Schemes and Syllabus

(For academic session 2023-24 & onwards)

B. Voc. in E-Commerce & Digital Marketing

Atal Shiksha Nagar (Kallujhanda), P.O.

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SECTION 1
Program Outcomes and Program Specific Outcomes

Program Outcomes

PO1: *Professional Knowledge:* It helps the students to train on subjects Professional Skill, Professional Knowledge, Engineering Drawing, Workshop Science & Calculation and Employ-ability Skills related to job role.

PO2: *Research/Project Orientation:* The program helps students to recognize and apply basic research methods to different training in E-Commerce & Digital Marketing.

PO3: *Entrepreneurship Capability:* It helps the students to develop their ethical and social value.

PO4: *Conformist:*Relating political, social, cultural, historical issues as affecting life of the individual, group and society.

PO5: *Critical Thinking Mindset:*Students will develop their critical thinking skills to analyze and evaluate the ways in which social scientists to examine the world.

PO6: *Leadership and Teamwork:*Student will learn about the leadership traits and conformity of a group and how to work as a team all these traits will be developed through the study.

PO7: *Professional Ethics:*It will help the students to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO8: Professional *Empowerment:* Student is entrusted to make/do project work and Extra Curricular Activities to build up confidence.

PO9: *Communication:*It will help the students the ability to communicate to other about their viewpoints and connecting peoples by exchange ideas and opinions

PO10: *Social Responsibility and Environmental Conservation:*It will help the students to understand the issues of environmental contexts and the importance of environment conservation and social responsibility**.**

PO11: *Modern Analytical Knowledge:*Inculcate among students an ability to determine modern issues and outlook for their solutions.

PO12: *Life Long Skills:*Acquire the ability to engage in independent and life-long learning in the broadest context socio-political changes.

Program Specific Outcomes

PSO1: Plan and organize the work to make job as per specification applying different types of basic Accounting operation and taxation

PSO2: Perform Inner & Outer tax slabs of Goods and Service Tax

PSO3: **M**aintain different types of tax(CGST, SGST & IGST).

SECTION 2

Semester wise Scheme

First Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BVEDM-101	Basics of Computer	4	-	-	4	4	40	60	100
BVEDM-102	Fundamentals of Management	4	-	-	4	4	40	60	100
BVEDM-103	Fundamental of E-Commerce	4	-	-	4	4	40	60	100
BVEDM-104	OJT-I (On Job Training NSQF Level-4)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Second Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. EDM-201	Professional Communication	4	-	-	4	4	40	60	100
BVEDM-202	Internet Applications	4	-	-	4	4	40	60	100
BVEDM-203	Database Management System and Structured Query Language	4	-	-	4	4	40	60	100
BVEDM-204	OJT-II (On Job Training NSQF Level-5)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Third Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. EDM-301	Environment Studies	4	-	-	4	4	40	60	100
B. Voc. EDM-302	Fundamentals of Entrepreneurship	4	-	-	4	4	40	60	100
B. Voc. EDM-303	Content Management System using Word Press	4	-	-	4	4	40	60	100
B. Voc. EDM-304	OJT-III (On Job Training)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Fourth Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. EDM-401	Human Values & Ethics	4	-	-	4	4	40	60	100
B. Voc. EDM-402	Advertisement & sales management	4	-	-	4	4	40	60	100
B. Voc. EDM-403	Retailing	4	-	-	4	4	40	60	100
B. Voc. EDM-404	OJT-IV (On Job Training NSQF Level-6)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Fifth Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. EDM-501	Disaster Management	4	-	-	4	4	40	60	100
B. Voc. EDM-502	E-commerce-Laws and Practices	4	-	-	4	4	40	60	100
B. Voc. EDM-503	Supply Chain Management	4	-	-	4	4	40	60	100
B. Voc. EDM-504	OJT-V (On Job Training)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Sixth Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. EDM-601	Current Affairs	4	-	-	4	4	40	60	100
B. Voc. EDM-602	Customer Relationship Management	4	-	-	4	4	40	60	100
B. Voc. EDM-603	Android Application Development	4	-	-	4	4	40	60	100
B. Voc. EDM-604	OJT-VI (On Job Training NSQF Level-7)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800