



CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY,
KANPUR

Programme: B. Com in E-Commerce (AEDP)
Apprenticeship Embedded Degree Programme

Course Structure (with effect from 2025-26)

Semester - I			
Code	Paper	Courses	Credits
C020101T	Core Course – I	Introduction to E-Commerce & Logistics Operations	4
C020102T	Core Course -II	Inventory Management	4
C020131T	Core Course -III	Outsourcing in E-Commerce	4
C020104T	Minor	Language – (English/foreign Language)	3
VOC166	Skill Enhancement course (SEC)	Computer Applications	3
Z011101	Co-curricular Course	First Aid and Basic Health	2
Total Credits			20
Semester – II			
Code	Paper	Courses	Credit
C020201T	Core Course – I	Warehouse Management	4
C020202T	Core Course -II	Material Handling	4
C020203T	Core Course -III	First and Last Mile Operations	4
C020204T	Minor Course	Business Environment	3
VOC168	Skill Enhancement course (SEC)	Business Communication	3
Z021201	Co-curricular Course	Human Values and Environment Studies	2
Total Credits			20

Note: 1. Total Credits 40 till semester II

2. Student is entitled for certificate in Faculty after successful completion of first two semesters

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Semester – III			
Code	Paper	Courses	Credits
C020301T	Core Course – I	Legal Framework &IT in E-Commerce	4
C020302T	Core Course -II	Customer Relationship Management	4
C020303T	Core Course -III	Banking Operations Management	4
C020304T	Minor Course	Basics of Accounting	3
VOC152	Skill Enhancement course (SEC)	AI-Driven Advanced E-Commerce Mastery Programme	3
Z031301	Co-curricular Course	Physical Education and Yoga	2
Total Credits			20
Semester – IV			
Code	Paper	Courses	Credit
C020401T	Core Course – I	Packaging & Cataloguing in E- Commerce	4
C020402T	Core Course -II	Distribution Network & Fulfilment Management	4
C020403T	Core Course -III	After-Sale Service & Return Management	4
C020404T	Minor Course	Management in E-Commerce	3
C020405R	Project	Project I	3
Z041402	Co-curricular Course	Indian Language	2
Total Credits			20

Note: 1. Co-curricular Course Indian Language will be as decided by University/Department.

2.Total Credits 80 till semester IV.

3.Student is entitled for Diploma in Faculty after successful completion of four semesters.

Semester V

Code No.	Course Title	Credits
	Allied MOOC Course	2
	Apprenticeship -I	23
	Total Credits	25

Semester VI

Code No.	Course Title	Credits
	Allied MOOC Course	2
	Apprenticeship -II	23
	Total Credits	25

Semester V-Allied Courses- MOOC

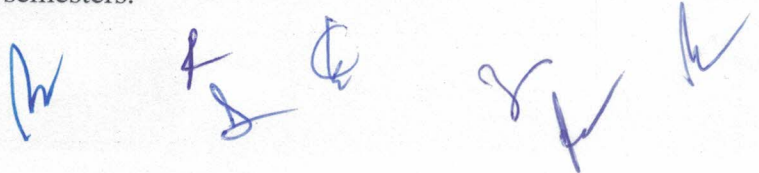
No.	Course
1	MOOC I
2	MOOC II

Semester VI-Allied Courses- MOOC

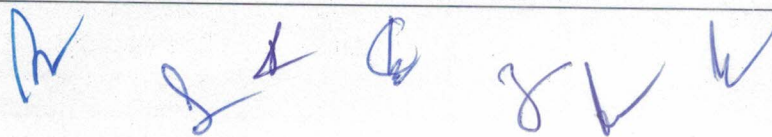
No.	Course
1	MOOC III
2	MOOC IV

Note:

1. Total Credits 130 till semester VI
2. Student is entitled for Three Year B.Com in E-Commerce Operations UG Degree after successfully completion of six semesters.



Programme: B.Com in E-Commerce Operations		Year: First	Semester: First
Course Code: C020101T		Course Title: Introduction to E-Commerce & Logistics Operations	
Course Outcomes:			
<ul style="list-style-type: none"> • Understand the fundamental concepts, scope and models of E-Commerce. • Describe E-Commerce applications, customer management and legal/ethical aspects. • Explain logistics functions and the role of logistics partners in E-Commerce. • Analyse key operational activities within E-Commerce logistics and fulfilment. 			
Credits: 4		MAJOR	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction to E-Commerce Meaning, nature and scope of E-Commerce – Evolution of E-Commerce – E-Commerce vs Traditional Commerce – Advantages and limitations – Key components of E-Commerce – Internet and Web technologies – E-Business infrastructure – Electronic markets – Challenges of E-Commerce.		15
II	E-Commerce Business Models Types of E-Commerce (B2B, B2C, C2C, C2B, G2C, B2G) & Features – E-Marketplace and portals – E-Procurement – E-Auction – Revenue models – E-CRM – E-SCM – Case studies of major E-Commerce companies.		12
III	E-Commerce Applications Online retailing – E-Marketing – E-Banking – E-Insurance – Online travel and tourism – E-Governance applications – Social commerce – Emerging trends (AI in E-Commerce, Chatbots, Blockchain in E-Commerce, Cloud services).		15
IV	Fundamentals of Logistics & E-Commerce Logistics Operations Meaning, scope and objectives of logistics, Components: warehousing, transportation, Logistics vs. Supply Chain, Role of logistics partners (3PL/4PL) in E-Commerce, E-Commerce fulfilment cycle, Packaging standards for online retail, Inventory systems for E-Commerce, Delivery models		18
Suggested Readings:			
<ol style="list-style-type: none"> 1. Kalakota & Whinston, Frontiers of Electronic Commerce, Pearson 2. David Whiteley, E-Commerce: Strategy, Technology and Applications 3. Chaffey, E-Business and E-Commerce Management, Pearson 4. Bharat Bhasker, Electronic Commerce, TMH. 5. Essential Cybersecurity Science, Josiah Dykstra, 2017 – O'Reilly 			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.			
Suggested equivalent online courses:			
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Further Suggestions:
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Programme: B.Com in E-Commerce Operations	Year: First	Semester: First
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Course Code: C020102T	Course Title: Inventory Management
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Course Outcomes:

- Understand inventory management concepts.
- Explain warehouse management fundamentals.
- Analyse inventory techniques and their applications in E-Commerce.
- Demonstrate the importance of Inventory systems and automation.

Credits: 4	MAJOR
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Max. Marks: 25+75	Min. Passing Marks: 10+25
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Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No.of Lectures Total=60
I	Introduction to Inventory Management Meaning, importance, scope – Role of inventory management in E-Commerce – Supply chain integration – Types of Inventory – Management of inventory in e-Commerce supply chains.	15
II	Inventory Techniques EOQ – Minimum order quantity – ABC analysis – Just-in-time – Safety stock – FIFO & LIFO – Batch tracking – Consignment inventory – Perpetual inventory – Six Sigma – Lean Six Sigma – Demand forecasting – Cross-docking – Bulk shipments.	15
III	Inventory Metrics&Inventory Management Software Inventory turnover – Safety stock – Reorder point – Backorder rate – Carrying cost – Stock accuracy metrics.Meaning and features of Inventory Management Software– Types of warehouses and inventory software – Choosing the right WMS – E-Commerce inventory tracking tools	18
IV	Latest Trends Predictive analytics – AI-based forecasting – Streamlining returns – Streaming analytics – Advanced sales forecasting – New inventory technologies.	12

Textbooks & Suggested Readings:

1. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
2. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)

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3. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source
4. Simchi-Levi, David, "Designing and Managing Supply Chain", Tata McGraw Hill, 3rd Edition, 2007.
5. David E Mulcahy, "Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.
Suggested equivalent online courses:
Further Suggestions:

Programme: B. Com in E-Commerce Operations	Year: First	Semester: First
Course Code: C020131T	Course Title: Outsourcing in E-Commerce	
Course Outcomes: <ul style="list-style-type: none"> • Understand the concept, scope, and role of outsourcing in e-commerce. • Identify and evaluate different outsourcing models and strategies. • Explain vendor selection, SLAs, and outsourcing performance management. • Analyse risks, challenges, and legal aspects of outsourcing. 		
Credits: 4	MAJOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Introduction to Outsourcing Concept, scope, need and advantages of outsourcing; types of outsourcing (BPO, KPO, ITO); role of outsourcing in e-commerce growth. Outsourcing Models & Strategies Onshore, offshore, nearshore models; core vs. non-core decisions; single vs. multi-vendor; outsourcing lifecycle and strategies for e-commerce operations.	18



II	Vendor Selection & Contracting Vendor evaluation; RFP process; Service-Level Agreements (SLAs); KPIs; transition management; performance monitoring.	15
III	Quality Management & Performance Control Quality control methods; process standardization; monitoring vendor performance; customer experience impact; issue resolution; continuous improvement in outsourced e-commerce operations.	15
IV	Applications & Emerging Trends Outsourcing in logistics, customer service, IT support, digital marketing; 3PL/4PL; AI and automation trends; brief case studies of e-commerce companies.	12

Suggested Readings:

1. "The Outsourcing Handbook" – Mark J. Power, Kevin C. Desouza-A practical guide to outsourcing strategy, vendor management, and governance.
2. "Global Outsourcing and Offshoring" – Farok J. Contractor
3. "Managing the Outsourcing Relationship" – Cynthia L. S. Junker
4. "Business Process Outsourcing: The Competitive Advantage" – Rick L. Click & Thomas D. Duening
5. Business Process Outsourcing: A Supply Chain of Expertises – Vinod V. Sople

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: First	Semester: First
Course Code: C020104T	Course Title: Language (English/ Foreign Language) English Language Skills	
Course Outcomes:		
<ul style="list-style-type: none"> • Students will be acquainted with fundamental of English Language Skills. 		

- Students will be efficient enough to express any idea/thought in an effective manner using acquired vocabulary.
- Students will be acquainted with significance of grammar components in acquiring proficiency.
- Students will be improved with English proficiency

Credits: 3

Minor

Max. Marks: 25+75

Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=45
I	Grammar & Vocabulary: Parts of Speech: Nouns, verbs, adjectives, adverbs, pronouns, prepositions, conjunctions, interjections. Tenses: Simple present, simple past, simple future, present continuous, past continuous. Basic Sentence Patterns: Subject-verb-object and other common structures. Common Verbs & Everyday Vocabulary.	10
II	Reading & Comprehension: Close reading, Comprehension exercises, Summary paraphrasing, listening: Understanding simple instructions, dialogues	7
III	Communication Skills: Effective communication and types, Barriers to communication, Key industry-specific phrases and terminology, Group discussions and conflict resolution strategies.	10
IV	Professional Writing: Email etiquette and client correspondence, Writing business documents: delivery orders, invoices, dispatch notes, Business Letters, Drafting reports, meeting minutes, and proposals.	10
V	Presentation Skills & Practical Application: Designing and creating effective PowerPoint slides and visual aids Presentation techniques – voice modulation, body language, and audience engagement. In-class presentations Document review and peer feedback	8

Recommended Readings:

- 1 Raman, Meenakshi, and Sharma, Sangeeta. Technical Communication: Principles and Practice. Oxford University Press.
- 2 Krizan, Merrier, Logan. Business Communication. Cengage Learning.
- 3 Sample event and logistics templates from industry case studies.
- 4 Online tools: Grammarly, Hemingway App, and MS Word business templates.
5. Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press (useful for communication + presentation skills).
6. Taylor, Shirley. Model Business Letters, Emails and Other Business Documents. Pearson Education.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

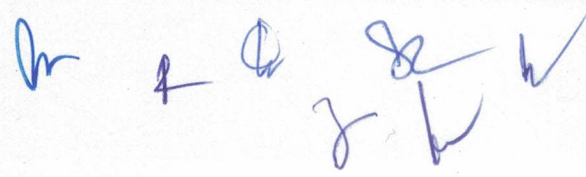
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Programme : B.Com in E-Commerce Operations		Year: First	Semester: First
Course Code: VOC166		Course Title: Computer Applications	
Course outcomes:			
<ul style="list-style-type: none">• Understand the basic components and functions of computers and operating systems.• Create and format professional documents using word processing tools.• Prepare and analyse data using spreadsheets and develop presentations.• Explain the basics of database systems and computer networking in business contexts.			
Credits: 3		(Vocational)	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	Introduction to computers and their applications in business, Components of a computer system: Input, Output, Memory, CPU, Storage, Generations and types of computers, Operating systems: Concepts of Disk OS, Windows, GUI, Basic file handling, system software, and utilities	12	
II	Word Processing Tools: Creating, saving, and formatting documents, Paragraph settings, headers, footers, tables, and images, Templates for business letters, memos, and reports, Mail Merge: Concept and practical use with Excel data, Proofing tools: Spell check, grammar, track changes.	10	
III	Excel Basics: Creating spreadsheets, formatting cells, Formulas and basic functions: SUM, AVERAGE, IF, etc. Charts, sorting, filtering, and printing. PowerPoint Basics: Creating slides, using themes, Inserting media, animations, and slideshow settings.	12	

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IV	Introduction to DBMS: Concepts and importance, Data hierarchy: field, record, file, database. File types: Master and transaction files. Database structure basics. Fundamentals of computer networks: LAN, WAN. Online vs. offline data processing and real-time sharing.	11
<p>Suggested Readings:</p> <p>P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication V. Rajaraman, Computer Fundamentals, PHI Tannenbaum, Computer Applications and Networks 'O' Brien, Management Information Systems</p>		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		
<p>Further Suggestions:</p> <p>.....</p>		

Programme : Certificate	Year: First	Semester: First
Co-Curricular Course		
Course Code: Z011101	Course Title: First Aid and Basic Health	
<p>Course outcomes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Learn the skill needed to assess the ill or injured person. <input type="checkbox"/> Learn the skills to provide CPR to infants, children and adults. <input type="checkbox"/> Learn the skills to handle emergency child birth <input type="checkbox"/> Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. <input type="checkbox"/> Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our <input type="checkbox"/> survival as a species. Sexual desire is a healthy drive <input type="checkbox"/> Help to understand natural changes of adolescence <input type="checkbox"/> Learn the skill to identify Mental Health status and Psychological First Aid 		
Credits: 2	Compulsory	
Max. Marks: 40+60	Min. Passing Marks: 40	



Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total= 30
I	<p>A. Basic First Aid</p> <ul style="list-style-type: none"> <input type="checkbox"/> Aims of first aid & First aid and the law. <input type="checkbox"/> Dealing with an emergency, Resuscitation (basic CPR). <input type="checkbox"/> Recovery position, Initial top to toe assessment. <input type="checkbox"/> Hand washing and Hygiene <ul style="list-style-type: none"> <input type="checkbox"/> Types and Content of a First aid Kit B. First AID Technique <ul style="list-style-type: none"> <input type="checkbox"/> Dressings and Bandages. <input type="checkbox"/> Fast evacuation techniques (single rescuer). <input type="checkbox"/> Transport techniques. <p>First aid related with respiratory system <input type="checkbox"/> Basics of Respiration.</p> <ul style="list-style-type: none"> <input type="checkbox"/> No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging <ul style="list-style-type: none"> <input type="checkbox"/> Swelling within the throat, Suffocation by smoke or gases and Asthma. <p>D. First aid related with Heart, Blood and Circulation <input type="checkbox"/> Basics of The heart and the blood circulation. <input type="checkbox"/> Chest discomfort, bleeding.</p> <p>First aid related with Wounds and Injuries</p> <ul style="list-style-type: none"> <input type="checkbox"/> Type of wounds, Small cuts and abrasions <input type="checkbox"/> Head, Chest, Abdominal injuries <p>First aid related with Bones, Joints Muscle related injuries</p> <ul style="list-style-type: none"> <input type="checkbox"/> Amputation, Crush injuries, Shock <input type="checkbox"/> Basics of The skeleton, Joints and Muscles. <input type="checkbox"/> Fractures (injuries to bones). 	<p>2 (Theory)</p> <p>10 (Practical)</p>

Programme: B. Com in E-Commerce Operations	Year: First	Semester: Second
Course Code: C020201T	Course Title: Warehouse Management	
<p>Course Outcomes:</p> <ul style="list-style-type: none"> • Understand types, functions, and importance of warehouses. • Explain warehouse layouts, storage systems, and material handling. • Apply inventory management and order fulfilment techniques. 		

- Use technology and automation for efficient warehouse operations.

Credits: 4

MAJOR

Max. Marks: 25+75

Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=60
I	Introduction Meaning, scope, objectives, Types of warehouses: private, public, bonded, distribution centers, Functions: storage, consolidation, sorting, cross-docking, Warehouse performance metrics	15
II	Layout and Design Warehouse layout principles, Storage systems: selective, drive-in, push-back, pallet racking, Space utilization & slotting, Material handling equipment, Safety considerations	15
III	Inventory & Order Management Inventory types, ABC/XYZ analysis, EOQ, safety stock, Receiving, put-away, picking, packing, dispatch, Order fulfilment & returns, JIT & cross-docking	14
IV	Technology in Warehousing, Challenges & Emerging Trends WMS, ERP integration, Barcoding, RFID, IoT, robotics, Real-time inventory monitoring, Automation for efficiency, Operational challenges: labor, errors, space, Safety, security, risk management, Sustainable warehousing & green logistics, AI, drones, autonomous vehicles, smart warehouses	16

Textbooks & Suggested Readings:

1. Warehouse & Distribution Science – John Bartholdi & Steven Hackman
2. Design and Operation of Warehouses – James A. Tompkins & Jerry D. Smith
3. Warehouse Management: A Complete Guide – Gwynne Richards
4. Logistics & Supply Chain Management – Martin Christopher
5. Handbook of Logistics and Distribution Management – Alan Rushton, Phil Croucher & Peter Baker

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

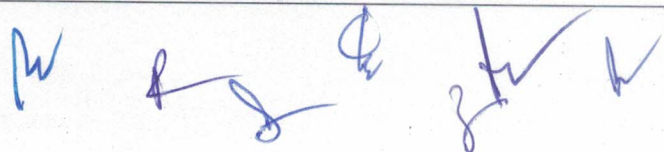
Suggested equivalent online courses:

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Further Suggestions:

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Programme : B.Com in E-Commerce Operations	Year: First	Semester: Second
Course Code: C020202T	Course Title: Material Handling	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand the scope, objectives, and importance of material management in e-commerce. • Apply procurement, sourcing, and supplier management techniques. • Implement inventory control, warehousing, and material handling systems. • Use technology for material planning, tracking, and optimization. 		
Credits: 4	MAJOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No.of Lectures Total= 60
I	Introduction Meaning, scope, objectives, and role in supply chain, Functions: planning, procurement, storage, distribution, Material classification, SKU management, performance metrics	15
II	Procurement & Supplier Management Sourcing strategies, vendor evaluation, relationship management, E-procurement, purchase orders, contracts, compliance Strategic sourcing and cost optimization	15
III	Inventory Management Types of inventory: raw, WIP, finished goods, MRO, Inventory control: ABC, EOQ, safety stock, JIT, VMI, Demand forecasting, returns management, stock audits	15
IV	Warehousing & Material Handling Warehouse layout, storage systems, slotting, Material handling equipment and automation, Cross-docking, order picking, dispatch, safety & compliance	15
Textbooks & Suggested Readings		
<ol style="list-style-type: none"> 1. Materials Management: Text and Cases – Gopalakrishnan & Sundaresan 2. Operations & Supply Chain Management – F. Robert Jacobs & Richard Chase 3. Logistics and Supply Chain Management – Martin Christopher 4. Supply Chain Management: Strategy, Planning & Operation – Sunil Chopra & Peter Meindl 		



5. Warehouse & Distribution Science – John Bartholdi & Steven Hackman
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.
Suggested equivalent online courses:
Further Suggestions:

Programme: B. Com in E-Commerce Operations	Year: First	Semester: Second
Course Code: C020203T	Course Title: First and Last Mile Operations	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand concepts and importance of first- and last-mile operations. • Describe transportation, delivery, and fulfillment models. • Identify challenges in first- and last-mile logistics. • Explain the role of technology in improving operational efficiency. 		
Credits: 4	MAJOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Introduction Meaning and importance of first-mile & last-mile, Components and key activities, Role in e-commerce and traditional logistics	15
II	Transportation & Delivery Models Hub-and-spoke, point-to-point, Home delivery, pickup points, lockers, Crowdsourced and hyperlocal delivery, Fleet types and delivery scheduling	15
III	Technology in FMLM& Challenges GPS, RFID, IoT, barcoding, WMS, TMS, real-time tracking, Route optimization tools, Drones, EVs, automation (overview), Delays, failed deliveries, high costs, Traffic, address inaccuracy, Reverse logistics issues, Sustainability and risk concerns	18
IV	Optimization & Trends, Cost and time optimization, Customer experience improvement, KPIs: OTIF, delivery accuracy, Future trends: AI, robotics, smart lockers	12

Textbooks & Suggested Readings:

1. Logistics & Supply Chain Management – Martin Christopher
2. Supply Chain Management – Sunil Chopra & Peter Meindl
3. Transportation: A Supply Chain Perspective – John J. Coyle
4. Industry reports: WEF, Deloitte, NITI Aayog
5. Web resources: SupplyChainDigital, Amazon/UPS logistics blogs

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

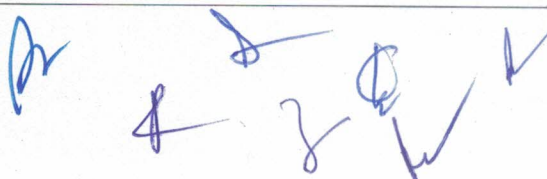
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Programme: B. Com in E-Commerce Operations	Year: First	Semester: Second
Course Code: C020204T	Course Title: Business Environment	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand internal and external environment of business. • Analyze economic, social, political and technological factors. • Explain role of government in business regulation. • Evaluate policies affecting business decisions. • Understand globalization and contemporary issues. 		
Credits: 3	MINOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment	12
II	Economic Systems Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	10
III	Industrial Policy-Brief historical perspective, New industrial policy of India, Socio-economic implications of Liberalization, Privatization and	13

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	Globalization	
IV	Role of Government in Regulation and Development of Business, Monetary and Fiscal Policy, EXIM Policy, FEMA, Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	10
Suggested Readings:		
<ol style="list-style-type: none"> 1. Francis Cherunilum, Business Environment 2. K. Aswathapa, Business Environment 3. The Business Environment" by Paul Wetherly 4. Global Business Environment" by John D. Daniels and Lee H. Radebaugh 5. Business Environment: An Indian Perspective" by Veena Adhikari 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme: B. Com in E-Commerce Operations	Year: First	Semester: Second
Course Code: VOC168	Course Title: Business Communication	
Course outcomes: The aim of the course is to build knowledge, understanding and application business communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business communication. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> •To provide knowledge about business Communication. • To provide knowledge about Formal Communication. • To built an understanding of various types of communication. • To equip the learner for applying it in corporate settings 		
Credits: 3	(Vocational)	
Max. Marks: 25+75	Min. Passing Marks:	



Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning and objective of Business communication, Verbal and Nonverbal Communication, Role of Body Language, Gestures and Posture, Communication process, Various barriers of Communication, Concept of proximity in communication. Time, color, pauses as language, Public address system.	12
II	Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, Body Language, Para Language, Role of Listening and its importance, Modern forms of communication, International Communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	10
III	Corporate Communication: Formal and Informal Communication, Communication dynamics and network, Grapevine, Barriers in Communication, Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. Writing Resume, Writing Memo, Circular, Notice and Application; Conveying Bad news through letters.	13
IV	Corporate Meetings, Delphi, Brainstorming and nominal group technique of group decision making, Group Discussion, framing of surveys, Writing Cover letter, Types of Interviews, Psychometric test in Employee selection. Cases and Presentations.	10

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication
6. Business Communication: Concepts, Cases and Applications – P.D. Chaturvedi & Mukesh Chaturvedi
7. Business Communication Today – Courtland L. Bovee & John V. Thill
8. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas
9. Business Communication – Meenakshi Raman & Prakash Singh
10. Essentials of Business Communication – Mary Ellen Guffey & Dana Loewy

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme : Certificate	Year: First	Semester: Second
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Co-Curricular Course

Course Code: Z021201	Course Title: Human Values and Environment Studies
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Course outcomes:

The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards

- Building fundamental knowledge of the interplay of markets, ethics, and law,
- Look at various challenges faced by individual to counter unethical issues
- Look at core concepts for business ethics
- Look at core concepts of anti-corruption
- Look at core concepts for a morally articulate solution evolver to management issues in general,
- Issues of sustainable development for a better environment.
- To know how environmental degradation has taken place.
- Be aware of negotiations and international efforts to save environment.
- How to develop sustainably?
- Efforts taken up by UN in Sustainable Development.
- Efforts taken by India in Sustainable Development.
- The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment

Credits: 2

Max. Marks: 40+60

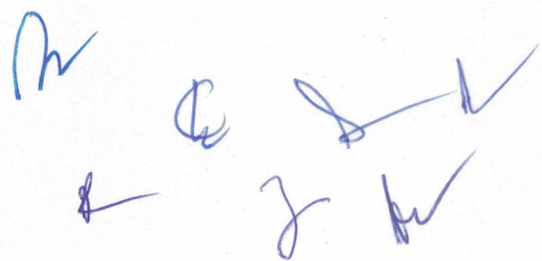
Min. Passing Marks: 40

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

As the course requires two areas of Human Values and Environment Studies institutions can even of for a parallel delivery

Unit	Topics	No. of Lectures Total= 30
I	Human Values Introduction- Values, Characteristics, Types Developing Value system in Indian Organisation Values in Business Management, value based Organisation, Trans-cultural Human values in Management. Swami Vivekananda's	

	<p>philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.</p> <p>Human Values and Present Practices Issues: Corruption and Bribe Privacy</p> <p>Policy in Web and Social Media, Cyber threats Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.</p> <p>Principles of Ethics</p> <p>Secular and Spiritual Values in Management-Introduction- Secular and Spiritual values, features Levels of value Implementation. Features of spiritual Values, Corporate Social Responsibility Nature, Levels Phases and Models of CSR. Corporate Governance CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates</p>	7
II	<p>Holistic Approach in Decision making- Decision making, the decision making process The Bhagavad Gita: Techniques in Management Dharma and Holistic Management</p> <p>Discussion through Dilemmas-</p> <p>Dilemmas in Marketing and Pharma Organisations, moving from Public to Private monopoly context Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security Dilemma on Organic food. Dilemma on standardization Dilemma on Quality standards.</p> <p>Case Studies</p>	8
III	<p>Ecosystem. Concept, structure & functions of ecosystem: producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids</p> <p>Conservation of Biodiversity-In-situ & Ex-situ conservation of biodiversity</p> <p>Role of individual in Pollution control</p> <p>Human Population & Environment</p> <p>Sustainable Development</p> <p>India and UN Sustainable Development Goals</p> <p>Concept of circular economy and entrepreneurship</p>	7
IV	<p>Environmental Laws? International Advancements in Environmental Conservation, Role of National Green Tribunal, Air Quality Index, Importance of Indian Traditional knowledge on environment, Bio assessment of Environmental Quality Environmental Management System, Environmental Impact Assessment and Environmental Audit</p>	8



Suggested Readings:

- A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
- JUSTICE: What's the Right Thing to Do? Michael J. Sandel
- Human Values by A.. Tripathi New Age International
- Environmental Management by NK. Uberos
- <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- <https://www.india.gov.in/my-government-schemes>
- <https://www.legislation.gov.uk/ukpes/2010/23/contents>
- Daniel Kahneman, Thinking, Fast and Slow, Allen Lane Nov 2011 ISBN: 9780141918921

Suggested Continuous Evaluation Methods

In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making an practical learning The course participants can be evaluated on the following structure.

- Assignments (10)
- Presentation (10)
- Attendance (5)
- Final exam (75)

Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Third
Course Code: C020301T	Course Title: Legal Framework &IT in E-Commerce	
<p>Course Outcomes:</p> <ul style="list-style-type: none"> • Understand legal and regulatory environment of e-commerce. • Apply IT laws, e-contracts, and digital payment regulations. • Analyse intellectual property, cybercrime, and data privacy issues. • Implement cybersecurity and compliance measures in e-business. 		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No.of Lectures Total=60
I	Legal Framework Basics Scope and significance of e-commerce law, IT Act, 2000; Consumer Protection Act, 2019, Contracts, liability, dispute resolution	16
II	E-Contracts, Digital Signatures & Payments Formation and validity of e-contracts, Digital signatures & encryption, Online payment regulations and fraud prevention	15

III	Intellectual Property & Cyber Laws Copyright, trademarks, patents, domain disputes, Cybercrime, hacking, piracy, and legal remedies	14
IV	Data Privacy&Emerging Technologies Data protection laws (GDPR, Indian proposals), Privacy policies,AI, blockchain, cloud, IoT legal implications, Cross-border e-commerce regulations,Social media, influencer marketing rules, Future trends in digital commerce law	15

Textbooks & Suggested Readings:

1. E-Commerce Law: National and Transnational Topics – Ian J. Lloyd
2. Legal Aspects of Business – Akhileshwar Pathak
3. Information Technology Law – Vivek Sood / S. R. Subramanian
4. Cyber Laws & IT Protection – Pavan Duggal
5. E-Commerce: Law and Practice – Suresh T. Viswanathan

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Third
Course Code: C020302T	Course Title: Customer Relationship Management (CRM)	
Course Outcomes: <ul style="list-style-type: none"> • Understand the concept and evolution of CRM. • Analyse customer lifecycle and segmentation. • Apply CRM technologies for customer acquisition and retention. • Evaluate CRM strategies for service sectors. • Understand modern AI-driven CRM practices. 		
Credits: 4	MAJOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No.of Lectures Total=60

I	Introduction to CRM Concept, nature, scope and importance; customer lifecycle management; customer value, satisfaction and retention; role of CRM in business.	15
II	CRM Process & Customer Data Customer data collection; segmentation; communication process; service quality; complaint handling; customer loyalty programmes.	15
III	CRM Technology CRM software and platforms; sales force automation; marketing automation; service automation; database marketing; dashboards and analytics.	15
IV	Trends in CRM AI-driven CRM; predictive analytics; chatbots; personalization engines; ethical issues in CRM; data privacy and security.	15

Textbooks & Suggested Readings:

1. "Customer Relationship Management: A Strategic Approach to Marketing" – Parvatiyar & Sheth
2. Customer Relationship Management: Emerging Concepts, Tools, and Applications" – V. Kumar & Werner Reinartz
3. Customer Relationship Management: Theory and Practice" – Jagdish N. Sheth & Atul Parvatiyar
4. "CRM – Customer Relationship Management" – Francis Buttle & Stan Maklan
5. "Customer Relationship Management: Concepts and Cases" – Alok Kumar Rai

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Third
Course Code: C020303T	Course Title: Banking Operations Management	
Course Outcomes:		

- Understand the structure and functions of the banking system.
- Learn account handling, KYC norms and operational processes.
- Understand payment systems and digital banking technologies.
- Evaluate risk management frameworks in banking.
- Analyse emerging trends in fintech and digital finance.

Credits: 4

Elective

Max. Marks: 25+75

Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=60
I	Introduction to Banking Functions of banks; types of banks; RBI functions; regulatory environment; principles of banking.	15
II	Banking Operations Account opening, KYC, deposits, loans, advances, NPA management; documentation; customer service.	15
III	Payment & Settlement Systems RTGS, NEFT, IMPS, UPI; cheque clearing; digital wallets; core banking solutions (CBS).	14
IV	Risk Management & Fintech Trends in Banking Credit, market, operational risk; Basel norms; fraud detection and prevention; internal controls, Digital banking, mobile banking, net banking, cybersecurity, fintech innovations, AI in banking.	16

Textbooks & Suggested Readings:

1. "Banking Theory and Practice" – K.C. Shekar & Lekshmy Shekar
2. "Modern Banking" – Shelagh Heffernan
3. "Bank Management: Text and Cases" – S.C. Bhasin
4. "Management of Banking and Financial Services" – Padmalatha Suresh & Justin Paul

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Third
Course Code: C020304	Course Title: Basics of Accounting	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand fundamental accounting concepts. • Prepare basic financial statements. • Record transactions using double-entry bookkeeping. • Apply accounting to business decision-making. 		
Credits: 3	MINOR	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Accounting Meaning, objectives, functions – Users of accounting information – Accounting cycle – Types of accounts – Accounting concepts and conventions – Double entry system – Rules of debit & credit.	12
II	Journal & Ledger Recording transactions – Journal entries – Ledger posting – Trial balance – Errors and rectification.	16
III	Subsidiary Books Cash book – Petty cash book – Purchase book – Sales book – Bills receivable and payable books – Advantages of subsidiary books.	18
IV	Financial Statements Trading account – Profit & loss account – Balance sheet – Adjustments (outstanding expenses, prepaid expenses, depreciation, bad debts, etc.). GST concepts – Importance of digital accounting in modern business.	14
Suggested Readings:		
1. T.S. Grewal, Double Entry Book Keeping		
2.S.N. Maheshwari, Financial Accounting		
3.R.L. Gupta, Financial Accounting		
4.P.C. Tulsian – “Financial Accounting” Clear explanations with solved illustrations		
5.Khan & Jain “Management Accounting” – Indian context, well-suited for students.		

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations

Year: Second

Semester: Third

Course Code: VOC152

Course Title: AI – Driven Advanced E-Commerce Mastery Programme

Credits : 3

Vocational

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0

Unit	Topics	No. of Lectures
		TOTAL:45

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Paper Name -AI-Driven Advanced E-Commerce Mastery Programme

Paper Code – VOC152

Course Objective –

The course equips participants with advanced AI skills for e-commerce, focusing on customer engagement, operational efficiency, revenue growth and addressing challenges.

Course Content -

Unit - 1 Theory

Introduction to artificial intelligence. AI's role in e-commerce. Role of ChatGPT in generating human like texts. Introduction to ChatGPT. Specialised prompting for e-commerce. Leveraging AI for e-commerce. Understanding e-commerce platforms. Learning about supply chain management. Payment integration in e-commerce system. International e-commerce. Opportunities and challenges in e-commerce domain. Ethical implementation. Soft skills.

Unit - 2 Theory/ Practical

Social commerce and influencer marketing. AI platforms for e-commerce. Factors to be considered while making an e-commerce platform. Importance of UX and UI. Dynamic pricing strategy.

Unit - 3 Practical

Identifying chatbot platforms and understanding product recommendation through chatbots. Role of chatbots in CRM functions of e-commerce business.

Unit - 4 Practical

Creating AI-generated virtual influencer and integrating social media with e-commerce platforms. Handling logistics complexities and managing international deliveries.

Total weightage of Theory - 40% of marks, 15 hours (1 Credit)

Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)

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Practicum Work -

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

ACTIVITY 1: Students will do an E-commerce platform comparison & select the best one for launching their own products.

ACTIVITY 2: Students will write product descriptions and will create AI-powered product recommendation system.

ACTIVITY 3: Students to develop a dropshipping model for their own e-commerce portal.

ACTIVITY 4: Students to engage in a project challenge involving the creation and presentation of a virtual E-commerce startup pitch. Following their presentations, their pitches will be evaluated by facilitator and their own peers.

Learning Outcomes -

Complete idea of e-commerce business from selecting the platform to launching the products. Payment monitoring system. Generating product descriptions. Content creation. Learning blog and newsletter writing etc. Lead generation. E-mail monitoring. Specialised learning of key e-commerce concepts. Independent thinking. Soft skills development.

Job Prospects-

Completing a course on E-commerce and AI, broadens students' career prospects, including roles such as E-commerce specialists, AI engineers, digital marketing analysts, UX/UI designers, data scientists, supply chain analysts, AI product managers and even entrepreneurs. With expertise in E-commerce platforms, AI technologies and digital marketing strategies, students are well-equipped to navigate the dynamic landscape of online business and contribute to the growth and innovation of E-commerce enterprises.

Skill Partner-

SNS Innovation Labs Pvt. Ltd.

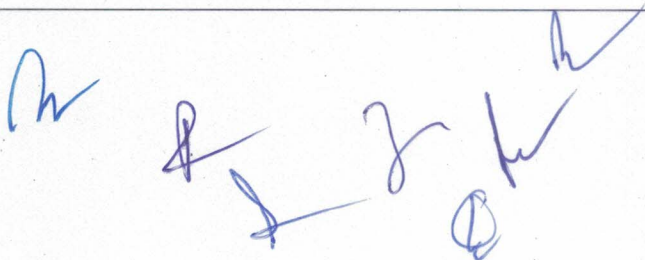
Suggested Reading -

1. Digital Marketing for Dummies by Ryab Diess
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava

Programme: Certificate	Year: First	Semester: Third
Co-Curricular Course		
Course Code: Z031301	Course Title: Physical Education and Yoga	
Course outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.		
Credits: 2	Compulsory	
Max. Marks: 40+60	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Physical Education: Meaning, Definition, Aim and Objective. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society. Physical Education Relationship with General Education. Physical Education in India before Independence. Physical Education in India after Independence.	6 Theory



II	<p>Concept of Fitness and Wellness: Meaning, Definition and Importance of Fitness and Wellness, Components of Fitness, Factor Affecting Fitness and Wellness.</p> <p>Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity.</p> <p>Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintains of Healthy Lifestyle.</p>	5 Theory 3 Practical
III	<p>Yoga and Meditation:</p> <p>Historical aspect of yoga. Definition, types scopes & importance of yoga. Yoga relation with mental health and value education. Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing.</p> <p>Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.</p>	2 Theory 6 Practical
IV	<p>Traditional Games of India: Meaning. Types of Traditional Games</p> <ul style="list-style-type: none"> ♣ Gilli- Danda ♣ Kanche ♣ Stapu ♣ Gutte, etc. <p>Importance/ Benefits of Traditional Games.</p> <ul style="list-style-type: none"> • How to Design Traditional Games. <p>Recreation in Physical Education: Meaning, Definition of Recreation, Scope and Importance of Recreation, General Principles of Recreation, Types of Recreational Activities. Aerobics and Zumba.(Fit India Movement)</p>	2 Theory 6 Practical
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ♣ Singh, Ajmer, Physical Education and Olympic Abhiyan, "Kalayani Publishers", New Delhi, Revised Addition, 2006 ♣ Patel, Shri Krishna, Physical Education, "Agrawal Publishers", Agra, 2014-15 ♣ Panday, Preeti, Sharirik Shiksha Sankalan, " Khel Sanskriti Prakashan, Kanpur 		



✦Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications.

✦B.K.S. Yengar, "Light and Yog. Yoga Deepika", George Allen of Unwin Ltd., London, 1981. ✦Braj Bilari Nigam, Yoga Power "The Kpath of Personal achievement"; Domen and Publishers, New Delhi, 2001.

✦ Indira Devi, "Yoga for You", Gibbs, Smith Publishers, Salt Lake City, 2002
Domenand Publishers, New Delhi - 2001.

✦ Jack Peter, "Yoga Master the Yogic Powers", Abhishek Publications, Chandigarh, 2004.

✦ Janice Jerusalem, "A Guide To Yoga"; Parragon Bath, Baiihe-2004. ✦नारंग, प्रियंका, परम्परागतभारतीयखेल, " स्पोर्ट्सपब्लिकेशन" , नईदिल्ली, 2007

Suggested Continuous Evaluation Methods:

Assignments (10)

Presentation (10)

Attendance (5)

Final exam (75)

Suggested equivalent online courses:

IGNOU.

Rajarshi Tandan Open University.

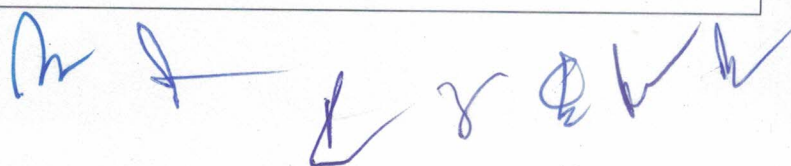
Further Suggestions:.....

Programme: B. Com in

Year:

Semester: Fourth

E-Commerce Operations	Second	
Course Code: C020401T	Course Title: PACKAGING & CATALOGUING IN E-COMMERCE	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand the role of packaging in e-commerce and types of packaging materials • Learn packaging design considerations and sustainable practices • Understand cataloguing concepts, product data standards, and SKU creation • Develop skills in product photography, description writing, and catalogue management 		
Credits: 4	Elective	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Meaning, nature and importance of packaging, Role of packaging in online retail, Types of packaging materials – properties and suitability, Primary, secondary and tertiary packaging, Packaging design considerations, Sustainable and eco-friendly packaging	15
II	Packaging workflow and automated systems, Barcoding, QR coding and RFID, Protective packaging and cushioning, Labelling rules and compliance, Legal standards in packaging	15
III	Meaning and purpose of cataloguing, Product data standards and classification, SKU creation, product attributes, variants, Product photography and description writing, Catalogue management tools, Marketplace catalogue requirements, SEO for product listings, Image guidelines, Multi-channel catalogue creation, Quality checks and validation.	18
IV	Integration with warehousing & fulfillment, Packaging cost analysis, Return packaging, Catalogue updation and maintenance, Future trends in packaging and cataloguing	12
Textbooks & Suggested Readings:		
<ol style="list-style-type: none"> 1. Packaging Technology – Anne Emblem 2. Wiley Encyclopedia of Packaging Technology – Kipling 3. Product Information Management – Simon Walker 4. E-Commerce Logistics & Fulfillment – Deborah T. Boone 5. Digital Cataloguing Handbook – K. Singh 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.		
Suggested equivalent online courses:		



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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Fourth
Course Code: C020402T	Course Title: DISTRIBUTION NETWORK & FULFILLMENT MANAGEMENT	

Course Outcomes:

- Understand distribution networks and channels in e-commerce
- Learn about fulfillment processes, warehousing, and inventory management
- Develop skills in network design, route optimization, and logistics technology
- Understand performance metrics and KPIs for distribution networks

Credits: 4	Elective
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=60
I	Meaning and importance of distribution networks, Components of distribution channels, Online vs offline distribution, Types of distribution systems, Channel partners	15
II	Meaning and process of fulfillment, Warehousing in e-commerce, Fulfillment models – in-house, 3PL, drop shipping, Inventory allocation, Delivery models – hyperlocal, last-mile	15
III	Factors in network design, Location decisions, Route and transport optimization, Technology in distribution – WMS, TMS, Performance KPIs	14
IV	Order cycle and execution, Picking, packing and dispatch, Delivery tracking, Reverse logistics coordination, Customer communication, Sustainability issues, Cost-service balancing, Multi-modal logistics, Robotics and automation, Omni-channel fulfillment	16

Textbooks & Suggested Readings:

1. Logistics & Supply Chain Management – Martin Christopher
2. Designing & Managing the Supply Chain – Simchi-Levi
3. E-Commerce Logistics – Paul Myerson
4. Distribution Planning Handbook – Frazelle

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5. Fulfillment Guide – Mark F. Porter

Suggested Continuous Evaluation Methods:
 In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

Further Suggestions:

Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Fourth
Course Code: C020403T	Course Title: AFTER SALE SERVICE & RETURN MANAGEMENT	

Course Outcomes:

- Understand the importance of after-sale service and customer retention
- Learn about return management, reverse logistics, and return processes
- Develop skills in customer support, CRM, and return optimization
- Understand best practices for return management and sustainability

Credits: 4	Elective
Max. Marks: 25+75	Min. Passing Marks: 10+25

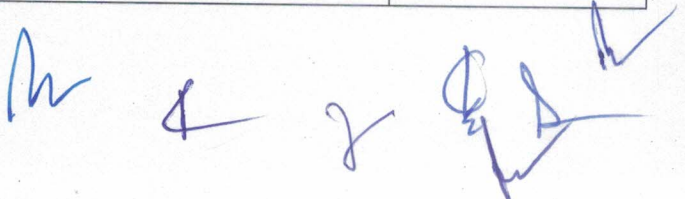
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=60
I	Meaning and role of after-sale service, Service quality and customer retention, Warranty & guarantee management, Customer support mechanisms	15
II	Meaning of returns and reverse logistics, Types of returns, Return authorization process (RMA), Costs and legal issues	15
III	Return collection, Inspection, sorting & grading, Repackaging and refurbishing Disposal and recycling, Return fraud	14
IV	CRM and ticketing tools, Chatbots & AI support, Grievance redressal, Data analytics for after-sales, Zero-return strategies, Greenreturn management, Automated service models, Optimised return policies, Benchmarking best practices	16

Textbooks & Suggested Readings:

<ol style="list-style-type: none"> 1. After-Sales Service Management – Michael E. Smith 2. Reverse Logistics – Rogers & Tibben-Lembke 3. Customer Experience 3.0 – John Goodman 4. Managing Service Operations – Metters 5. The Service Profit Chain – Heskett
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.</p>
<p>Suggested equivalent online courses:</p> <p>.....</p>
<p>Further Suggestions:</p> <p>.....</p>

Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Fourth
Course Code: C020404T	Course Title: MANAGEMENT IN E-COMMERCE	
<p>Course outcomes:</p> <ul style="list-style-type: none"> • Understand basic management principles in e-commerce. • Explain key digital marketing concepts and strategies. • Apply HR practices in e-commerce environments. • Manage human, financial, and technological resources. • Evaluate e-commerce strategies and emerging technologies. 		
Credits: 3		Minor
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No.of Lectures Total=45
I	Principles of Management in E-Commerce, Meaning, nature, and scope of management, Functions of management: Planning, Organising, Staffing, Directing, Controlling, Decision-making in digital businesses, E-commerce organisational structures, Leadership and motivation in online teams, Digital transformation and managerial roles	15
II	Marketing Management for E-Commerce, Basics of e-marketing; digital consumer behaviour, Online segmentation, targeting, positioning (STP), Digital 4Ps: product, price, place, promotion, SEO, SEM, social media marketing, content marketing, Conversion funnels and customer journey, E-branding and online CRM	15



III	HR Management in E-Commerce, HR roles in digital organisations, Recruitment and selection for e-commerce roles, Training, development, and digital skill building, Employee engagement in virtual/remote teams, Performance management systems, HR analytics and technology-driven HR practices	15
IV	Resource Management in E-Commerce, Meaning and types of resources: human, technological, financial, informational, Digital resource planning and allocation, IT resource management: servers, cloud services, platforms, Managing financial resources in e-commerce, Data as a resource: storage, security, utilization, Optimising resource utilisation through automation and analytics	15

Suggested Readings:

1. Principles of Management – Stephen P. Robbins & Mary Coulter
2. Management: Tasks, Responsibilities, Practices – Peter F. Drucker
3. E-Business and E-Commerce Management – Dave Chaffey
4. E-Marketing – Judy Strauss & Raymond Frost
5. Marketing Management – Philip Kotler, Kevin Lane Keller

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions.

Suggested equivalent online courses:

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Further Suggestions:

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Programme: B. Com in E-Commerce Operations	Year: Second	Semester: Fourth
Course Code: C020405R	Course Title: Project I	
Course outcomes:		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	
Suggested equivalent online courses:		
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Mr. f. j. k. h. k.

Further Suggestions:

Programme: B. Com in E-Commerce Operations		Year: Second	Semester: Fourth
Course Code: Z041402		Course Title: Indian Language	
Course outcomes:			
Credits: 2			
Max. Marks: 40+60		Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0			
Unit	Topics		
Further Suggestions:			

*Co-curricular Course Indian Language will be as decided by University/Department.

Semester V-Allied Courses- MOOC	
No.	Course
1	MOOC I
2	MOOC II

Semester VI-Allied Courses- MOOC	
No.	Course

Handwritten signatures and initials in blue ink.

1	MOOC III
2	MOOC IV

Handwritten blue ink scribbles, possibly initials or a signature, consisting of several connected strokes.