

# B.Voc. in E-Commerce and Digital Marketing

## Course Curriculum

First Semester	<ol style="list-style-type: none"><li>1. English Language and Communicative English</li><li>2. Fundamentals of Information Technology</li><li>3. Management Theory and Practices</li><li>4. Marketing Management</li><li>5. Fundamentals of E-Commerce</li><li>6. Fundamentals of Digital Marketing</li><li>7. Project-I</li></ol>
Second Semester	<ol style="list-style-type: none"><li>1. Introduction to Communication Skill</li><li>2. Sales and Marketing</li><li>3. Fundamentals of DBMS</li><li>4. Managerial Economics</li></ol>
	<ol style="list-style-type: none"><li>5. Integrated Marketing Communication</li><li>6. Human Resource Management</li><li>7. Project-II</li></ol>
Third Semester	<ol style="list-style-type: none"><li>1. Soft Skills and Personality Development</li><li>2. Product and Brand Management</li><li>3. Consumer Behavior</li><li>4. Fundamentals of Entrepreneurship</li><li>5. Retailing</li><li>6. Microsoft Office - Lab</li><li>7. Project-III</li></ol>
Fourth Semester	<ol style="list-style-type: none"><li>1. Website Planning and Structure</li></ol>

Fourth Semester	<ol style="list-style-type: none"> <li>1. Website Planning and Structure</li> <li>2. Human Values and Professional Ethics</li> <li>3. Social Media Marketing</li> <li>4. Digital Entrepreneurship</li> <li>5. Web Designing Using Photoshop - Lab</li> <li>6. Advertising and Sales Management</li> <li>7. Project –IV</li> </ol>
Fifth Semester	<ol style="list-style-type: none"> <li>1. Content Marketing</li> <li>2. Content Management System Lab</li> <li>3. Search Engine Marketing and Search Engine Optimisation</li> <li>4. E-Commerce Law and Practices</li> <li>5. Project-V</li> </ol>
Sixth Semester	<ol style="list-style-type: none"> <li>1. Business Research Methods</li> <li>2. Workshop: Creative, Design Thinking and Skill Development</li> <li>3. Project Report and Viva</li> <li>4. Internship</li> </ol>