ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

Syllabus under CBCS (Implemented from Academic year 2020-21)
PROGRAMME: FOUR YEAR B.COM (Hons)

Subject**: COMMERCE**
Syllabus *for Semester VII and VIII*
(Syllabus with Learning Outcomes, References, Co-curricular Activities)

Structure of Semesters – VII and VIII
(To choose ONE Specialization from the Four alternates)
(For each course: Hours/Week: 05, Credits: 4, Max Marks: 100)

GROUP D: E COMMERCE AND DIGITAL MARKETING

			E COMMERCE AND DIGITAL MARKETING			
Year	**Semester**	**Course Code**	**Type of Course**		**Hrs/ Week**	**Credits**
4	**VII**	7.1 (A) 7.1 (B)	E-Commerce Technology / Digital Marketing and Strategy	**Core**	5	5
4	**VII**	7.2 (A) 7.2 (B)	E–Banking Operations / Content Marketing	**Core**	5	5
4	**VII**	7.3 (A) 7.3 (B)	Retail Management / Web Analytics	**Core**	5	5
4	**VII**	7.4 (A) 7.4 (B)	Web Technology / Social Media Marketing	**SEC**	5	5
4	**VII**	7.5 (A) 7.5 (B)	Information Systems / Startup Management	**SEC**	5	5

			E COMMERCE AND DIGITAL MARKETING			
Year	**Semester**	**Course Code**	**Type of Course**		**Hrs/ Week**	**Credits**
4	**VIII**	8.1 (A) 8.1 (B)	Cyber Law / Affiliate Marketing	**Core**	5	5
4	**VIII**	8.2 (A) 8.2 (B)	E – Commerce Relationship Management / Search Engine Optimization	**Core**	5	5
4	**VIII**	8.3 (A) 8.3 (B)	Business Analytics / Advertising Tools & Its Optimization	**Core**	5	5
4	**VIII**	8.4 (A) 8.4 (B)	Computer Networks / Market Research and Analytics	**SEC**	5	5
4	**VIII**	8.5 (A) 8.5 (B)	Software Project Management / E-Mail and Mobile Marketing.	**SEC**	5	5

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GROUP D: E-COMMERCE AND DIGITAL MARKETING

SEMESTER VII – E-COMMERCE TECHNOLOGY

Course Code: 7.1 (A)	**Credits: 05**	**Max marks 100**

Course Objectives:
To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.
To understand the basic concepts in E-Commerce.

Learning Outcomes:
1. Design and implement an e-commerce application with a shopping cart.
2. Explain the effectiveness of network computing and cloud computing policies in a multi location organization.
3. Analyze real business cases regarding their e-business strategies and transformation processes and choices.
4. Understand EDI Application in Business and Legal requirement in E –Commerce.
5. Learn the procedure of home Banking and Online Banking.

Syllabus:

Unit 1: Introduction:
What is E-Commerce, Forces behind E-Commerce Industry Framework, Brief history of E-Commerce, Inter Organizational E-Commerce, Intra Organizational E-Commerce, and Consumer to Business Electronic Commerce, Architectural framework Network Infrastructure for E-Commerce Network Infrastructure for E-Commerce, Market forces behind I Way, Component of I way Access Equipment, Global Information Distribution Network, Broad band Telecommunication.

Unit 2: Mobile Commerce:
Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.

Unit 3: Encryption:
World Wide Web & Security, Encryption, Transaction security, Secret Key Encryption, Public Key Encryption, Virtual Private Network (VPM), Implementation Management Issues.

Unit 4: Electronic Payments:

Overview of Electronics payments, Digital Token based Electronics payment System, Smart Cards; Credit Card I Debit Card based EPS, Emerging financial Instruments, Home Banking, and Online Banking.

Unit-5: Net Commerce:

EDA, EDI Application in Business, Legal requirement in E -Commerce, Introduction to supply Chain Management, CRM, issues in Customer Relationship Management.

Practical Components:
- Training of students by a related E Commerce Technology.
- Assignments including technical assignments like working with e commerce experts.
- Seminars, Conferences, discussions by inviting concerned personnel.
- Invited lectures and presentations on related topics

References:

1. Greenstein and Feinman, "E-Commerce", TMH
2. Ravi Kalakota, Andrew Whinston, "Frontiers of Electronic Commerce", Addision Wesley
3. Denieal Amor, " The E-Business Revolution", Addision Wesley
4. Diwan, Sharma, "E-Commerce" Excel
5. Bajaj & Nag, "E-Commerce: The Cutting Edge of Business", TMH

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GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII – E–BANKING OPERATIONS

Course Code: 7.2 (A)	**Credits: 05**	**Max marks 100**

Syllabus:

Course Objectives:
To provide a strong awareness on E-Banking fundamentals to the students.
To understand the Banking services available and mutual funds..
To learn about banking electronic operations..

Learning Outcomes:
1. To understand the concept and function of Indian Banking system.
2. Understand the importance of banking services and mutual fund services.
3. To familiarize the e banking operations and usage of different e payment systems.
4. Understand the steps in credit card processing and e–payment system.
5. Students will be able to know various possibilities of frauds in banking and security measures available.

Unit 1: Indian Banking:
Definition– Functions – Pubic vs. Private sector banks; Banks vs. NBFCs – Foreign banks – Regional Rural Banks – State Co–operative Banks – District Central Co-operative Banks – Urban Co-operative Banks.

Unit 2: Banking services:
Accepting of Deposits – Lending of funds – Retail banking – Merchant banking – Factoring services – Investment banking – Mutual fund services – Bill discounting – Issue of Letter of Credit (LC).

Unit 3: E–banking:
Concept – NPCI – UPI – Debit Cards – Credit cards – RTGS vs. NEFT – Electronic Clearing System – Telephone Banking – Pros and cons of E–banking – Challenges in E–Banking.

Unit 4: Payment systems:
Pre–paid (PP) cards – Open and closed Pre–Paid cards – Post–paid credit cards – Steps in credit card processing – Requirement metrics of an effective e–payment system.

Unit 5: E–banking frauds:
Electronic Clearing Services – Frauds in E–banking operations – The security measures taken by banks.

Practical Components:

- Training of students by a related E Banking and E Banking services..
- Assignments including visiting banks and making reports on e payment system..
- Seminars, Conferences, discussions by inviting concerned personnel.
- Invited lectures and presentations on related topics.

Reference Books:

1. Ravindra Kumar, Deshpande, E–Banking, Pacific Books International.
2. Indian Institute of Banking, Digital Banking, Mumbai. 3. The Banker, Mumbai (Journal)

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GROUP D: E-COMMERCE AND DIGITAL MARKETING

SEMESTER VII – RETAIL MANAGEMENT

Course Code: 7.3 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:
To provide a strong foundation in fundamental retailing concepts, strategic planning, sales attitude and service.
To understand the importance of merchandising and pricing within the business.
To learn about customer behavior trends, how to target customers and collect information to help you appeal to your customer and to understand the logistics of supplying and receiving stock

Learning Outcomes:
1. Recall the retail marketing concepts and customer buying behavior concepts
2. Understand the importance of retail merchandising
3. Apply theoretical expertise in retail store operations and financial aspects of retailing
4. Analyze Consumer Buying Behaviour and Retail Merchandising.
5. Understand the retail marketing operations process and retail advertising and communication mix.

Syllabus:
Unit 1: Retailing:
Introduction**-**meaning-significance- functions of retailing. Retailing in India - Retailing ethics-career opportunities in Retail . Retail Formats - Meaning - types – Models.

Unit 2: Customer Buying Behaviour:
Need - Factors influencing the retail shopper- Customer Decision Making Process. Retail Strategy-definition-identifying options-setting objectives-develop strategic plan. Retail Franchising-evolution-types- advantages and disadvantages of franchising - Franchising in India. Retail Store Location- types of retail locations - trends in retail Property development in India.

Unit 3: Retail Merchandising:
Evolution - factors affecting the merchandising function- merchandiser role and responsibilities- concept of Life Style Merchandising. Retail Pricing-concept of retail price-determining the price-retail pricing policies-ABC analysis, Sell Through Analysis, Multiple Attribute method- margin return on investments.

Unit 4: Organization Structure:

Creating organization structures-Human Resource management in Retail recruitment and selection-training- motivation- evaluation of performance. Retail Store Operations-Key roles in a store environment- customer service-components of retail operations- Store Administration and management of the Premises.

Unit 5: Retail Marketing:
Role of marketing in retail- retail marketing mix- STP Approach- retail Image. Retail Communication Mix- Advertising- sales promotion-public relations and publicity-POP Displays –Integrated Marketing Communication. Service Retailing- concept of customer service- importance of service in retail customer service measuring the Gap in Service- Customer Information and Enhancing Loyalty- CRM- Retail Selling Process.

Practical Components:
- Organize short term training on specific technical skills on Retail Management in collaboration with marketing professionals.
- Seminars/Conference/ Workshops on emerging trends in Retail Marketing
- Real time work experience with Retail Management.
- Arrange for Interaction with Area Specific Experts.
- Conduct surveys on pros and cons of ecommerce
- Invited lectures and presentations on related topics

Text Book
1. SwapnaPradhan Retailing Management Text and cases, Tata McGraw Hill Publishing Company LTD,New Delhi.

Reference Books
1. Andrew J.Newman and Peter Cullen, Retailing Environment and Operations Vikas Publishing House Pvt, ltd, Delhi
2. David Gilbert Retail Marketing management, Pearson Publications, England
3. Michael Levy, Barton.A.Weitz, Ajay Pandit, Retailing management Tata McGraw Hill

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SEMESTER VII – INTERNET TECHNOLOGY

Course Code: 7.4 (A)	**Credits: 05**	**Max marks 100**

Objectives:
This Subject is useful for Making own Web page and how to host own web site on internet.
Also Students will learn what the protocols are involving in internet technology.

Learning Outcome:
1. After studying that subject students would have capability to make own web site and host their own web site on internet.
2. Students would have enough knowledge about what are the technologies used in internet.
3. Students have an opportunity to build an Experiment.
4. Create a Table with four rows and five columns. Place an image in one column.
5. Convert the static web pages of assignments into dynamic web pages using servlets and cookies.

Syllabus:

Unit 1: HTML:
Introduction, structure, elements, attributes, headings, paragraphs, styles, colors, formatting, Quotations, Comments, images, tables, lists, links, blocks and classes, marquee, frames, file paths, layout, symbols, forms, Emojis, HTML vs XHTML, Introduction to Java Script, Object in Java Script, Dynamic HTML with Java Script.

Unit 2: CSS:
CSS - Cascading Style Sheets and Styles: introduction, syntax, style sheet types, borders, backgrounds, margins, padding, text, fonts, tables, lists, position, opacity, pseudo class and pseudo elements, overflow, float, CSS combinators.

Unit 3: JavaScript:
Data types, operators, functions, control structures, events, and event handling.
Java: Use of Objects, Array and Array List class, Designing classes, Inheritance, Input / Output, Exception Handling.

Unit 4: JDBC:

JDBC Fundamentals, Establishing Connectivity and working with connection interface, working with statements, Creating and Executing SQL Statements, Working with Result Set Objects.

Unit 5: JSP:
Introduction to Java Server Pages, HTTP and Servlet Basics, The Anatomy of a JSP Page, JSP Processing, Setting Up the JSP Environment, Conditional Processing, Displaying Values. Declaring Variables and Methods, Error Handling and Debugging, Sharing Data between JSP Pages, Requests, Database Access.

Reference Books:
1. Web Enabled Commercial Application Development Using HTML, DHTML, Java Script, Perl Cgi By Ivan Bayross, BPB Publications, 2009.
2. BIG Java Cay Horstmann, Wiley Publication, 3rd Edition. 2009
3. Java 7, The Complete Reference, Herbert Schildt, 8th Edition, 2009.
4. The Complete Reference J2EE, TMH, Jim Keogh, 2002.
5. Java Server Pages, Hans Bergsten, Third Edition, O'Reilly Media December 2003.

INTERNET TECHNOLOGY LAB
1. Create an HTML document with the following formatting options: (a) Bold, (b) Italics, (c) Underline, (d) Headings (Using H1 to H6 heading styles), (e) Font (Type, Size and Color), (f) Background (Colored background/Image in background), (g) Paragraph, (h) Line Break, (i) Horizontal Rule, (j) Pre tag
2. Create an HTML document which consists of: (a) Ordered List (b) Unordered List (c) Nested List (d) Image
 3. Create a Table with four rows and five columns. Place an image in one column.
4. Create a form using HTML which has the following types of controls: (a) Text Box (b) Option /radio buttons (c) Check boxes (d) Reset and Submit buttons
5. Embed a calendar object in your web page.
6. Create an applet that accepts two numbers and perform all the arithmetic operations on them.
7. Create a nested table to store your curriculum.
8. Create a form that accepts the information from the subscriber of a mailing system
9. Installation of TOMCAT web server. Convert the static web pages of assignments into dynamic web pages using servlets and cookies.
10 Do the assignment using JSP by converting the static web pages of assignment into dynamic web pages. Create database with User Information and Item information. The Item catalog should be dynamically loaded from the database.
11 Implementation of "Hello World!" program using JSP Struts Framework.

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SEMESTER VII – INFORMATION SYSTEMS

Course Code: 7.5 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:
To enlighten the student's knowledge on information systems.
To establish knowledge about key issues of the information system and the role of the information system.
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Learning Outcomes:
The students will have gained the understanding of information system
1. Identify the fundamental concepts and key issues of the information system and the role of the information system.
2. Design and build a date base and analyze information for enterprise decision making.
3. Discuss and analyze linkage between business and organization process and information strategy and how enterprise can achieve competitive advantage.
4. Students able to learn security and ethical challenges planning & implementing changes.
5. Design a information system suitable for an organization.

Syllabus:

Unit 1: Foundation of Information Systems:
Introduction to information system in business, fundamentals of information systems, solving business problems with information system, concept of balanced MIS, effectiveness & efficiency criteria.

Unit 2: System Analysis Design:
Function, CASE Tools, Project Feasibility, Information Requirement & Decision Analysis, Preparing System Proposal, Input / Output design, Procedures & control design, System development, Testing & Quality assurance.

Unit 3: Implementation:
Implementation, Operation, Evaluation and Maintenance, Structured System Methodologies, Automated systems development, Hardware / Software selection, Systems function management. Business application of Information Technology: Internet & Electronic commerce, internet, extranet & enterprise solutions, information system for business operations, information system for managerial decision support, information system for strategic advantage.

Unit 4: Managing Information Technology:
Enterprise and global management, security & ethical challenges planning & implementing changes.

Unit 5: Advanced Concepts in Information Systems:
Enterprise resource planning, Supply Chain Management, C.R.M., Procurement Management.

References:
1. O Brian, "Introduction to Information System", McGraw Hill
2. O Brain, "Management Information System", TMH
3. Ashok Kumar Sharma, "Analysis Design & Implementation of Information Systems: A Transition to Objects",
4. Vikas, Alter, "Information System: A management perspectives Addison Wesley
5. Arore & Bhatia, "Information System for Managers", Excel Bansal. "Information System Analysis and Design", New Age Murdick, "Information System for Modem Management", PHI.

INFORMATION SYSTEMS LAB
List of Projects are as follows (Implement any one)
1. Shopping cart project using ADO.NET: This sample project has all basic features required for a shopping cart web site including Login, Registration, Add to Cart, Checkout etc. A good ASP.NET learning project using C#, ASP.NET, SQL Server.

2. Personal Assistant: This is a small project for managing personal details. Current version of this project support Address Book feature - Add, Edit and Manage contacts and addresses using VB.NET.

3. Address Book: This is a small project for managing contact details. This is a C# version of the 'Personal Assistant' project.

4. School Management System: This is a project for managing education institutes using C#.

5. ibrary Management System: This is an academic project for students using Java.

6. pider Alerts & Web services: This project communicates with web services and downloads Alerts from the web server using Java & XML.

7. atient Information System: This software can be used to keep track of the patients' information and treatment details in a hospital or clinic. Some of the advanced features include patient consulting, lab information, billing etc using JSP, Servlet & JDBC.

8. eb based Address Book: This application can be used to keep track of your contacts/addresses. N Tier architecture is used to separate data layer, business layer and UI layers.

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GROUP D: E-COMMERCE AND DIGITAL MARKETING

SEMESTER VIII – CYBER LAW

| Course Code: 8.1 (A) | Credits: 05 | Max marks 100 |

Course Objectives:
To enlighten the student's knowledge in the basics of Cyber law.
To establish knowledge about cyber crime and cyber offences.

Learning Outcomes
1. Explain laws governing cyberspace and analyze the role of Internet Governance in framing policies for Internet security.
2. Illustrate the legal issues with online trading, applicable e-contracting and taxation regulations.
3. Identify the laws related to cyber crime, patent, trade mark and international convention.
4. Understand Cyber crimes existing in the society and to prevent them.
5. Familiarize the information technology Act 2000 and Cyber offences under the information technology Act 2005

<div align="center">Syllabus:</div>

Unit 1: Cyber law:
 Introduction - cyber law in India- salient provisions- jurisprudence of cyber law. Cyber space-salient features of cyberspace-netizen, Cyber law in India: Need for enactment of the Information Technology Act 2000**1**- An overview of Information Technology Act 2000.

Unit 2: Electronic record:
Attribution of electronic records- Acknowledgement of receipt-Time & place of dispatch and receipt of E-record- On line contracts- Contract under Indian Contract Act 1872- Time & place of formation of E-contract. Certifying authority - Cross Certification- Role of the certifying authority. Subscriber - Procedure- Duties- Compromise of Digital Signature Certificate.

Unit 3: Cryptography:
Encryption techniques & algorithm and digital signature & electronic signature - problems in electronic record- Requirements for an electronic record- Digital signature- Electronic signature- Difference between Digital signature & Electronic signature **-**Secure electronic record & secure digital signature- Privacy of online data information. Intellectual property rights- International scenario.

Unit 4: Cyber crime:

Introduction-Classification-Prevention-Cyber crimes existing in the society- cyber contraventions under information technology Act 2000- Cyber offences under the information technology Act 2005.

Unit 5: Patent issues in digital medium:

Introduction- scope- Requirement-features- International law relating to patent - Patent cooperation treaty 1970- Patent law in India. Trademark **issues** in digital medium- Meaning- Functions attributes - Registrable & non registrable trade mark- International law relating to trade mark- Indian

Practical Components:
- Training of students by a related field expert.
- Assignments including technical assignments like Working with Tax Consultancy for observation of Tax Assessment and Return Filing Procedure.
- Seminars, Conferences, discussions by inviting concerned institutions
- Conduct surveys on pros and cons of ecommerce
- Invited lectures and presentations on related topics

Text Books:

1. Jyoti Rattan, Cyber Law & Information Technology, Bharat Law House.
2. Pandey U.S. E-commerce & Mobile commerce Technologies, S.Chand

Reference Books:
1. Sharma Vakul, Hand book of cyber law, Landmark books.

Blended Learning - Links
1. shodhganga.inflibnet.ac.in/bitstream/10603/7829/16/16_chapter%207.pdf
2. https://www.youtube.com/watch?v=TAz-E06SdBk
3. https://www.tutorialspoint.com/information...law/.../information_technology_act.pdf
4. http://www.indiancybersecurity.com/cyber_law/21_certifying_authorities.html
5. https://www.approveme.com/e-signature/difference-between-digital-signature-and-electronicsignature/
6. https://www.lawctopus.com/academike/offences-act-2000
7. http://www.legalserviceindia.com/trademarks-copyrights/trade%20markmainpage.html
8. https://www.indiafilings.com/learn/registrable-trademarks/
9. https://swayam.gov.in/courses/5150-information-and-communication-technology

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SEMESTER VIII – E - CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 8.2 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:
This course explains the fundamentals of e-CRM or electronic customer relationship management which encompasses all the e-CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of information technology (IT) in order to help for businesses to successfully implement strategies, practices and technologies aimed at winning and retaining customers.

Learning Outcome:
1. Understand the meaning and application of e-CRM.
2. Analyze benefits of e- CRM to companies and consumers.
3. Understand how to implement e-CRM best practices.
4. Make them with a sound foundation of e-CRM concepts and best practices so you can implement e-CRM practices successfully.

Syllabus:
Unit 1: Introduction to e-CRM:
Meaning and definition of e-CRM, benefits of e-CRM, need of e-CRM, Framework of e-CRM, Features of e-CRM

Unit 2: Customer Optimization:
Achieving customer optimization through e-CRM, six E's in e-CRM, difference between CRM & e-CRM, components of e-CRM

Unit 3: e-CRM Applications:
Trends in e-CRM, Pitfalls in e-CRM, Applications of e-CRM in different market situations, The upsides and downsides of such applications.

Unit 4: e-CRM in Business Market:
Concepts of e-CRM best practices in Business Markets scenarios, sensitivity analysis and profits computations in e-CRM.

UNIT 5: e- CRM implementation:

Planning process, e-CRM implementation process, post implementation pitfalls, Strategies for successful e-CRM implementation with examples.

Practical Components:
- Training of students by a related field expert.
- Assignments including technical assignments like Working with E -CRM.
- Seminars, Conferences, discussions by inviting concerned institutions
- Conduct surveys on pros and cons of ecommerce
- Invited lectures and presentations on related e-CRM.

Text Books:
1. Electronic Customer Relationship Management E-CRM Complete Self-Assessment Guide Paperback – 9 September 2017- Gerardus Blokdyk
2. e-CRM by Jerry Fjermestad, Nicholas C. Romano - PHI
3. Electronic Customer Relationship Management(e-CRM) in Online Banking Paperback – November 29, 2017-Tanveer Ahmed

Reference Books:
1. JNU(Jaipur National University Course Material on e-CRM) E-COMMERCE: An Indian Perspective by P.T.Joseph and SJ, PHI Publications
2. E-Commerce: Fundamentals and Applications by Henry Chan Raymond Lee, Tharam Dillon & Elizabeth Chand-Wiley

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SEMESTER VIII – BUSINESS ANALYTICS

Course Code: 8.3 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:
The Business Analytics course enables the students
- To be future managers to organize and analyze data and to take good decisions and that makes this course important for Management student
- To equip students with basic knowledge of business analytics.
- To elaborate the importance of business analytics in the business environment.
- To intricate the various dimensions of business analytics and business intelligence.

Learning Outcomes:
After successful completion of the course, the student will be able to:
1. Determine the importance of business analytics in the current era
2. Distinguish digital data based on its type
3. Analyse the importance of linking business analytics with business strategy
4. Evaluate the uses, applications and operations involved in business intelligence

Syllabus:

Unit 1: Introduction to Business Analytics:
Business analytics: definition, evolution, nature, scope; the business analytics model; link between strategy and business analytics; moving ahead with analytics.

Unit 2: Types of Business Analytics:
Types of business analytics: descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics

Unit 3: Digital Data and Data Warehouse:
Digital data: definition, sources, types, structured data, unstructured data and semi-structured data; multi-dimensional data operations; data warehouse; architecture; ETL; introduction to data quality.

Unit 4: Risk Return Measurement:
Business analytics in practice; financial analytics, human resource analytics, marketing analytics, analytics for government and non-profits; applications of analytics in industries - telecom, retail, healthcare.

Unit 5: Data Visualization:

Data Visualization - What and Why?- Telling Stories with Data- Handling Data for Visualization - Visualize Patterns over Time - Visualizing Relationship- Spotting Differences- Visualizing Spatial Relationships.

Practical Components:
- Training of students by a related field expert.
- Assignments including technical assignments like Digital data and Data warehouse.
- Seminars, Conferences, discussions by inviting concerned institutions
- Invited lectures and presentations on related Business Analytics.
- Skill Development Activity
- Identify any four business consulting companies.
- Apply forecasting techniques for any manufacturing company.

References:

1. RN.Prasad and SeemaAcharya (2016).Fundamentals of Business Analytics (2nd Ed). India Wiley

2. GertH.N.Laursen and JesperThorland (2014).Business Analytics for Managers. India Wiley Kumar,

3. D.U., (2017) Business Analytics: The Science of Data Driven Decision Making.

4. Wiley india Pochiraju, B & Seshadri, S(2019) Essentials of Business Analytics: An introduction to Methodology and its application. Springer.

5. Essentials of Business Analytics: Camm,Cochran,others, Cengage Learning,2016

6. R for Dummies : Andrie De Varies and Joris Mays: Wiley,2016

7. Introductory Statistics With R: Peter Dalgaard, Springer

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SEMESTER VIII – COMPUTER NETWORKS

Course Code: 8.4 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:

- To know the concepts, model, services and role of each layer of OSI model and TCP/IP, networks devices and transmission media, Analog and digital data transmission.
- To apply channel allocation, framing, error and flow control techniques.
- To describe the functions of Network Layer i.e. Logical addressing, sub netting & Routing Mechanism.
- To understand the different Transport Layer function and . Explain the functions offered by session and presentation layer and their Implementation.

Learning Outcome:

After studying that subject students should be able to
1. Describe the importance of data communication and the internet in supporting business communication and daily activities.
2. Analyze the different types of network devices and functions within a network.
3. describe the basic protocols of computer networks, how they can be used to assist in network designing. and implementation.
4. Show the practical utilization of network standards and protocol call in. relevant scenario.
5. Students able to understand the application of layers.

Syllabus:

Unit 1: Introduction Concepts:
Goals and Applications of Networks, Network structure and architecture, The OSI reference model, services, Network Topology Design - Delay Analysis, Back Bone Design, Local Access Network Design, Physical Layer Transmission Media, Switching methods, ISDN, Terminal Handling.

Unit 2: Medium Access sub layer:
Medium Access sub layer - Channel Allocations, LAN protocols - ALOHA protocols - Overview of IEEE standards - FDDI. Data Link Layer - Elementary Data Link Protocols, Sliding Window protocols, Error Handling.

Unit 3: Network Layer:
Network Layer - Point - to Pont Networks, routing, Congestion control Internetworking -TCP / IP, IP packet, IP address, IPv6.

Unit 4: Transport Layer:
Transport Layer - Design issues, connection management, session Layer - Design issues, remote procedure call. Presentation Layer-Design issues, Data compression techniques, TCP - Window Management.

Unit 5: Application Layer:
Application Layer: File Transfer, Access and Management, Electronic mail, Virtual Terminals, Other application. Example Networks - Internet and Public Networks.

References :
1. Forouzen, "Data Communication and Networking", TMH
2. A.S. Tanenbaum, Computer Networks, 3rd Edition, Prentice Hall India, 1997.
3. S. Keshav, An Engineering Approach on computer Networking, Addison Wesley, 1997
4. W. Stallings, Data and Computer Communication, Macmillan Press, 1989. 3. 4.

COMPUTER NETWORKS LAB
1. Implementation of the Data Link Layer framing method such as character stuffing and bit stuffing in C.
2. Implementation of CRC algorithm in C.
3. Implementation of a Hamming (7,4) code to limit the noise. We have to code the 4 bit data in to 7 bit data by adding 3 parity bits. Implementation will be in C.
4. Implementation of LZW compression algorithm in C.
5. Write a socket program in C to implement a listener and a talker.
6. Simulation of a network of 3 nodes and measure the performance on the same network.
7. Write a program in C to encrypt 64-bit text using DES algorithm.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
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PROGRAMME**: FOUR-YEAR B Com. (Hons)**
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII – SOFTWARE PROJECT MANAGEMENT

Course Code: 8.5 (A)   **Credits: 05**   **Max marks 100**

Course Objectives:
- To understand the Software Project Planning and Evaluation techniques.
- To plan and manage projects at each stage of the software development life cycle (SDLC).
- To learn about the activity planning and risk management principles.
- To manage software projects and control software deliverables.
- To develop skills to manage the various phases involved in project management and people management.
- To deliver successful software projects that support organization's strategic goals.

Learning Outcomes:
At the end of the course, the students should be able to:
1. Understand Project Management principles while developing software and Gain extensive knowledge about the basic project management concepts, framework and the process models.
2. Obtain adequate knowledge about software process models and software effort estimation techniques.
3. Estimate the risks involved in various project activities.
4. Define the checkpoints, project reporting structure, project progress and tracking mechanisms using project management principles.
5. Configure changes and manage risks using project management tools

Syllabus:

Unit 1: Overview of Software Project Planning:
Software Project, Categorization of software Project, Introduction to Stepwise Project Planning, Project Scope, Infrastructure, Resource Allocation etc, Project Plan Execution.

Unit 2: Project Evaluation:
Strategy assessment, Technical Assessment, Cost Benefit Analysis, Cash flow forecasting, Risk Evaluation, Selection of Technologies, Rapid application Development, Prototyping Example.

Unit 3: Software Effort Estimation & Activity Play:

Over & under estimation problem, basis for software estimation, Estimation by analogy, COCOMO, Parameter Model function, point analysis, Project schedule, Planning Model, Project Time management, Activity duration estimation.

Unit 4: Risk management:
Identification, Analysis and abatement of risk, Nature of resources, critical, county cost, schedule, Monetary & control, Cost Monitoring, Priority by monetary, Managing Control , Contract Management, Human Resource Management.

Unit 5: Software quality Assurance:
Software quality in project planning, Software quality definition, ISO 9126 standards, Product quality management, SEICMM model.

SOFTWARE PROJECT MANAGEMENT LAB
Do the exercises based on the following aspects of SPM:
1. Creating Work Breakdown Structure (WBS).
2. Comparing Gnatt Chart.
3. Drawing Pert Chart and finding critical paths.
4. Resource Management
5. Time Scheduling and Management.
Exercises can be on any of the following:
• Intranet
• Library Automation
• Academic Management
• Departmental Store management.
• Hotel management
All the exercises should be done using MS project or any other case tool.

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GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII – DIGITAL MARKETING AND STRATEGY

Course Code: 7.1 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:

- To provide students with the fundamentals of digital marketing, content writing and digital brand building.
- It also lays a foundation for advanced electives in digital marketing

Learning Outcomes:

1. Understand the concept and process of Digital Marketing.
2. Understand the concept of digital marketing planning and strategy
3. Understand the concept of web based research.
4. Understand the different marketing strategy using e mail marketing and mobile marketing
5. Find out some real time cases to understand how keywords and search queries work together to display and create advertisements.

Syllabus:

Unit 1: Introduction:
Digital Marketing **-** Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.

Unit 2: Content Marketing:
Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.

Unit 3: Search Engine Marketing (SEM):
Search Engine Marketing, definition of search engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO. Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept; geo-targeting e.g. Google Ad Words; opt in email and email Marketing

Unit 4: E-mail Marketing:
Advancements in E-mail Marketing, mapping industry trends, eliminating spam messages, etc. Mobile Marketing- Difference between mobile advertising and marketing, utilizing mobile marketing for sales promotions, online applications, etc. Affiliate Marketing-What is Affiliate Marketing?, Benefits of Affiliate Marketing, Affiliate Marketing Networks, Different Techniques used for Affiliate Marketing.

Unit 54: Pay-Per-Click:
Understanding different types of PPC, creating compelling search ads and understand how keywords and search queries work together to display and create advertisements. Marketing Automation- How to reduce time in converting the lead into a sale,how additional triggers are used to build a conversation with clients and customer and increasing revenue.

Practical Component.
1. Web based research for one Product and one Service Company.
2. Digital Marketing Audit for any one leading company in your district / City.
3. Marketing study of one company from Indian and one from Global Market.
4. Written Assignments and Quiz Programme.
5. E-Labs (e Mail marketing..
6. Fortnight tests and Subject based MCQs

Reference Books:
1. The Digital Marketing Handbook: A step-by-step guide for the modern marketer, 1st edition, 2015 Mohit Pawar, Metadoor Press.
2. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing, 1st Edition, 2013Chris Goward, Sybex.
3. Digital Marketing for Dummies - Book by Russ Henneberry and Ryan Deiss.
4. Digital Marketing – Seema Gupta McGraw Hill Publications.
5. Social Media and Mobile Marketing – Puneet Singh Bhatia – Wiley. 6. Winning in the Digital Age – Nitin Seth
6. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis Chadwick 3.
7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Damian Ryan and Calvin Jones

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
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PROGRAMME: FOUR-YEAR B Com. (Hons)
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GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII – CONTENT MARKETING

Course Code: 7.2 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
1. This course will teach students the skills to be content marketers.
2. What is content marketing? Photos, words, audio, and video - anything and everything you create to help tell the story of and promote your product or company, often online.
3. This course will walk students through the what, why and how of content marketing and how to begin to define a marketing strategy.

Learning Outcomes:
Students will be able to:
1. Students will learn to be able to define Content Niche and build audience personas.
2. Students will learn various ways to generate engaging and persuasive content.
3. Establish an online footprint or brand using a blog and write targeted messages and stories for their brand or product
4. Students will be able to use content marketing strategies, tactics, and best practices to produce fetching content.
5. Generate story, brand and marketing ideas via various best practices and assess the effectiveness of others' content marketing efforts
.

Syllabus:

Unit 1:
Forming a Mission Statement – Uses of Content Marketing. Selecting a Niche - Identifying Students' Unique Propositions - Identifying a Target Audience.

Unit 2:
Naming Primary and Lower-Level Goals - Forming a Core Message and Secondary Messages - Establishing an Online Footprint, Starting with a Blog -Writing for the Web.

Unit 3:
Performing a Competitive Analysis - Using an Editorial Calendar - Understanding the Importance of Images, Audio, and Video.

Unit 4:

Collecting Content Ideas - Setting Up Google Alerts - Setting Up an RSS Feed. Using Google for Ideas - Performing Keyword Searches to Generate Ideas.

Unit 5:

Brainstorming and Mind Mapping - Generating Ideas Using Social Media - Generating Ideas by News jacking - Building Your Brand - Using Professional Profile Photos - How to Manage Clients.

Practical Component:
- Training of students by a related field expert.
- Seminars, Conferences, discussions by inviting concerned institutions
- Invited lectures and presentations on related Content marketing.
- Skill Development Activity of forecasting techniques for any manufacturing company
- Write a mission statement for a content marketing plan.
- Identify a target audience and select a niche.
- Set content marketing goals for a company or organization.
- Write targeted messages and stories for their brand or product
- Assess the effectiveness of others' content marketing efforts

Reference Books:

1. Handley, Ann and Chapman, CC (2012), Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars, (and more) That Engage Customers and Ignite Your Business 7th Ed. John Wiley & Sons, Inc.
2. Handley, Ann (2014), Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content, 1 edition, John Wiley & Sons, Inc

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
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PROGRAMME: FOUR-YEAR B Com. (Hons)
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GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII – WEB ANALYTICS

Course Code: 7.3 (B)	Credits: 05	Max marks 100

Course Objectives:
- Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.
- It examines a variety of digital tools, definitions, techniques and properties that can be applied across various channels including Google Analytics web platform.

Learning Outcomes:
Upon successful completion of this course,
1. Students should be able to read and understand in a proper way the main key metrics of digital analytics.
2. Manage web and social analytics principles to drive marketing campaign or strategies. Setting and Developing Social Listening project
3. Understand and analyze customer data.
4. Analyze and interpret marketing data through various methodologies.
5 Able to use generated contents.

Syllabus:

Unit 1: Getting started with Web Analytics:
The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate –

Unit 2: Understanding and using Google Analytics data - Collecting actionable data with Google Analytics - Navigating Google Analytics reports - Navigating Conversions reports Introduction to Ecommerce Analysis & App Analytics –

Unit 3: Understanding Customers:
Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users - Measuring behavior

Unit 4: Google Tag Manager Fundamentals & Social Analytics:
Starting out with Google Tag Manager - Setting up Google Tag Manager - Collecting data using the Data Layer, variables, and events - Using additional tags for marketing and remarketing - Face book Analytics - Twitter Insights

Unit 5: Social Analytics & User Generated Contents:
Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms - Free tools for web listening analysis

Practical Component:

- Hands-on data handling sessions
- Group Projects
- Peer-to-peer learning
- Each group is assigned to build a website and to further promote the website in the peer circle.
- The website is further collected to Google analytics account and the data gathered over time is examined.
- Case study analysis with web datasets
- Assignments on Google Analytics.

Suggested Books:
1. Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By Michael Beasley · 2013

2. Advanced Web Metrics with Google Analytics By Brian Clifton · 201

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

PROGRAMME: FOUR-YEAR B Com. (Hons)
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII – SOCIAL MEDIA MARKETING

Course Code: 7.4 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
- To enable the student to gain knowledge about various features of the most popular Social Media channels
- To build a Social media strategy to market the product/service with minimum investment.

- To enable Digital and Social Media Marketing that will allow learners to analyse, plan, execute and evaluate a digital marketing strategy.

Learning Outcomes:
1. To understand the landscape of traditional, digital, and social media marketing
2. To familiarize the students with major social media platforms, how they function, and what role they play in marketing
3. To demonstrate how noted brands choose the right social media platforms
4. To apply the well-implied strategies and frameworks
5. To make the student differentiate between campaigns and ongoing strategy

Syllabus:

Unit 1: Social Media Marketing:
Introduction, scope, advantages, various social media platforms, traditional Vs social media marketing; Brands on social media; Building audience, Personal Branding through Social Media Marketing.

Unit 2: Social Networking Basics:
Introduction-Features-History: Face book, Instagram, LinkedIn, YouTube. Influencer marketing-Influencers, landscape, Influencer Marketing strategy, Campaign. Use of Canva for poster designing

Unit 3: Micro blogging:
Introduction, History, Protocol, Community Creation – its importance; Shopping Network- different kinds of microblogging - highlight microblogging examples

Unit 4: Campaign Management:
Focus areas of Facebook campaigning: Targeting, Budgeting, Facebook Audience Insights & Analytics.

Orientation to Facebook Brand Pages - Facebook business page setup - Types of Business pages, Post Types and its Dimensions, Best Time to Post.

Unit 5: Social Media Marketing Strategy:
Social Media Statistics, Impact of Social Media on SEO, Campaigns Vs Ongoing Strategy, Measurement, Targeting and Re-Marketing in campaigning.

Practical Component:
 For those students who choose to receive credit, here are the requirements:
1. Quizzes – take all quizzes and pass with a minimum grade of 70% correct.
2. Participation in weekly class discussions. Letter Grade Option: For those students who choose this option, here are the requirements:
3. Quizzes – take all quizzes with points counting cumulatively towards your letter grade.
4. Participation in weekly class discussions.
5. Class project of an analysis of the SEO of a target company

Text Books:
1. Dan Zarrella, The Social Media Marketing Book, Reilly Media; 1 edition, 2009

Reference Books:
2. Liana Li Evans, Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Que Press; First edition, 2010

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ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
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GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VII –STARTUP MANAGEMENT

Course Code: 7.5 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.
Course Outcomes:

Learning Outcomes:
On successful completion of this course
1. The students will be able develop a start-up Enterprise with Big Idea Generation.
2. Analyze start-up capital requirement by analyzing legal factors.
3. Interpret feasibility Analysis towards funding issues.
4. Access growth stages in new venture and reasons for scaling ventures.
5. Evaluate financial stability and decide on expansion possibilities

Syllabus:

Unit 1: Start-up opportunities:
The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The startup Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India. Government Initiatives.

Unit 2: Startup Capital Requirements and Legal Environment:
Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions - Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures Taxes or duties payable for new ventures.

Unit 3: Starting up Financial Issues: Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.

Unit 4: Start-up Survival and Growth:

Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures - Scaling Ventures – preparing for change - Leadership succession. Support for growth and sustainability of the venture.

Unit 5: Planning for Harvest and Exit:
Dealing with Failure: Bankruptcy, Exit Strategies - Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

Practical Component:

- Seminars/Conference/ Workshops on emerging trends in service marketing.
- Brainstorming for start-up of a business concern.
- Assignments on changing environment for entrepreneurs in India and government initiatives.
- Make the students to present business plans by identifying the capital requirements for start-up organization by an entrepreneur.
- Students' present seminars on estimations of financial requirements and various sources of raising capital for start-up of an organization.

Reference Books:
1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. AnjanRaichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik& M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

PROGRAMME**: FOUR-YEAR B Com. (Hons)**
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII – AFFILIATE MARKETING

Course Code: 8.1 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:

- To identify which types of affiliates are best for a business and to develop an effective affiliate marketing strategy
- To integrate affiliate marketing into the wider marketing activity.

Learning Outcomes:
1. To familiarize students with the principles, benefits and pitfalls of affiliate marketing
2. To make students analyse the impact of affiliates in a website and its promotion
3. To make students learn and understand the benefits and pitfalls of affiliate marketing
4. To demonstrate to measure and evaluate affiliate marketing program
5. To make student understand which affiliates best suit their business

Syllabus:

Unit 1: Introduction to Affiliate Marketing:
History of Affiliate Marketing - Difference between referral and affiliate marketing - Components of affiliate marketing program, Affiliate Program payment methods, Types of affiliate websites. Tiered Affiliate Marketing - Multi tier marketing and commissions -Cross selling and up selling

Unit 2: Partnership With Affiliate Networks, AdSense & Ad Networks:
Affiliate marketing softwares- Compensation methods, Current and past issues, Email spam, Search engine spam, Google slap, Adware, Trademark bidding, Cookie stuffing, Lack of self regulation and industry standards.

Unit 3: Setting Up An Affiliate Website:
Web design with reference to affiliating marketing, Capturing visitor credentials, Integrating social plugins, Integrating third party tools, Developing plugins, Add-ons, Apps and Widgets

Unit 4: Strategy/ Planning:
Locating and signing up with affiliate networks, implementing outbound tracking links, driving traffic to the website, affiliate marketing

Unit 5: Setting Up Affiliate Marketing Program:

How to attract affiliates - Hosting and implementing an affiliate program - Growing your Affiliate Numbers - Setting up an affiliate program - Affiliate network service agreement - Merchants/publisher management - Affiliate program promotion and content pages

Practical Components:

- Training of students by a related field expert.
- Assignments including technical assignments like Working with E -CRM.
- Seminars, Conferences, discussions by inviting concerned institutions
- Conduct surveys on pros and cons of ecommerce
- Invited lectures and presentations on related e-CRM.
- Interaction with product expert
- To find out relevant 3rd party blogs and websites

Reference Text Books:

1. Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing &

2. Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, Online Marketing For Beginners, Affiliates) Kindle Edition. by Andy Anderson (Author)

3. The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs Kindle Edition by Bruce C. Brown (Author)

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
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PROGRAMME: FOUR-YEAR B Com. (Hons)
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII – SEARCH ENGINE OPTIMIZATION

Course Code: 8.2 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
- To understand the main search engine optimization techniques for business websites.
- To gain access to new online tools and resources to help implement successful SEO campaigns.
- To learn ways Google Ads and Google Analytics can be used as part of a search marketing strategy

Learning Outcomes:
1. To understand the technological importance of SEO
2. Understand Search Engines & Ranking Concepts
3. Learn How to perform Keyword Research
4. Know SEO Best Practices to incorporate on a Website
5. Understand Off-Page Optimization and implementation method
6. Analyze & Monitor SEO progress using free tools

Syllabus:

Unit 1: Introduction to SEO:
How Search engine works, SEO Phases, History of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools

Unit 2: On page Optimization:
Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in

Unit 3: Off page Optimization:
 About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.

Unit 4: Social media Reach:
Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools

Unit 5: Technical SEO:
Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools

Case Study-1- Barclays Business Banking SEO campaign

Practical Components:
- Training of students by a related field expert.
- Assignments including technical assignments like on off -page and on-page optimization.
- Seminars, Conferences, discussions by inviting concerned experts.
- Conduct surveys on Social Media reach..
- Invited lectures and presentations on related SEO.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

PROGRAMME: FOUR-YEAR B Com. (Hons)
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII – ADVERTISING TOOLS & ITS OPTIMIZATION

Course Code: 8.3 (B)	**Credits: 05**	**Max marks 100**

Objective:
To creates effective Ad Words campaign & Advertising Positioning with respect to the Digital marketing.

Learning Outcomes:
By the end of the semester, students should be able to:
1. Identify all relevant methods and tools of advertising and their uses.
2. Understand the real economic, social, and cultural role of advertising and how society's values affect advertising.
3. Evaluate the role of advertising in a company's overall marketing strategy.
4. Define the target audience for an advertising campaign, taking into account consumer behavior norms.
5. Identify all potential advertising channels and understand the basics of how campaigns are created on each of them.

Syllabus:

Unit 1:
Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising - Process & players, Display Advertising Media, Digital metrics

Unit 2:
Buying Models - CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics , Geographic & Language Targeting.

Unit 3:
Display adverting, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & Adsense.

Unit 4:
YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns

Unit 5:

Instagram ads –What is Instgram ads, How much it cost, Types of instagram ads, How to advertise on instagram, setting up an ad step by step. Instagram ad tips and examples.

Case Study-1:- Display Plan

Practical Component:
- Seminars, Conferences, discussions by inviting concerned institutions
- Invited lectures and presentations on related Advertising tools.
- Identify a target audience and plan advertisements.
- Write targeted advertisement using tools a brand or product.
- Create a focused and detailed advertising strategy including defining campaign milestones and drafting creative deliverables.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
https://blog.hootsuite.com/instagram-ads-guide/

PROGRAMME**: FOUR-YEAR B Com. (Hons)
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

**GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII – MARKETING RESEARCH AND ANALYTICS**

Course Code: 8.4 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
To equip students with basic knowledge of analytics and to develop the skills of marketing research
To understand the importance and role of research in the total marketing concept
To have an understanding about the conceptual issues in applications of marketing research.
To intricate the various dimensions of business analytics and business intelligence.

Learning Outcomes:
After successful completion of the course, the student will be able to:
1. Determine the importance of business research and analytics in the current era
2. Understand the customer lifetime value.
3. Analyze the importance of product analytics with business strategy value.
4. Building a compressive price elasticity mode.
5. Evaluate the uses, applications and operations involved in advertising analytics.

Unit 1: Introduction to Marketing Research:
Basic concepts of marketing research. Process of marketing research. Formulating the research problem. Research design. Types of research design. Measurement and scaling. Questionnaire formulation, Sampling. Regression - Application In Marketing Analytics: Single variable regression in marketing, Adding variables to regression, Economic significance, Marketing action on regression outputs

Unit 2: Customer Lifetime Value:
Concept of customer value, Approaches to measuring customer value, Introduction to customer lifetime value. The present value of the future cash flows - Attributed to the customer relationship, Customer retention and Customer lifetime value.

Unit 3: Product Analytics:
Selection of relevant variables for product analysis- Principal component analysis for identifying variables, K- means cluster analysis for customer segmentation - positioning a product - Logistic regression for predicting purchasing probabilities, identifying customer preferences using conjoint analysis

Unit 4: Pricing Analytics:
Pricing decisions - cost oriented, demand oriented, competition oriented, price discrimination and revenue management, Pricing product lines, Price elasticity of demand, Building a comprehensive price elasticity model.

Unit 5: Advertising Analytics:
Advertising and impersonal marketing communication, Advertising decisions in practice, Sales force decisions, Search engines and search advertising, Google AdWords platform, Metrics of paid search advertising, Customer lifetime value
based advertising optimization.

Software Tools: SPSS. Ms- Excel

Practical Components:
- Training of students by a related field expert.
- Assignments including technical assignments like product and price analysis.
- Seminars, Conferences, discussions by inviting concerned marketing experts.
- Conduct surveys on Market conditions of a product.
- Invited lectures and presentations on related Marketing and advertising.

Suggested Books/Articles/Links for References:
1. Marketing Research, Concept & Cases – Cooper Schindler.
2. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
3. Marketing Research – Nargundkar.
4. Marketing Research – Beri
5. Marketing Research – Measurement & Methods – Donald S.Tull, Del I.Hawkins
6. Marketing Research – Aakar, Kumar, Day

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

PROGRAMME: FOUR-YEAR B Com. (Hons)
DOMAIN SUBJECT: COMMERCE
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

GROUP D: E-COMMERCE AND DIGITAL MARKETING
SEMESTER VIII –E-MAIL AND MOBILE MARKETING.

Course Code: 8.5 (B)   **Credits: 05**   **Max marks 100**

Course Objectives:
- Learn the fundamentals behind good email marketing campaigns, email copywriting, email deliverability, statistics, and more.
- From design and delivery to testing and analysis, this course gives you the information, guidance and practical experience to create effective, results driven email campaigns.

Learning Outcomes:
1. Students learn how the elements of email marketing work together.
2. Able to successfully integrating email marketing with social marketing and online sales.
3. Build smarter email programs to maximize ROI
4. Email automation and segmentation and template design strategy
5. Analyzing for increased engagement and views

Syllabus:

Unit 1: Email Marketing:
Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email templates and Designs. Sending HTML email Campaigns, Web forms lead importing, Integrating Landing page forms, Campaign Reports and insights.

Unit 2: Segmentation Strategy:
Segmentation lists. Auto Responder series, Auto Responder Actions, Triggering Auto- Responder Emails, Triggers in Email using the 4 Ps of marketing.

Unit 3: Introduction to Mobile Marketing:
Mobile usage, Mobile penetration Worldwide, Smartphone penetration worldwide. Mobile Advertising Models, Advantages of Mobile Advertising, Mobile Marketing Toolkit, Paid and Owned.

Unit 4: Mobile Marketing Features:

Location- Based Services or Proximity, Social Marketing on Mobile, QR Codes Augmented Reality, Gamification, Common mistakes in mobile strategy. Diversity issues in India through Mobile, Campaign development Process, Tracking of Mobile Campaigns- Mobile Analytics.

Unit 5: Video Making for YouTube

How to make videos, Camera angles, settings, shooting techniques, editing, Audio, background score, Animation, Software for editing 8 Hours Module 9: On hands training on video, Publishing HD videos, Practical Examples and creating Animated Contents.

Practical Component.
- Marketing study of one company from Indian and one from Global Market.
- Written Assignments and Quiz Programme.
- E-Labs (e Mail marketing.)
- Students should learn Opt-in & bulk emailing; Setting up email marketing account;
- Best platforms to do opt-in email marketing.
- Setting up lists & web form creating a broadcast email.
- Setting up auto responders and How to do bulk emailing.
- Studying the effectiveness of Mobile marketing and Video marketing.

Text Books:

1. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More¬ Sales with Email Marketing, By Ian Brodie, 2013
2. Youtility by Jay Baer¬ Nature Area Semester Elective MBA(Digital Marketing)

References:

1. Digital Marketing by Seema Gupta.
2. Groundswell: Winning in a World Transformed by Social Technologies – Charlene Li an Josh Bernoff
3. The Elements of User Experience: User-Centered Design for the Web – Jesse James Garrett 4. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik¬Qualman
4. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
5. Tap: Unlocking the Mobile Economy by Anindya Ghose¬