical experience during apprenticeship training, showcasing the ability to conduct market research, execute marketing plans, and present project outcomes effectively.



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. in Digital Sales & Marketing

Structure with Credit hours


Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 1						
DSC- 1.1	Fundamentals of Marketing Management & Digital Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 1.2	Principles of Management	DSC	4	25 (T)	75 (T)	100
DSC- 1.3	Social Media Marketing	DSC	4	25 (T)	75 (T)	100
DSE- 1.1	Fundamentals of Commerce and Accounting	DSE	4	25 (T)	75 (T)	100
	OR					
DSE- 1.2	Introduction to Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	DSE	4	25 (T)	75 (T)	100
SEC 1.1	Computer Skills For Professionals	SEC	2	40 (T)	60 (P)	100
VAC 1.1	Business Communication Skills – 1	VAC	2	--	100 (T)	100
AEC 1.1	English Language -1	AEC	2	25 (T)	75 (T)	100
			22			
SEMESTER 2						
DSC- 2.1	E-mail and Content Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 2.2	Introduction to Business Economics	DSC	4	25 (T)	75 (T)	100
DSC- 2.3	Organizational Behavior	DSC	4	25 (T)	75 (T)	100
DSE- 2.1	Web Designing & Content Management System (CMS & Web Analytics)	DSE	4	25 (T)	75 (T)	100
	OR			25 (T)	75 (T)	
DSE-2.2	Mobile Marketing and Online Reputation Management	DSE	4	25 (T)	75 (T)	100
SEC- 2.1	Employability Skills	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*			

*Note: Undergraduate Certificate in Major Discipline after securing 44 credits in two semesters (one year) of a UG (Apprentice Based) program with single major and 4 credits in a Vocational Course/Internship /Project/Community Outreach/Workshop (VIAPCW).

SEMESTER 1

DSC 1.1 – FUNDAMENTALS OF MARKETING MANAGEMENT AND DIGITAL MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.1		Course Title: Fundamentals of Marketing Management & Digital Marketing			(Theory)	
Course Outcome: This course covers core marketing concepts, STP strategy, and the marketing mix, while introducing digital tools, customer engagement, and trends like green marketing. It also includes practical training in creating digital campaigns using KPIs and strategic planning.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Marketing - Introduction to marketing with emphasis on its definition, significance in business, and the evolution of marketing philosophies. Key concepts such as customer value, relationship building, and the marketing management process including planning, implementation, and control are explored. An overview of consumer behavior and the decision-making process helps in understanding customer motivations and buying patterns.				1	15
II	Strategic Marketing and the Marketing Mix - Covers segmentation, targeting, and positioning (STP) to identify and approach market opportunities. Explains the marketing mix including the 4Ps and 7Ps, product life cycle stages, and product classification. Discusses branding, product positioning, pricing strategies, distribution channels, and promotion techniques essential for competitive advantage.				1	15
III	Digital and Innovative Marketing Practices - Focuses on digital marketing fundamentals, highlighting the role and importance of tools such as SEO, email marketing, content marketing, and social media. Examines the customer journey in the digital environment, engagement strategies, and ethical concerns. Includes discussions on green marketing, social marketing, marketing automation, AI applications, and strategies for global marketing in culturally diverse contexts.				1	15
IV	Applied Marketing and Strategy Execution - Provides hands-on learning through real-world case studies and application of strategic marketing frameworks. Emphasizes the creation and execution of digital marketing campaigns, formulation of comprehensive strategies, and evaluation using KPIs and metrics. Includes collaborative group presentations and marketing simulations to reinforce theoretical concepts through practical implementation.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Kotler, Philip & Keller, Kevin Lane – Marketing Management (15th Edition), Pearson Education• Ramaswamy, V.S. & Namakumari, S. – Marketing Management: Global Perspective, Indian Context, McGraw-Hill• Ryan, Damian – Understanding Digital Marketing, Kogan Page• Chaffey, Dave & Ellis-Chadwick, Fiona – Digital Marketing, Pearson• Lipschultz, Jeremy Harris – Social Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge						
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 – PRINCIPLES OF MANAGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.2		Course Title: Principles of Management			(Theory)	
Course Outcome: Learners will grasp management basics, apply modern approaches like TQM and agile, uphold ethics in organizational behavior, and link strategy, marketing, and structure through real cases.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Fundamentals of Management and Organizational Effectiveness Nature and importance of management. Evolution of classical, scientific, and bureaucratic theories. Difference between management and administration. Key managerial roles and skills. Historical developments influencing management practices.				1	15
II	Contemporary Management Approaches and Trends Systems and contingency theories in modern organizations. Concepts of TQM, Lean, and Agile management. Impact of digitalization and sustainability. Focus on customer value and relationship management.				1	15
III	Organizational Behaviour, Ethics and Culture Basics of organizational behaviour and workplace culture. Cultural influences on global management. Ethical dilemmas in decision-making. Role of social responsibility in managerial actions.				1	15
IV	Strategic Functions and Marketing in Management Organizational design and structural models. Integration of marketing philosophies in business strategy. Role of segmentation and targeting. Application of concepts through real-world case studies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Koontz, Harold & Weihrich, Heinz – Essentials of Management, McGraw-Hill• Stoner, James A.F. & Freeman, R. Edward – Management, Pearson• Robbins, Stephen P. & Coulter, Mary – Management, Pearson• Griffin, Ricky W. – Management: Principles and Practices, Cengage Learning• Drucker, Peter F. – The Practice of Management, Harper Business						
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 – SOCIAL MEDIA MARKETING

Programme: B.Com in Digital Sales & Marketing		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	Foundations of Social Media Marketing Introduction to Social Media Marketing (SMM) and its role in digital strategy. Business benefits and customer engagement. Overview of platforms like Facebook, Instagram, LinkedIn, and YouTube. Audience research, segmentation, and aligning goals with business objectives.				1	15
II	Content Creation and Campaign Planning Social media calendars and editorial planning. Creating engaging content (text, images, videos). Visual storytelling and platform-specific strategies. Use of hashtags, Reels, Stories, and IGTV. Ethical practices, compliance, and transparency.				1	15
III	Advertising and Analytics Paid ads and sponsored content. Ad campaign planning, bidding strategies, and targeting. Campaign objectives: awareness, traffic, conversions. Tools for analytics and social listening (Buffer, Hootsuite, Brandwatch).				1	15
IV	Social Media Management and Crisis Handling Use of tools for scheduling and managing accounts. Post-scheduling, performance analysis, and reporting. Online reputation management. Strategies for managing negative feedback and crises. Legal and ethical aspects of SMM.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Tuten, Tracy L. & Solomon, Michael R. – Social Media Marketing, Sage Publications• Evans, Dave – Social Media Marketing: An Hour a Day, Wiley• Barker, Melissa et al. – Social Media Marketing: A Strategic Approach, Cengage Learning• Qualman, Erik – Socialnomics: How Social Media Transforms the Way We Live and Do Business, Wiley• Kerpen, Dave – Likeable Social Media, McGraw-Hill						
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 1.1- FUNDAMENTALS OF COMMERCE AND ACCOUNTING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.3		Course Title: Fundamentals of Commerce and Accounting			(Theory)	
Course Outcome: Learners will understand commerce's role in global development, analyze microeconomic and market dynamics, interpret financial statements, and apply legal and ethical principles in business.						
Credit: 4		Elective Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction to Commerce and Global Trade Meaning and importance of commerce in economic and social development. Overview of global trade, imports, and exports. Role of international bodies like WTO and ICC. Emerging trends in commerce and key economic indicators such as GDP, GNP, and NNP.				1	15
II	Principles of Microeconomics and Market Analysis Concepts of demand and supply. Analysis of different market structures. Pricing strategies and market outcomes. Decision-making in microeconomics. Efficient resource allocation and evaluation of market dynamics.				1	15
III	Fundamentals of Accounting and Financial Management Basic accounting principles and the accounting cycle. Understanding financial statements – income statement, balance sheet, and cash flow. Techniques for financial performance analysis and capital budgeting. Overview of tax types, tax planning, and compliance.				1	15
IV	Business Ethics, Corporate Governance, and Legal Frameworks Key business laws including contract law and intellectual property. Principles of corporate governance and ethical finance. Legal compliance, regulatory frameworks, and ethical decision-making in business and management.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Gupta, R.L. &Radhaswamy, M. – Advanced Accountancy, Sultan Chand & Sons• Maheshwari, S.N. & Maheshwari, S.K. – Fundamentals of Accounting, Vikas Publishing• Samuelson, Paul A. & Nordhaus, William D. – Economics, McGraw-Hill• Tulsian, P.C. – Fundamentals of Accounting, McGraw-Hill• Mankiw, N. Gregory – Principles of Microeconomics, Cen						
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 – INTRODUCTION TO SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.2		Course Title: Introduction to Search Engine Optimization and Search Engine Marketing			(Theory)	
Course Outcome: Gain a comprehensive understanding of SEO, SEM, and digital marketing, covering their fundamentals and evolution. Learn to apply on-page and off-page SEO techniques, including keyword and technical optimization. Develop and manage effective SEM/PPC campaigns using Google Ads, and evaluate performance using analytics, KPIs, and A/B testing tools.						
Credit: 4		Elective Course				
Max Marks: 25+75 (Internal + External)			Min. Passing Marks:			
Unit	Details				Credit	Hours
I	Fundamentals of SEO and SEM Overview of digital marketing channels. Importance of SEO and SEM. Evolution of digital marketing and consumer behavior. Comparison with traditional marketing. Basics of search engines, SERPs, SEO, and SEM.				1	15
II	Search Engine Optimization (SEO) Techniques Keyword research and tools. On-page SEO (meta tags, headers, content, URLs). Off-page SEO (link building, directories, social media). Local and mobile SEO. Website structure and UX. Technical SEO (schema, broken links, performance).				1	15
III	Search Engine Marketing (SEM) and PPC Advertising Introduction to PPC and Google Ads. PPC campaign structure (keywords, ad groups, landing pages). Ad copywriting and CTAs. Bidding strategies. Campaign goal setting. Google Ads setup and optimization.				1	15
IV	Performance Measurement and Strategy Optimization Key SEO/SEM metrics (CTR, CPC, ROI). Use of Google Analytics and Search Console. Performance tracking and A/B testing. Campaign reporting. SEO/SEM trends and Google updates.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
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 – COMPUTER SKILLS FOR PROFESSIONALS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: SEC 1.1		Course Title: Computer Skills For Professionals		(Theory)		
Course Outcome: Learners will be able to navigate IT systems using MS Windows, perform core tasks in Word and Excel, apply advanced MS Office features for professional documentation and communication, and integrate digital tools for secure and collaborative business operations.						
Credit: 2		Core Course				
Max Marks: 40+60 (Internal + Practical)			Min. Passing Marks:			
Unit	Details				Credit	Hours
I	Fundamentals of IT Systems and Software Applications Introduction to IT concepts, terminology, and components. Role of IT in business and evolution of computers. Overview of input/output devices and storage types. Basics of cloud computing and emerging trends. Data security and privacy features in MS Windows. Practical usage of MS Windows, Word (document creation, editing, formatting), and Excel (data entry, formulas, functions, charts, data validation, and protection).				1	15
II	Productivity Tools for Business Communication and Analysis Overview of office productivity software for business. Business applications of MS Word and Excel. Advanced Word tools: tables, styles, graphics. Advanced Excel features: sorting, filtering, conditional formatting. PowerPoint basics: slide design, transitions, animations, and presentation delivery. Integration of IT tools for operations and collaboration. Best practices for system optimization, security, and accessibility.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">Goel, Anita & Goel, Ajay – Computer Fundamentals, PearsonRutkosky, Nita – Microsoft Office 365: In Practice, McGraw-HillSrivastava, Niranjana – Computer Applications in Business, Taxmann.						
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 – BUSINESS COMMUNICATION SKILLS-I

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: VAC 1.1		Course Title: Business Communication Skills			(Theory)	
Course Outcome: Learners will be able to use correct grammar and tenses in professional communication, engage effectively across digital platforms like email and video conferencing, and demonstrate professionalism in intercultural and digital business settings.						
Credit: 2		Core Course				
Max Marks: 100 (External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Effective Communication Grammar structures: tenses, modals, and prepositions. Use of idioms in context. Communication process and types: verbal, non-verbal, formal, informal. Barriers and strategies to overcome them. Oral presentation skills. Writing job applications and resumes. Business writing using the 7 Cs of communication.				1	15
II	Communication in the Digital and Globalized Workplace Use of digital tools: email, video conferencing, and etiquette. Social media for business. Adapting to modern communication trends. Interpersonal and intercultural communication. Active listening and feedback. Legal and ethical aspects. Delivering presentations. Professionalism in digital interactions.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Lesikar, Raymond V. & Pettit, John D. – Business Communication: Theory and Application, McGraw-Hill• Chaturvedi, P.D. & Chaturvedi, Mukesh – Business Communication: Concepts, Cases and Applications, Pearson• Murphy, Herta A. & Hildebrandt, Herbert W. – Effective Business Communication, McGraw-Hill						
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						



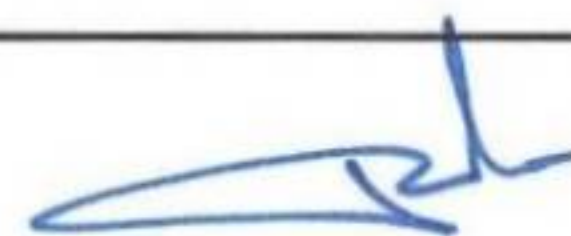

AEC 1.1 – English Language-1

Programme: B.Com in Digital Sales & Marketing		Year: First	Semester: I	
Subject: Digital Sales & Marketing				
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 EMAIL AND CONTENT MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First	Semester: II		
Subject: Digital Sales & Marketing					
Course Code: DSC 2.1		Course Title: Email and Content Marketing		(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	E-Mail Marketing - Meaning, definition, essentials, and best practices. Importance of deliverability and influencing factors. Role of email in digital marketing strategies. Benefits and challenges of email marketing for businesses.			1	15
II	Designing & Regulation in E-Mail Marketing: Key factors for designing effective emails. National and international regulatory frameworks. Email marketing metrics, analytics tools, A/B testing, GDPR, and data privacy measures.			1	15
III	Content Marketing - Definition, role in marketing, strategies, benefits, and processes. Aligning content with business goals and promotion strategies. Use of AI in content creation, latest trends and technologies, and tools for content performance measurement and analysis.			1	15
IV	Target Audience & SEO Basics -Understanding audience needs and interests, creating content calendars and editorial plans. Types and formats of content (blogs, articles, videos, infographics). Basics of SEO, backlinks, link building, and content distribution channels including social media, paid ads, and email.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References <ul style="list-style-type: none">• Kotler, Philip & Keller, Kevin Lane – Marketing Management (15th Edition), Pearson Education• Ramaswamy, V.S. & Namakumari, S. – Marketing Management: Global Perspective, Indian Context, McGraw-Hill• Ryan, Damian – Understanding Digital Marketing, Kogan Page• Chaffey, Dave & Ellis-Chadwick, Fiona – Digital Marketing, Pearson• Lipschultz, Jeremy Harris – Social Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge					
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 INTRODUCTION TO BUSINESS ECONOMICS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSC 2.2		Course Title: Introduction To Business Economics			(Theory)	
Course Outcome: LThe course explores business economics, covering micro and macro concepts, demand-supply dynamics, production factors, costs, and key market structures including competition, monopoly, and oligopoly.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)			Min. Passing Marks:			
Unit	Details				Credit	Hours
I	Introduction to Business Economics: Nature and scope of Business Economics; Role of Business Economist; Difference between Economics and Business Economics; Basic problems of an economy; Role of price mechanism; What, how, when, and for whom to produce.				1	15
II	Demand and Supply Analysis: Law of demand; Market demand; Elasticity of demand – concept, measurement, and types; Price, income, and cross elasticity; Significance of elasticity; Demand forecasting – concept, objectives, significance, limitations, and methods; Supply and elasticity of supply; Utility of demand and consumer behaviour – utility concepts, diminishing marginal utility, equi-marginal utility, consumer equilibrium, cardinal utility theory, indifference curve, consumer surplus.				1	15
III	Production and Cost Analysis: Three stages of production; Types of costs; Cost–output relationship in short and long run; Internal and external economies and diseconomies.				1	15
IV	Market Structure and Pricing: Concepts and types of markets; Perfect competition – characteristics, price determination; Monopoly – characteristics, price determination; Imperfect markets – monopolistic competition, oligopoly, price policies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Dwivedi, D.N. – <i>Managerial Economics</i> (7th Edition, Vikas Publication)• Raj Kumar – <i>Managerial Economics</i> (UDH Publishers, 2013 Edition)• Atmanand – <i>Managerial Economics</i> (Excel Books)• Keats – <i>Managerial Economics</i>, 6th Edition (Prentice Hall)• Vanita Agarawal – <i>Managerial Economics</i> (Pearson)• Jhingan, M.L. & Stephan, J.K. – <i>Managerial Economics</i> (2nd Edition, Vrinda Publications)						
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 ORGANIZATIONAL BEHAVIOR

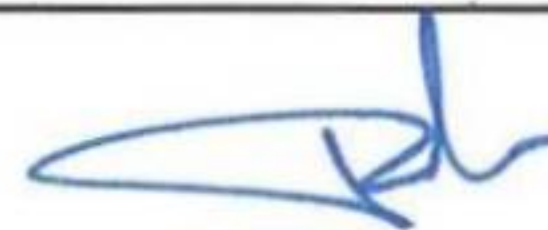
Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSC 2.3		Course Title: Organizational Behavior		(Theory)		
Course Outcome: Apply organizational behaviour concepts, theories, and principles in workplace settings to manage group dynamics, resolve conflicts through effective decision-making, and implement OD interventions and leadership strategies that enhance organizational effectiveness and support adaptation to change.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)			Min. Passing Marks:			
Unit	Details				Credit	Hours
I	Introduction & Individual Behavior Organizational Theories: Classical, Neo-classical and Contemporary. Organizational Behavior: concepts, determinants, challenges; Formal and Informal structures; Flat and Tall structures; Opportunities of OB; Contributing disciplines of OB; Organizational Behavior Models. Personality – Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes – Concept and types of values: Terminal and Instrumental Value. Components of attitude, job-related attitudes, measurement of attitude. Learning – Concepts and theories, reinforcement, Schedules of reinforcement. Perception and Emotions – Concept, process, importance, factors, perceptual errors, distortions, Emotional Intelligence.				1	15
II	Group Behavior & Communication Group Decision Making: Concept and nature, Individual vs. group decision-making, Nominal group technique, Delphi technique. Communication – Models, process, types, and feedback. Transactional Analysis, Johari Window.				1	15
III	Motivation Meaning and importance, Theories – Vroom's Valence-Expectancy Theory, Intrinsic motivation by Ken Thomas, Behavior modification. Motivation and organizational effectiveness. Measurement of motivation using standard questionnaire.				1	15
IV	Leadership, Power, Conflict & Change Management Concept and theories, Styles of leadership, Behavioral and Situational approaches, Leadership effectiveness. Power and conflict – Bases of power, power tactics, sources of conflict, conflict resolution strategies. Change management – Models of change in organizations.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References						
<ul style="list-style-type: none">Robbins, S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York.Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.Chhabra, T.N., Organisational Behaviour, Sun India Publications.Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books 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						

DSE - 2.1 WEB DESIGNING WITH CONTENT MANAGEMENT SYSTEM (CMS) AND WEB ANALYTICS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSE 2.1		Course Title: Web Designing with Content Management System (CMS) and Web Analytics			(Theory)	
Course Outcome: Learners will understand the role of CMS in web design, gain hands-on experience with platforms like WordPress and Joomla, and learn to use web analytics to track, analyse, and optimize website performance for improved user experience and effectiveness.						
Credit: 4		Elective Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Content Management System (CMS) Fundamentals: Meaning and significance in modern design practices. Overview of popular CMS platforms (WordPress, Joomla, Drupal, Wix, etc.) and their differences. History, evolution, advantages, disadvantages, and impact on the digital landscape.				1	15
II	Collaborative Content Creation & Security: Role of CMS in collaborative content development. Security considerations, best practices, and case studies on successful CMS implementation in web projects.				1	15
III	CMS Solutions & Web Design Technologies: Types of CMS solutions, key features, functionalities, pricing models. Implications of web design technologies on digital professionals.				1	15
IV	Web Analytics Using Google Analytics: Introduction to Google Analytics, website tracking processes, properties, goals, and navigation. Understanding audience reports – structure, demographics, interest patterns, and the concept of web analytics.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References <ul style="list-style-type: none">• Raymond, E. (1999), The Cathedral & the Bazaar, O'Reilly & Associates.• Robertson, J. (2002), 'How to evaluate a content management system', KM Column .• Robertson, J. (2004), 'Open-source content management systems', KM Column .						
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-2.2 MOBILE MARKETING AND ONLINE REPUTATION MANAGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSC 2.3		Course Title: Mobile Marketing and Online Reputation Management			(Theory)	
Course Outcome: Learners will understand the importance of mobile marketing in engaging mobile audiences, gain practical skills in mobile advertising, app, and SMS campaigns, and learn the fundamentals of online reputation management (ORM), including monitoring, analysing, and improving brand presence across digital platforms.						
Credit: 4		Elective Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Digital Platforms & Marketing Strategy: Understanding digital platforms and their impact on brand reputation. Managing online backlash and complaints. Concepts of online reputation management and digital strategy. Creating a digital marketing strategy: Conversion Funnel, McKinsey Consumer Decision Journey, Paid-Owned-Earned Media, and 14-point strategy elements. Defining objectives, media mix, and performance evaluation.				1	15
II	Executing the Strategy: Required skill sets and tools, comparison between in-house teams and outsourcing. Overview of support systems and different types of agencies, including their structures and operations.				1	15
III	Growth Hacking & Customer Acquisition: Understanding growth hacking as more than marketing. Case studies of platforms like Facebook, LinkedIn, Airbnb. Customer lifecycle, acquisition strategies, and growth frameworks. Workbook exercises for practical implementation.				1	15
IV	Internet Campaigns & Media Strategy: Planning, budgeting, measuring, and analysing digital campaigns. Key steps in media planning and buying. Use of planning tools and metrics to evaluate campaign effectiveness, ROI, and conversion optimisation.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References 1. Online Reputation Management For Dummies (Lori Randall Stradtman) 2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie) 3. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins) 4. Growth Hacking Techniques, Disruptive Technology (Robert Peters)						
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 EMPLOYABILITY SKILLS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II	
Subject: Digital Sales & Marketing					
Course Code: SEC 2.1		Course Title: Employability Skills		(Theory)	
Course Outcome: Learners will acquire essential etiquette and manners for various settings, enhance their ability to listen and interpret verbal and non-verbal cues, and develop skills to actively participate in group discussions.					
Credit: 2		Core Course			
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Employability Skills & 21st Century Competencies: Introduction to employability skills, relevance in today's job market, and use of government and private career portals. Overview of industries, trends, and required skills. Constitutional values and civic responsibility. Role of ethics and personal values. Environmentally sustainable practices. 21st-century skills: self-awareness, time management, critical/adaptive thinking, creativity, emotional/social awareness, diversity and inclusion, POSH Act, and awareness of PWD rights. Financial and legal literacy including salary components, budgeting, institutions, and legal aids.			1	15
II	Entrepreneurship & Business Planning: Understanding types of entrepreneurship and enterprises. Identifying business opportunities, legal/regulatory requirements. Application of the 4Ps of marketing. Creating a business plan and exploring sources of funding. Identifying financial and legal risks along with mitigation strategies.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References <ul style="list-style-type: none">• Soft Skills : Enhancing Employability by Marshali Goldsmith & M.S.Roa• Brilliant Employability Skills by Frances Trough.					
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-2 (Reading and Writing Skills)

Programme: B.Com in Digital Sales & Marketing		Year: First	Semester: II	
Subject: Digital Sales & Marketing				
Course Code: AEC-2.1		Course Title: English Language-II (Reading and Writing Skills)		(Theory)
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				

