

AC –11-03-2025
Item No. –04

Approved by the BOS in Bachelor of Commerce (Management Studies) on 06-03-2025 Item No. 03

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: E-Commerce & Digital Marketing

Programme: Bachelor of Management Studies Semester-VI

Syllabus for 4 credits

From the academic year 2025 - 2026

Name of the Course: E- Commerce and Digital Marketing

Sr. No.	Heading	Particulars
1	Description the course:	This course provides a comprehensive exploration of ecommerce strategies and digital marketing techniques in the context of today's dynamic business landscape. Participants will gain insights into the fundamentals of online business, digital marketing channels, and the practical application of tools to drive successful ecommerce ventures. The course combines theoretical concepts with hands-on exercises to prepare individuals for the challenges and opportunities in the digital marketplace.
2	Vertical:	Minor
3	Type:	Types
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To acquire a comprehensive understanding of e-commerce principles, platforms, and technologies. 2. To develop expertise in various digital marketing strategies, including SEO, PPC, social media marketing, and content marketing. 3. To learn to identify and analyze consumer behavior patterns in the digital marketplace. 4. To gain practical skills in designing and implementing effective e-commerce and digital marketing campaigns to drive business growth.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. Learners will be proficient in analyzing and managing e-commerce platforms and online storefronts, utilizing a range of principles, platforms, and technologies. 2. Learners will mastery of digital marketing techniques such as SEO, PPC, social media marketing, and content marketing, enabling effective audience engagement and brand promotion. 3. Learners will be able to identify and analyze consumer behavior patterns in the digital marketplace, leading to targeted marketing strategies and improved customer acquisition and retention. 4. Learners will be capability to design and implement successful e-commerce and digital marketing campaigns that drive business growth, leveraging practical skills and strategic insights gained throughout the course

Modules**Module 1: Introduction to E-commerce (15 Hours)**

- Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce, Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce, Impact of E-Commerce on Business, Ecommerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education, Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Module 2: E-Business & Applications (15 Hours)

- E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning
- Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading, Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

Module 3: Payment, Security, Privacy & Legal Issues in E-Commerce (15 Hours)

- Issues Relating to Privacy and Security in E-Business, Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security, E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in Ecommerce in India, IT Act 2000

Module 4: Digital Marketing (15 Hours)

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts.
- Digital Marketing on various Social Media platforms, Online Advertisement, Online Marketing Research, Online PR, Web Analytics and Promoting Web Traffic, Latest developments and Strategies in Digital Marketing.

10	References: <ul style="list-style-type: none"> • Jayasankar, J. Principles of Management.2009 • Gupta, C.B. Business Management.2013 • Prasad, L.M. Principles of Management. 2019 • Pagare, Dinkar. Principles of Management. 2018 					
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%				
12	Continuous Evaluation through: (40 Marks) <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test</td> <td style="text-align: center;">40 Marks</td> </tr> </tbody> </table>		Component	Total Marks	Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	40 Marks
Component	Total Marks					
Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	40 Marks					
13	Format of Question Paper: for the final examination Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour					
	Q. No.	Particular				
	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question				
	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question				
	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question				
	Q-4	Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question				
Note: Any of the full length question of 7.5 Marks can be a case study.						

Signatures of Team Members

Sr. No	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Shalini Clayton	
3.	Ms. Ashiyana Shaikh	
4.	Ms. Ranjeeta Rahul Prajapati	