

# Schemes and Syllabus

(For academic session 2025-26 onwards)

## **B. Voc. in E-Commerce & Digital Marketing**



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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 Employability 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:** Maintain 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
B. Voc. EDM -101	Basics of Computer	4	-	-	4	4	40	60	100
B. Voc. EDM -102	Fundamentals of Management	4	-	-	4	4	40	60	100
B. Voc. EDM -103	Fundamental of E-Commerce	4	-	-	4	4	40	60	100
B. Voc. EDM -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
B. Voc. EDM -202	Marketing Management	4	-	-	4	4	40	60	100
B. Voc. EDM -203	Customer Relationship Management	4	-	-	4	4	40	60	100
B. Voc. EDM -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	C H	C P	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	Social media marketing	4	-	-	4	4	40	60	100
B. Voc. EDM-304	OJT-III (On Job Training NSQF Level-6)	-	-	3 6	36	18	300	200	500
	<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>3 6</b>	<b>48</b>	<b>30</b>	<b>480</b>	<b>320</b>	<b>800</b>

### Fourth Semester

Course Code	Course Title	L	T	P	C H	C P	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)	-	-	3 6	36	18	300	200	500
	<b>TOTAL</b>	<b>1 2</b>	<b>-</b>	<b>3 6</b>	<b>48</b>	<b>30</b>	<b>480</b>	<b>320</b>	<b>800</b>

### Fifth Semester

Course Code	Course Title	L	T	P	C H	C P	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 NSQF Level-7)	-	-	3 6	36	18	300	200	500
	<b>TOTAL</b>	<b>1 2</b>	<b>-</b>	<b>3 6</b>	<b>48</b>	<b>30</b>	<b>480</b>	<b>320</b>	<b>800</b>

### Sixth Semester

Course Code	Course Title	L	T	P	C H	C P	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)	-	-	3 6	36	18	300	200	500
	<b>TOTAL</b>	<b>1 2</b>	<b>-</b>	<b>3 6</b>	<b>48</b>	<b>30</b>	<b>480</b>	<b>320</b>	<b>800</b>

**ASSESSMENT CRITERIA (100 MARKS PER SUBJECT)**  
**(FOR GENERAL COMPONENTS)**

<b>S. No.</b>	<b>Components</b>	<b>Maximum Marks</b>
1	Assignment-1	20
2	Assignment-2	20
3	ESE	60

**ASSESSMENT CRITERIA (500 MARKS) (FOR OJT)**  
**FOR SKILL COMPONENT**

<b>S. No.</b>	<b>Components</b>	<b>Maximum Marks</b>
1	Attendance	50
2	General Behaviour & Discipline	50
3	Technical Skill	200
4	Presentation Skill	200

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