

PART A: Introduction			
Program: Certificate		Class: UG	Year: 1 Year
		Session: 2025-26	
Subject: Computer Application			
1	Course Code	MD1	
2	Course Title	E-Commerce and Digital Marketing (Theory)	
3	Course Type (Core Course/Multi-Disciplinary/Vocational/	Multi-Disciplinary	
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.	
5	Course Learning Outcomes:	On completion of this course, learners will be able to: <ul style="list-style-type: none">Understand the fundamentals of e-commerce and its business models.Explore digital marketing concepts, tools, and channels.Analyze consumer behavior in the digital world and create marketing strategies.Gain hands-on experience with SEO, SEM, email, and social media marketing.Learn about online payment systems, security issues, and legal frameworks.	
6	Credit Value	Theory-2 Credits	
7	Total Marks	Max. Marks: 100	Min. Passing Marks: 35
PART B: Content of the Course			
No. of Lectures (in hours per week): 1 Hrs. per week			
Total No. of Lectures: 30 Hrs.			
Module	Topics		No. of Lectures
I	Introduction to Indian Knowledge Systems (IKS) in Business Definition of IKS and its role in India's intellectual heritage, Relevance of IKS to commerce, entrepreneurship, and sustainable trade, Traditional Indian views on wealth (<i>Artha</i>) and ethical living (<i>Dharma</i>) in business, Importance of community-centric trade, trust, and long-term reputation. Keywords: Indian Knowledge Systems, Artha, Dharma, Sustainable trade, Community-centric commerce, Ancient Indian economy. Activity: 1. Divide students into two groups: <ul style="list-style-type: none">Group A: Supports traditional IKS values – Artha with Dharma, trust, and community welfare.		6

	<ul style="list-style-type: none"> Group B: Defends modern capitalism – profit maximization and growth at any cost. <p>2. Each group prepares a 5-minute argument and 2-minute rebuttal.</p> <p>3. The teacher moderates and guides a final discussion:</p> <ul style="list-style-type: none"> How can IKS complement modern entrepreneurship? What role does ethical branding play in long-term business success? 	
II	<p>Introduction to E-Commerce: Definition, Scope, and History of E-Commerce, Benefits and Limitations of E-Commerce, Traditional Commerce vs E-Commerce, E-Commerce Trends and Opportunities.</p> <p>E-Commerce Business Models and Applications: Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), E-Government and Mobile Commerce, Case Studies of E-Commerce Models.</p> <p>Keywords: E-Commerce, Online business, Digital economy, Mobile commerce (m-commerce), Digital payment systems (UPI, wallets), E-Governance.</p> <p>Activity:</p> <ul style="list-style-type: none"> Prepare flashcards or a digital quiz. Students form pairs or small teams. Each team matches the model name with its description or real-life example. 	6
III	<p>Technology Infrastructure for E-Commerce Internet, Intranet, and Extranet, Web Servers, Browsers, and Hosting, E-Commerce Software Platforms, Security Protocols and Encryption.</p> <p>Commerce Security and Payment Systems E-Payment Systems: Credit Cards, Digital Wallets, UPI, Online Banking and Payment Gateways, E-Commerce Security Threats, Legal, Ethical, and Taxation Issues in E-Commerce.</p> <p>Keywords: Internet, Web server, Web browser, E-commerce platforms, Cybersecurity, SSL/TLS encryption, Payment gateways.</p>	6

	Activity: <ol style="list-style-type: none"> 1. Provide teams with a set of cards or labels (physical or digital), each representing a tool, technology, or feature. 2. Teams are asked to assemble these cards into a logical order for building a secure e-commerce store. 	
IV	Introduction to Digital Marketing Definition and Scope of Digital Marketing, Traditional vs Digital Marketing, Digital Marketing Mix and Buyer Journey, Inbound vs Outbound Marketing. Keywords: Digital marketing, Online advertising, Digital marketing mix, Social media marketing. Activity: <ol style="list-style-type: none"> 1. Divide students into small groups. 2. Each group selects (or is assigned) a product 3. For their product, they must: <ul style="list-style-type: none"> • Define the target customer • Map the buyer's journey • Choose digital marketing strategies for each stage 4. Each group presents their mini-campaign 	6
V	Digital Marketing Channels and Tools Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube), Email Marketing and Content Marketing, Affiliate Marketing and Influencer Strategies. Digital Strategy, Analytics, and Trends Creating Digital Marketing Plans and Campaigns, Google Analytics and KPIs, Trends: AI in Marketing, Automation, Voice Search, Ethics and Data Privacy in Digital Marketing. Keywords: SEO, SEM, Google Ads, Email Marketing, Social media tools, Digital marketing strategy, Conversion Rate Optimization. Activity: <ol style="list-style-type: none"> 1. Divide the class into teams and Each team selects a product or service. 2. Teams must: <ul style="list-style-type: none"> • Choose 3 digital marketing channels (e.g., SEO, YouTube, Instagram) 	6

	<ul style="list-style-type: none"> • Plan a 1-month campaign using these tools • Define target audience and key KPIs (clicks, engagement, leads) • Show basic metrics or mockups (use Canva/Google Slides) 	
	3. Each team presents their plan like an agency pitch.	

Part C - Learning Resources	
Text Books, Reference Books, Other Resources	
Suggested Readings:	
Text Books:	
1.	P.T. Joseph- E-Commerce: An Indian Perspective
2.	S. Jaiswal- E-Commerce
3.	Dr. Ruchi Jain-Digital Marketing and E-Commerce
4.	Laudon & Traver-E-Commerce: Business, Technology, Society
Reference Books:	
1.	Laudon, K. C., & Traver, C. G. (2021). E-Commerce: Business, Technology, Society (16th Ed.). Pearson.
2.	Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Ed.). Pearson.
3.	Ryan, D. (2016). Understanding Digital Marketing (4th Ed.). Kogan Page.
4.	Strauss, J., & Frost, R. (2014). E-Marketing (7th Ed.). Pearson.
5.	Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Ed.). Pearson.
6.	Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page.
Suggested Digital Platforms Web links:	
https://learndigital.withgoogle.com/digitalunlocked	
https://www.skillindia.gov.in	
Suggested Equivalent online courses:	
https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing	
https://www.linkedin.com/learning/e-commerce-fundamentals	

Part D: Assessment and Evaluation	
Suggested Continuous Evaluation Methods:	
Maximum Marks:	100
Continuous Comprehensive Evaluation (CCE):	30 Marks
University Exam (UE): (2 Hrs.):	70 Marks
Internal Assessment:	
Continuous Comprehensive Evaluation (CCE)	Total Marks: 30
External Assessment:	
University Exam (UE)	Total Marks: 70
Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.	

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1	Course Code	MD1	
2	Course Title	E-Commerce and Digital Marketing (Practical)	
3	Course Type (Core Course Multi-Disciplinary / Vocational)	Multi-Disciplinary	
4	Pre-Requisite (if any)	To study this course, a student must have 12th class.	
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6	Credit Value	Theory- 1 Credits	
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PART B: Content of the Course			
No. of Lab. Practical's (in hours per week): 1 Hrs. per week			
Total no of labs : 15			
S.No.	Suggestive list of Practical's		No of Labs
1	Create a basic e-commerce website layout using HTML and CSS showcasing products and services.		15
2	Design a registration and login page for an e-commerce portal using HTML forms and validation.		
3	Use an online platform (like Shopify, Wix, or WordPress) to simulate a product listing and checkout flow.		
4	Conduct market research and create a digital marketing strategy for a small business or product.		
5	Create a business profile on Google My Business and optimize it for visibility.		
6	Design and send a marketing email using tools like Mailchimp or Zoho Campaigns.		
7	Run a sample SEO audit for a website using free online tools and suggest improvements.		
8	Set up a Google Ads campaign with targeted keywords and create ad copy.		
9	Create a social media marketing plan using Facebook or Instagram including post scheduling.		

10	Use Canva or similar tools to design a digital flyer or promotional content.	
11	Set up a Google Analytics account for a test website and analyze user traffic.	
12	Prepare a report on emerging digital trends like influencer marketing, AI in advertising, or affiliate networks.	

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Reference Books:		
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Suggested Equivalent online courses:		
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Part D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	100	
Continuous Comprehensive Evaluation (CCE):	Marks	
University Exam (UE):	100	Marks
Internal Assessment:		
Continuous Comprehensive Evaluation (CCE)		Total Marks:
External Assessment:		
University Exam (UE)		Total Marks: 100
Any remarks/suggestions: Learning's in the course should be emphasized more on practical aspects and real world problems and their solutions.		