

**CH. CHARAN SINGH UNIVERSITY,
CAMPUS MEERUT
UNDERGRADUATE CURRICULUM
FRAMEWORK- 2025
BASED ON NEP- 2020**

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

W.e.f. 2025-26 session

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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.

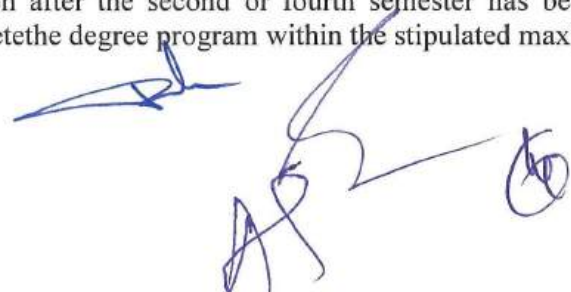
5. Multiple Entry and Exit Options

(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 competition 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.

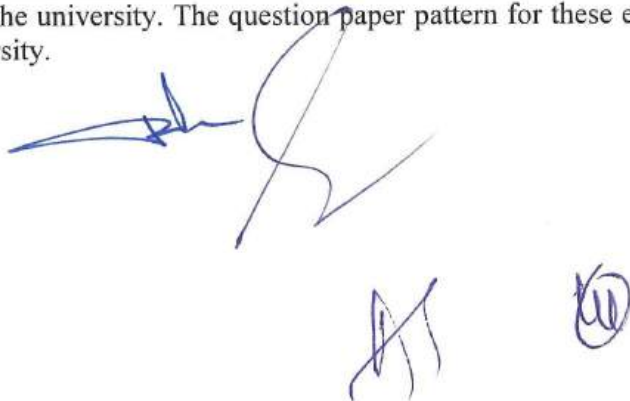
12. Attendance

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.

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

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 1						
DSC- 1.1	Inventory Management	DSC	4	25 (T)	75(T)	100
DSC- 1.2	Introduction to E-commerce & Logistics Operations	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)	50
VAC 1.1	Constitutional values	VAC	2	-	100(T)	50
AEC 1.1	English Language 1	AEC	2			50
			22			550
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			25 (T)	75(T)	
DSE-2.2	Business Law	DSE	4	25 (T)	75(T)	100
SEC- 2.1	Data spreadsheets	SEC	2	40(T)	60(P)	50
VAC-2.1	Any course from SWAYAM PORTAL	VAC	2		100(T)	50
AEC -2.1	English Language 2	AEC	2			50
			22			550
	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.						

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

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 3						
DSC- 3.1	MIS for E-Commerce	DSC	4	25 (T)	75(T)	100
DSC- 3.2	E-commerce Customer Service	DSC	4	25 (T)	75(T)	100
DSC- 3.3	Reverse Logistics for E-commerce	DSC	4	25 (T)	75(T)	100
DSE- 3.1	Consumer Behaviour	DSE	4	25 (T)	75(T)	100
	OR					
DSE- 3.2	Entrepreneurship Development and Innovations	DSE	4	25 (T)	75(T)	100
SEC 3.1	Advanced Spreadsheets Application in Consumer and Business	SEC	2	40(T)	60(P)	50
AEC 3.1	English Language 3	AEC	2			50
			22			550
SEMESTER 4						
DSC- 4.1	Hub and Line operations	DSC	4	25 (T)	75(T)	100
DSC- 4.2	Fulfillment Operations	DSC	4	25 (T)	75(T)	100
DSC- 4.3	Packaging for E-commerce	DSC	4	25 (T)	75(T)	100
DSE- 4.1	Supply chain Management	DSE	4	25 (T)	75(T)	100
	OR			25 (T)	75(T)	
DSE-4.2	Managerial Economics	DSE	4	25 (T)	75(T)	100
SEC- 4.1	Data Visualization	SEC	2	40(T)	60(P)	50
VAC-4.1	Constitutional Values	VAC	2		100(T)	50
AEC -4.1	English Language 4	AEC	2			50
			22			550
	Total credits after one year		44			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		44+4			
Note: (i) Undergraduate diploma in major discipline after securing 86 credits in four semesters (two years) of a UG (Honours/Honours with research) program with single major; (ii) To exit after second year a four credits vocational course/Internships/Apprenticeship/Project/Community outreach/Workshop (VIAPCW) is mandatory to be done either after first or second year						

DSC 1.1 – INVENTORY MANAGEMENT

Programme: B.Com in E-commerce	Year: First	Semester: I	
Subject: E-commerce			
Course Code: DSC 1.1	Course Title: Inventory Management		(Theory)
COURSE OBJECTIVES: To understand the concepts of inventory management. LEARNING OUTCOMES: The students will be able to: • 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 -Backorder 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-Omnichannel 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 & SUGGESTED READINGS: • 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, Ane books India, 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, McGraw Hill, 6th Edition, 1993.

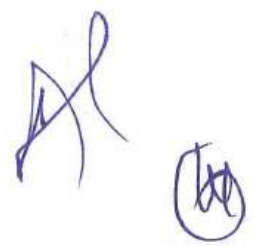
Suggested Continuous Evaluation Methods:

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 1.2 – INTRODUCTION TO E-COMMERCE & LOGISTICS OPERATIONS

Programme: B.Com in E-commerce		Year: First		Semester: I		
Subject: E-commerce						
Course Code: DSC 1.2		Course Title: Introduction to E-Commerce & Logistics Operations			(Theory)	
COURSE OBJECTIVES: • To understand the basics of e-commerce logistics.						
LEARNING OUTCOMES: The students will learn: • 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 on e-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:

- 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 1.3 – 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 Outsourcing help Business, The Big Benefits of Outsourcing Your eCommerce, 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 & 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 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	Core 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 • 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		

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

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	Core 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 - 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.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

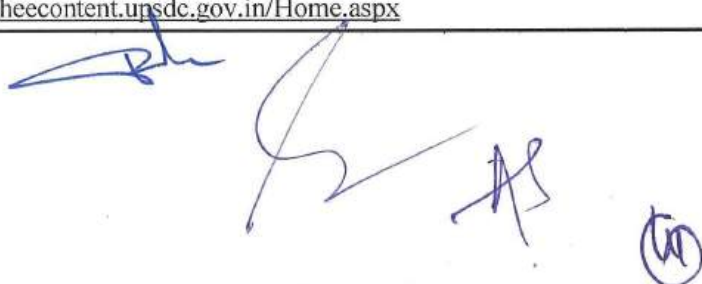
Programme: B.Com in E-commerce	Year: First	Semester: I
Subject: E-commerce		
Course Code: SEC 1.1	Course Title: Word & Presentation Skills	(Theory)
Course Objective: This course is designed to enhance students' proficiency in creating, editing, and formatting documents using word processing tools and 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	Core 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 – "Microsoft Office Word 2019 for Dummies" (Wiley Publishing) • Joan Lambert – "Microsoft PowerPoint 2019 Step by Step" (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: • 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	Core 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 • 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		

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	Core 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 – "Microsoft Office Word 2019 for Dummies" (Wiley Publishing) • Joan Lambert – "Microsoft PowerPoint 2019 Step by Step" (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		



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-				
• 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 • 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- • 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: • 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 Warehouse (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 warehouse - Video on warehouse – Visits to warehouses -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 into 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 – channel functions – 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 & REFERENCE BOOKS

- Course Material Prepared by LSC
- J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
- Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
- Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
- Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of 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: • To develop competencies and knowledge of students to become effective professionals • To orient students on recent changes and development in the field of material management • To 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. MRP II. 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>

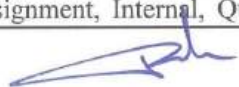


DSC-2.3 FIRST AND LAST MILE OPERATIONS

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 e-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 optimisation 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 file-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		

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	Core 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 - 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	Core 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. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition). 4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons) 5. Durga Das Basu- Constitution of India (Prentice Hall of 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			

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	Core 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 • 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 Retail Operations Management		Year: First	Semester: II	
Subject: Retail Operations Management				
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: • 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 • 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 • 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: • 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			





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

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 3						
DSC- 3.1	MIS for E-Commerce	DSC	4	25 (T)	75(T)	100
DSC- 3.2	E-commerce Customer Service	DSC	4	25 (T)	75(T)	100
DSC- 3.3	Reverse Logistics for E-commerce	DSC	4	25 (T)	75(T)	100
DSE- 3.1	Consumer Behaviour	DSE	4	25 (T)	75(T)	100
	OR					
DSE- 3.2	Entrepreneurship Development and Innovations	DSE	4	25 (T)	75(T)	100
SEC 3.1	Advanced Spreadsheets Application in Consumer and Business	SEC	2	40(T)	60(P)	50
AEC 3.1	English Language 3	AEC	2			50
			22			550
SEMESTER 4						
DSC- 4.1	Hub and Line operations	DSC	4	25 (T)	75(T)	100
DSC- 4.2	Fulfillment Operations	DSC	4	25 (T)	75(T)	100
DSC- 4.3	Packaging for E-commerce	DSC	4	25 (T)	75(T)	100
DSE- 4.1	Supply chain Management	DSE	4	25 (T)	75(T)	100
	OR			25 (T)	75(T)	
DSE-4.2	Managerial Economics	DSE	4	25 (T)	75(T)	100
SEC- 4.1	Data Visualization	SEC	2	40(T)	60(P)	50
VAC-4.1	Constitutional Values	VAC	2		100(T)	50
AEC -4.1	English Language 4	AEC	2			50
			22			550
	Total credits after one year		44			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		44+4			

Note: (i) Undergraduate diploma in major discipline after securing 86 credits in four semesters (two years) of a UG (Honours/Honours with research) program with single major;
(ii) To exit after second year a four credits vocational course/Internships/Apprenticeship/Project/Community outreach/Workshop (VIAPCW) is mandatory to be done either after first or second year






DSC 3.1 – MIS FOR E-COMMERCE

Programme: B.Com in E-commerce	Year: Second	Semester: III	
Subject: E-Commerce			
Course Code: DSC 3.1	Course Title: MIS for E-Commerce	(Theory)	
COURSE OBJECTIVE: To understand the concepts of Managing information systems			
LEARNING OUTCOMES: The students will be able to: - Understand the basics of management information systems - Understand various global E-business processes. - Explain the concept of electronic commerce. - Explain the relationship between decision making and Information systems			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introroduction to MIS in E-Commerce : Meaning and concept of MIS, nature and scope of information systems, role of MIS in e-commerce organizations, components of MIS, information needs at different managerial levels, types of information systems, decision-making process, information quality, ethical and security issues in MIS.	1	15
II	Data Management and E-Commerce Systems : Database concepts and DBMS, data collection and storage, cloud computing, enterprise systems, ERP and CRM applications, information flow in e-commerce operations, data governance, privacy and compliance requirements, business process integration.	1	15
III	Business Analytics and Decision Support Systems : Management reporting systems, dashboards and KPIs, decision support systems, business intelligence tools, predictive analytics, customer analytics, inventory and order management systems, AI and machine learning applications in e-commerce.	1	15
IV	Emerging Trends in MIS : Big data analytics, cybersecurity management, blockchain applications, mobile commerce systems, digital transformation, automation and intelligent information systems, challenges in MIS implementation, future trends and practical exposure to e-commerce information systems.	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			

TEXTBOOKS & SUGGESTED READINGS:

- Management Information Systems by C. S. V. Murthy
- Management Information Systems by W. S. Jawadekar
- Management Information Systems: Text and Cases by S. Sadagopan
- Information Systems for Managers by D. P. Goyal
- Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon and Jane P. Laudon

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>



DSC 3.2 – E- COMMERCE CUSTOMER SERVICE

Programme: B.Com in E-commerce	Year: Second	Semester: III	
Subject: E-commerce			
Course Code: DSC 3.2	Course Title: E- Commerce Customer Service	(Theory)	
COURSE OBJECTIVES: To understand the concept of customer service in E-Commerce			
LEARNING OUTCOMES: The students will be able to: - Understand how to create customer centric organization - Understand how to communicate effectively with customers - Explain the strategies used in servicing customers - Understand customer encounters and tools used in customer service.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Fundamentals of E-Commerce Customer Service : Meaning and importance of customer service, customer expectations in online business, service quality dimensions, communication skills, customer satisfaction and loyalty, role of customer service in business growth, ethics in customer interactions.	1	15
II	Customer Relationship Management : CRM concepts and applications, customer lifecycle management, complaint handling and grievance redressal, order tracking and support, customer retention strategies, omnichannel customer service, customer feedback management and service recovery.	1	15
III	Digital Customer Support Systems : Helpdesk and ticketing systems, email support, live chat management, chatbot applications, social media customer service, self-service portals, customer data management, service performance measurement and analytics.	1	15
IV	Customer Experience and Emerging Trends : Personalization and customer engagement, customer experience management, global customer support operations, handling difficult customers, AI-driven customer service, future technologies and best practices, practical exposure to customer support processes.	1	15
Teaching Learning Process: Class/discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			

TEXTBOOKS & SUGGESTED READINGS:

- Customer Relationship Management by G. Shainesh and Jagdish N. Sheth
- Services Marketing by Rajendra Nargundkar
- Customer Relationship Management: Concepts and Cases by Alok Kumar Rai
- Services Marketing in India by Ravi Shankar
- Customer Service: Career Success Through Customer Loyalty by Paul R. Timm

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>



DSC 3.3 – REVERSE LOGISTICS FOR E-COMMERCE

Programme: B.Com in E-commerce	Year: Second	Semester: III	
Subject: E-commerce			
Course Code: DSC 3.3	Course Title: Reverse Logistics for E-Commerce	(Theory)	
COURSE OBJECTIVES: To understand the role of Reverse Logistics in E-Commerce			
LEARNING OUTCOMES: The students will be able to: - Understand the basics concepts of reverse logistics in E- Commerce - Understand the process involved in reverse logistics. - Explain the prospects and systems used in reverse logistics - Understand value creation using reverse logistics.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction to Reverse Logistics : Meaning, scope and objectives of reverse logistics, reverse supply chain concepts, importance in e-commerce, product return management, causes of returns, customer satisfaction and reverse logistics, sustainability and environmental concerns.	1	15
II	Returns and Recovery Management : Return authorization systems, collection and transportation of returned goods, inspection and sorting, repair and refurbishment, recycling and disposal methods, inventory management of returned products, cost control in reverse logistics.	1	15
III	Technology and Operations in Reverse Logistics : Information systems for reverse logistics, tracking and visibility tools, warehouse operations for returns, KPIs and performance measurement, third-party logistics providers, automation technologies, compliance and risk management.	1	15
IV	Sustainable Reverse Logistics and Future Trends : Circular economy concepts, green logistics practices, product recovery strategies, reverse logistics network design, AI and analytics in returns management, global best practices, future opportunities and practical exposure to reverse logistics operations.	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			

TEXTBOOKS & SUGGESTED READINGS:

- Supply Chain Management: Text and Cases by Janat Shah
- Logistics and Supply Chain Management by D. K. Agrawal
- Supply Chain Management for Competitive Advantage by B. Ramanathan
- Operations and Supply Chain Management by P. Rama Murthy
- Reverse Logistics: Quantitative Models for Closed-Loop Supply Chains by Moritz Fleischmann

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>



DSE 3.1 – CONSUMER BEHAVIOUR

Programme: B.Com in E-commerce	Year: Second	Semester : III	
Subject: E-commerce			
Course Code: DSE 3.1	Course Title: Consumer Behaviour	(Theory)	
Course Objective: To develop an understanding of consumer decision-making processes and the psychological, social, cultural, and marketing factors influencing consumer behaviour in contemporary markets.			
Learning Outcomes: The students will be able to: - Explain the concepts and significance of consumer behaviour in marketing. - Analyze the psychological and socio-cultural factors affecting consumer decisions. - Examine the consumer decision-making process and post-purchase behaviour. - Apply consumer behaviour concepts to develop effective marketing strategies.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction to Consumer Behaviour Meaning, nature, scope and importance of Consumer Behaviour; consumer roles and types of Consumers; Factors influencing Consumer Behaviour; Consumer decision-making process and its significance in marketing decisions.	1	15
II	Psychological Factors Influencing Consumer Behaviour Motivation and Consumer needs; Perception and learning; Attitudes and attitude change; Personality, self-concept and lifestyle; their impact on consumer purchase decisions and preferences.	1	15
III	Socio-Cultural Influences on Consumer Behaviour Culture, subculture and social class; Reference groups, Family and social influences; Opinion leaders and digital influencers; changing consumer behaviour in the Indian market and contemporary business environment.	1	15
IV	Consumer Behaviour and Marketing Applications Consumer buying behaviour models; Post-purchase behaviour and customer satisfaction; Consumer rights and protection; Application of consumer behaviour concepts in market segmentation, Targeting, positioning and relationship marketing.	1	15

Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.

TEXTBOOKS & SUGGESTED READINGS:

- Consumer Behaviour in Indian Perspective by Suja R. Nair
- Consumer Behaviour: An Indian Perspective by S. L. Gupta and Sumitra Pal
- Consumer Behaviour by S. A. Chunawalla
- Consumer Behavior by Leon G. Schiffman and Joseph Wisenblit
- Consumer Behavior: Concepts and Applications by David L. Loudon and Albert J. Della Bitta

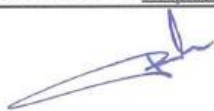
Suggested Continuous Evaluation Methods:

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

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material

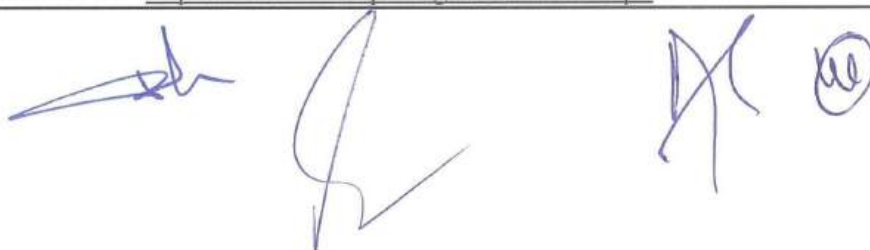
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DSE 3.2 – ENTREPRENEURSHIP DEVELOPMENT & INNOVATIONS

Programme: B.Com in E-commerce	Year: Second	Semester: III	
Subject: E-commerce			
Course Code: DSE 3.2	Course Title: Entrepreneurship Development & Innovations	(Theory)	
COURSE OBJECTIVE: To develop entrepreneurial competencies among learners by fostering creativity, innovation, opportunity recognition, and business planning skills required for launching and managing successful ventures in a dynamic business environment.			
LEARNING OUTCOMES: The students will be able to: - Explain the concepts, characteristics, and significance of entrepreneurship and innovation in economic development. - Identify business opportunities and evaluate their feasibility for entrepreneurial ventures. - Apply creativity, innovation, and problem-solving techniques in developing business ideas and entrepreneurial solutions. - Prepare and present a basic business plan incorporating financial, marketing, and operational aspects of a new venture.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction to Entrepreneurship and Innovation Meaning and concept of entrepreneurship, nature and scope of entrepreneurship development, role of entrepreneurs in economic growth and employment generation, characteristics and functions of entrepreneurs, types of entrepreneurship and entrepreneurial ventures, concept of innovation and creativity, relationship between entrepreneurship and innovation, entrepreneurial mindset and leadership skills, challenges faced by entrepreneurs, ethical and social responsibilities of entrepreneurs.	1	15
II	Entrepreneurial Opportunities and Business Planning Identification of business opportunities, market research and feasibility analysis, idea generation and innovation techniques, preparation of business plans and project reports, components of a business model, sources of finance for startups and small enterprises, government support and policies for entrepreneurship development, startup ecosystem and incubation centres, risk management and decision making in entrepreneurial ventures.	1	15
III	Innovation Management and Startup Development Innovation management process, product and service innovation, technology and digital transformation in entrepreneurship, intellectual property rights and patents, startup creation and growth strategies, marketing and branding for startups, customer	1	15

	relationship management, funding and venture capital, social entrepreneurship and sustainable business models, case studies of successful entrepreneurs and innovative business organizations.		
IV	Emerging Trends and Entrepreneurial Practices Women entrepreneurship and rural entrepreneurship, global entrepreneurship trends, e-commerce and digital entrepreneurship, role of artificial intelligence and emerging technologies in innovation, business ethics and corporate governance in entrepreneurial ventures, performance evaluation of startups, challenges in innovation management, future opportunities in entrepreneurship development, practical exposure to entrepreneurial projects and innovation practices.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: Chanka, S.S. – Entrepreneurial Development, S. Chand Publishing • Desai, Vasant – Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House • Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A. – Entrepreneurship, McGraw-Hill Education • Drucker, Peter F. – Innovation and Entrepreneurship, Harper Business Publications • Roy, Rajeev – Entrepreneurship, Oxford University 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 SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			



SEC 3.1 – ADVANCE SPREADSHEET APPLICATIONS IN COMMERCE & BUSINESS

Programme: B.Com in E-commerce	Year: Second	Semester: III	
Subject: E-commerce			
Course Code: SEC 3.1	Course Title: Advance Spreadsheet Applications In Commerce & Business	(Theory)	
Course Objective: - To equip learners with advanced spreadsheet skills for analyzing, interpreting, and visualizing data using sophisticated formulas, data management tools, statistical techniques, dashboards, and automation features to support informed business decision-making. Learning Outcomes: - Apply advanced spreadsheet functions, analytical tools, and data modeling techniques to solve complex business problems. - Design interactive dashboards and automated reports for effective data visualization and decision support.			
Credit: 2	Core Course		
Max Marks: 40+60 (Internal + Practical)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Advanced Data Analysis Advanced spreadsheet functions including IF, XLOOKUP, INDEX-MATCH, text functions, and date-time functions; Data validation and conditional formatting; Data cleaning techniques, Sorting and filtering of data; creation and use of Pivot Tables and Pivot Charts for data summarization and reporting; What-If Analysis and Goal Seek for business decision-making.	1	15
II	Reporting and Dash boarding Interactive charts and advanced data visualization techniques; Dashboard design using Key Performance Indicators (KPIs), Slicers, and timelines; Basic macros and spreadsheet automation for improving efficiency; Application of spreadsheet tools in sales analysis, Financial reporting, Inventory management, and business decision-making.	1	15

Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.
TEXTBOOKS & SUGGESTED READINGS: • Excel 365 Bible by Michael Alexander, Richard Kusleika and John Walkenbach • Advanced Excel Essentials by Jordan Goldmeier • Business Data Processing and Analysis by V. Rajaraman • Computer Applications in Management by S. A. Kelkar • Computer Fundamentals and Business Applications by Reema Thareja
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

AEC-3.1 ACADEMIC INTERACTION AND PRESENTATION SKILLS (ADVANCED LEVEL)

Programme: B.Com. in E-commerce	Year: Second	Semester: III	
Subject: E-commerce			
Course Code: AEC-3.1	Course Title: Academic Interaction and Presentation Skills (Advanced Level)	(Theory)	
COURSE OBJECTIVE: - To understand extended academic lectures and debates and to identify arguments, evidence, and conclusions in oral discourse. LEARNING OUTCOMES: The student will be able to: - Deliver structured academic presentations with visual aids. - Participate actively in academic discussions and debates.			
Credits: 2	Ability Enhancement Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Topics	Credit	No. of Lectures = 30
I	Advanced Listening Skills - Listening to full-length academic lectures/seminars on topics related to Indian budgets, Finance, Domestic and International trade, International Economic Relations. - Identifying arguments, evidence, and conclusions - Listening to debates/interviews and summarising points of view	1	15
II	Advanced Speaking Skills - Participating in academic discussions and debates - Delivering structured academic presentations on different topics - Using visual aids effectively - Answering questions and defending a viewpoint	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: - Kenneth Anderson, Study Speaking (Cambridge University Press) - John Hughes, Critical Thinking in ELT - TED Talks (economics-related topics)			
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.upsc.gov.in/Home.aspx			

DSC 4.1 – HUB AND LINE OPERATIONS

Programme : B.Com in E-commerce	Year: Second		Semester: IV	
Subject: E-commerce				
Course Code: DSC 4.1	Course Title: Hub and Line Operations		(Theory)	
COURSE OBJECTIVE: - To understand the concepts of Hub & Line Operations LEARNING OUTCOMES: The students will be able to: - Understand the basics of Hub and line operations in Ecommerce - Understand inbound and outbound logistics - Explain in detail all the machines and equipment used in hub operations. - Explain the prospects of line haul logistics				
Credit: 4	Core Course			
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:			
Unit	Details	Credit	Hours	
I	production of Hub and line Logistics in Ecommerce, Importance of line haul Logistics in Ecommerce, Line haul challenges for ecommerce, Trends in Line haul Logistics, Optimize a Line Haul or Line Haul Network, results of optimizing a Line Haul or Line Haul Network.	1	15	
II	bound Logistics, Objectives of Inbound Logistics, Steps in Inbound Process, Role of Inbound Supply chain Management in ecommerce logistics. unbound Logistics, Objectives of Outbound Logistics, Steps in Outbound process, Differences Between Inbound and Outbound Logistics, Tools Utilized by Both Inbound and Outbound Logistics.	1	15	
III	Machines & Equipment, Types of sorters, Types of equipment to handle, Equipment and machine handling Compliances	1	15	
IV	Prospects of Line haul Logistics, Innovations in Line Haul Logistics, New Technology Trends in Line Haul Logistics, Future Automated Line Haul Processes, Line Haul Market Prospects	1	15	
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.				
TEXTBOOKS & SUGGESTED READINGS: - Course Material Prepared by LSC - Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra - Logistics and Supply Chain Management by Martin Christopher - E-Logistics and E-Supply Chain Management by Paul Schönsleben				

- Operations Management by William J. Stevenson
- Transportation and Logistics in Global Value Chains

Suggested Continuous Evaluation Methods:

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

Suggested equivalent online courses:

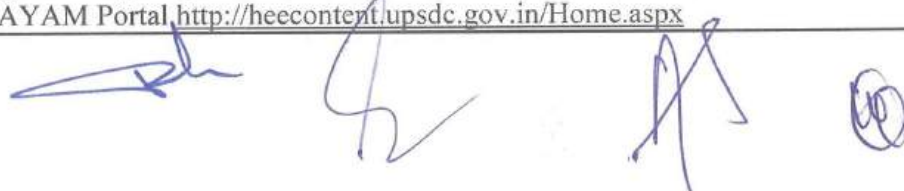
Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material

SWAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSC 4.2 – Fulfilment Operations

Programme: B.Com in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: DSC 4.2	Course Title: Fulfilment Operations	(Theory)	
COURSE OBJECTIVE: To understand the role of Fulfilment operations in E-Commerce			
LEARNING OUTCOMES: The students will be able to: - Understand the basics concepts of fulfilment operations in E-Commerce - Understand the various operational models in fulfilment - Explain the relationship between logistics and fulfilment services - Understand the role of technology in fulfilment			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction to fulfilment operations , Understanding Ecommerce Fulfilment, Logistics Organization Forms in E-Commerce, Characteristics of Fulfilment Service	1	15
II	Fulfilment Models , Fulfilment offered as a key service, Fulfilment offered by sales platforms, Fulfilment offered by logistics service providers, Fulfilment offered by other market players	1	15
III	Logistics and Fulfilment Services , Key Drivers, Warehousing Aspects, Freight Transit, Packaging	1	15
IV	Technology in fulfilment , Fulfilment Processes & platforms, E-Fulfilment and Customer retention strategies, Prospectus in Fulfilment 5.1 Fulfilment of Bundled Orders using technology, Mini Fulfilment via tech	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: - E-Commerce Logistics and Fulfillment by Deborah L. Bayles - Warehouse Management by Gwynne Richards - Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra - Logistics and Supply Chain Management by Martin Christopher - Operations and Supply Chain Management by F. Robert Jacobs			
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 4.3 – PACKAGING FOR E-COMMERCE

Programme: B.Com in E-commerce	Year: Second	Semester: IV
Subject: E-commerce		
Course Code: DSC 4.3	Course Title: Packaging for E-commerce	(Theory)
COURSE OBJECTIVE: - To understand the concept of packaging E-Commerce LEARNING OUTCOMES The students will be able to: - Understand the concept of packaging in E-Commerce - Understand the types and functions of packaging - Understand the concept of brand equity - Explain the packaging journey.		
Credit: 4	Core Course	
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:	
Unit	Details	Credit Hours
I	Introduction to packaging , Brief Introduction, Definition of Key Terms, Packaging, The origins of packaging, Packaging and the Modern Industrial Society, The Modern Packaging Industry Types and Functions of Packaging , Types of Packaging, Packaging Materials, The Functions of Packaging	1 15
II	Understanding the Brand , Brand, Elements that make up a Brand, difference between a Brand, a Product and a company, Brand History, The marketing matrix, The basic brand development process, Guidelines for good brand management	1 15
III	The Concept of Brand Equity , Motivations for Brand Equity, Rationale for Studying Brand Equity, Customer-based brand equity, Brand Knowledge, Guidelines for Managing Customer-Based Equity, Complementary Approaches to Measuring Customer-Based Equity, Asset Dimensions of Brand Equity, A five assets model of brand equity (Benefits of customer-based brand equity)	1 15
IV	The Packaging Journey in E-Commerce , The journey, Consumer research, Order, Inbound logistics, Preparation of orders, Picking, Sorting, Packing, Shipment preparations, Outbound logistics, Order delivery and receipt, Returns	1 15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.		
TEXT & REFERENCE BOOKS: - Packaging Essentials by Clive Gandy - Fundamentals of Packaging Technology by Institute of Packaging Professionals - Packaging Technology by Anne Emblem and Henry Emblem - Logistics and Supply Chain Management by Martin Christopher - E-Commerce Logistics and Fulfillment by Deborah L. Bayles		

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>



DSE 4.1 – SUPPLY CHAIN MANAGEMENT

Programme: B.Com in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: DSE 4.1	Course Title: Supply Chain Management	(Theory)	
COURSE OBJECTIVE: - Develop knowledge of supply chain planning, coordination, and integration among suppliers, manufacturers, distributors, and customers. LEARNING OUTCOMES: The students will be able to: - Explain the concepts, components, and functions of supply chain management. - Apply inventory management, warehousing, and transportation techniques in business operations. - Evaluate supply chain strategies for improving operational efficiency and customer service. - Use basic analytical and technological tools for supply chain planning and coordination.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction to SCM: Definition, scope, objectives, evolution, Supply chain vs logistics vs operations management, Key processes: Plan, Source, Make, Deliver, Return, Supply Chain Strategy & Design: Competitive strategy and supply chain fit, Supply chain drivers: facility, inventory, transportation, information, sourcing, pricing, Network design and distribution models	1	15
II	Demand Planning & Forecasting: Forecasting methods: qualitative, time series, causal, Demand management and S&OP, Bullwhip effect and demand variability Inventory Management: Inventory types and costs, EOQ, safety stock, reorder point, JIT, VMI, ABC analysis	1	15
III	Procurement & Sourcing: Sourcing process and strategies: single, multiple, global sourcing, Supplier selection, evaluation, relationship management, Contracting and e-procurement Transportation & Warehousing: Transportation modes and network design, Warehousing operations and layout, 3PL, 4PL, reverse logistics	1	15

IV	Supply Chain Coordination & Technology: Coordination mechanisms and collaborative planning, IT in SCM: ERP, WMS, TMS, RFID, blockchain, Supply chain analytics basics, Risk & Sustainability: Supply chain risk management, Resilience and disruption management, Green supply chain and sustainable practices	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: • Sunil Chopra & Peter Meindl – _Supply Chain Management: Strategy, Planning and Operation • Logistics and Supply Chain Management by Martin Christopher • Designing and Managing the Supply Chain by David Simchi-Levi • Operations and Supply Chain Management by F. Robert Jacobs and Richard B. Chase • Supply Chain Logistics Management by Donald J. Bowersox			
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			






DSE – 4.2 MANAGERIAL ECONOMICS

Programme: B.Com in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: DSE 4.2	Course Title: Managerial Economics	(Theory)	
COURSE OBJECTIVE: Understand the fundamental concepts and principles of managerial economics and their application in business decision-making.			
LEARNING OUTCOMES: The student will be able to - Explain the concepts, nature, and scope of managerial economics. - Analyze production, cost, and pricing strategies under different market conditions. - Interpret macroeconomic indicators and their impact on business operations. - Demonstrate informed decision-making skills related to profit maximization and resource management.			
Credit: 4	Core Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction: Nature and scope of managerial economics: objectives of a firm, Economic theory and managerial theory, Managerial economist's role and responsibilities, Fundamental economic concepts-incremental principle, Opportunity cost principle, Discounting principle, Equi-marginal principle. Demand analysis: individual and market demand function, Law of demand, Determination of demand elasticity of demand-meaning, importance, Price elasticity, Income elasticity and cross elasticity	1	15
II	Theory of consumer choice: cardinal utility approach, Indifference approach, Revolved preference and theory of consumer choice under risk, Demand estimation for major consumer durable and non-durable products, Demand forecasting techniques Production Theory: production functions-production with one two variable inputs, Stages of production, Economies of scale, Estimation of production function, Cost theory and estimation. Economic value analysis, Law of variable proportions, Law of returns to scale	1	15
III	Price determination: characteristics of different market structures, Price determination and firm's equilibrium in short-run and long-run under perfect competition, Monopolistic competition, Oligopoly and monopoly. Pricing practices: methods of price determination in practice, Pricing of multiple products. Price discrimination, And International price discrimination and dumping, Transfer pricing	1	15

IV	Business cycle: Nature and phases of a business cycle, Theories of business cycle-psychological, Profit, Monetary, Inflation: definition, Characteristics and types, Causes and effects of inflation.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: • Managerial Economics by Dominick Salvatore • Managerial Economics and Business Strategy by Michael Baye • Managerial Economics by D. N. Dwivedi • Business Economics by S. Sankaran • Managerial Economics: Applications, Strategy and Tactics by James R. McGuigan			
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			

SEC 4.1 – DATA VISUALIZATION

Programme: B.Com in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: SEC 4.1	Course Title: Data Visualization	(Theory)	
COURSE OBJECTIVE: To enhance students' proficiency in creating, editing, and formatting documents using word processing tools and to build effective presentation skills using presentation software.			
LEARNING OUTCOMES: The student will be able to: - Create and professionally format business and academic documents using word processing tools. - Design visually appealing and content-rich presentations for academic and professional purposes.			
Credit: 2	Core Course		
Max Marks: 40+60 (Internal + Practical)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	Introduction: Concept of data visualization, Significance and role, Functions of data analyst, Types of charts, Selecting an appropriate visualization based on the data. Data Visualization using Spreadsheet: Data visualizations using Conditional Formatting, Sparklines and Number formats, Charts-line charts, pie charts, scatter charts, area charts, column and bar charts, histogram. Specialized Charts: hierarchical charts, waterfall, funnel, stock charts and combo charts Creating Visualization and Dashboard using Spreadsheet: Working with pivot tables and charts, Slicer, Timeline, Power Query, Power Pivot, Power View, Power Map	1	15
II	Financial Data Analysis using Power BI: Introduction to Power BI. Possible Data Sources, Cleansing, Transforming and Loading data, Add Columns, Remove Columns, Split and rename column and Change data types, Merge data, Append data, Create report and Power BI dashboard using visualization controls, Publish report and export it to PDF. Working with Tableau Public: Introduction, Loading the Data and Preparing the sheets Bar and Line Combination Chart, Horizontal Bar Chart, Candlesticks and stock markets, Creating the Tableau dashboard and Adding a Brand Filter and Interpretation	1	15

Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.

TEXTBOOKS & SUGGESTED READINGS:

(Note: Learners are advised to use the latest edition of reading):

- Alberto Ferrari, Marco Russo. (2017) Analyzing Data with Microsoft Power BI and Power
- Pivot for Excel. PHI
- Brett Powell, (2017), Microsoft Power BI Cookbook, Packt Publishing Limited.
- Loma Brown. (2020) Tableau Desktop Cookbook, O'Reilly Media.
- Ryan Siceper, Practical Tableau, O'Reilly Media

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>



VAC 4.1 – CONSTITUTIONAL VALUES

Programme: B.Com in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: VAC 4.1	Course Title: Constitutional Values	(Theory)	
COURSE OBJECTIVE: Augmenting among the students the knowledge and significance of the Constitution and inculcating a sense of Constitutionalism in their notion and working.			
LEARNING OUTCOMES: The students will be able to: - Understand the principles that form the basic structure of the Constitution. - Cherish the values and goals embedded in the Constitution.			
Credit: 2	Core Course		
Max Marks: 100(External)	Min. Passing Marks:		
Unit	Details	Credit	Hours
I	An Introduction to the Constitution of India - Federal Republic, Rule of Law, Separation of Powers, Parliamentary System, Integrated and Independent Judiciary - Sovereignty, Socialism, Democracy, Secularism	1	15
II	Key Constitutional Values - Justice, Liberty, Equality, Fraternity - Fundamental Rights, Directive Principles of State Policy - Fundamental Duties	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			
TEXTBOOKS & SUGGESTED READINGS: M. Laxmikanth, Indian Polity, Mc Graw Hill Education, 8th edition, 2026 - Durga Das Basu, et al., Introduction to the Constitution of India, Lexis Nexis, 26th edition, 2022 - Leila Seth, We, the Children of India: The Preamble to Our Constitution, Penguin Books India, 2010 - Mahendra Pal Singh, V.N. Shukla, Constitution of India, Eastern Book Company, Lucknow, 13th revised edition, 2017 - Pylee, M.V., An Introduction to the Constitution of India, 5th edition Vikas Publication House, 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 SWAYAM Portal http://heeccontent.upsdc.gov.in/Home.aspx			



AEC-4.1 ENGLISH FOR RESEARCH (RESEARCH & PROFESSIONAL LEVEL)

Programme: B.Com. in E-commerce	Year: Second	Semester: IV	
Subject: E-commerce			
Course Code: AEC-4.1	Course Title: English For Research (Research & Professional Level)	(Theory)	
Course Objectives (COs): - To critically read and analyse scholarly articles and policy documents and to Identify research methodology, arguments, and bias in academic texts. Learning Outcomes: The students will be able to: - Write academic and professional documents such as abstracts, proposals, and policy briefs. - Apply appropriate citation styles (APA/MLA) in academic writing.			
Credits: 2	Ability Enhancement Course		
Max Marks: 25+75 (Internal + External)	Min. Passing Marks:		
Unit	Topics	Credit	No. of Lectures = 30
I	Advanced Reading Skills - Critical reading of scholarly articles and on the topics related to Indian budgets, finance, Domestic and international trade, international economic relations policy documents - Identifying research methodology, arguments, and bias - Comparing multiple sources for synthesis	1	15
II	Advanced Writing Skills - Writing research abstracts and proposals - Drafting policy briefs and executive summaries - Writing argumentative essays with citations (APA/MLA) - Producing a portfolio of academic and professional writing	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: - John M. Swales & Christine B. Feak, <i>Academic Writing for Graduate Students</i> - Gerald Graff & Cathy Birkenstein, <i>They Say / I Say</i> - Selected research articles from <i>Economic and Political Weekly</i>			
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			

