

SARVAJANIK UNIVERSITY
FACULTY OF SCIENCE



SARVAJANIK
UNIVERSITY

INCLUSIVE | INTEGRATED | INNOVATIVE

Faculty of Science

B. Sc. (Honors)

B.Sc. (Hons.) Artificial Intelligence and Data Science

B.Sc. (Hons.) Computer Science

B.Sc. (Hons.) Information Technology

EXIT COURSE 1

(After Sem-2)

(W.E.F. 2025-26)

Name of College: Shree Ramkrishna Institute of Computer Education and Applied Sciences			
Faculty	Science	Program	B.Sc. CS/IT/AIDS
Subject	Digital marketing and SEO	Semester	Vocational Course for Exit after SEM-2
Credit	04		
Course Description:			
This vocational course is designed for students seeking an Undergraduate Certificate by opting for an exit option after successful completion of the 2 nd Semester of UGFYP as per NEP2020.			

Purpose of Course	<ul style="list-style-type: none"> To introduce students to the evolution of marketing, covering traditional methods, inbound/outbound strategies, and modern digital platforms, with practical search-based learning.
Course Objective	<ul style="list-style-type: none"> Understand old vs. new marketing approaches Learn key digital platforms (SEO, Social Media, Email, Ads) Explore consumer behavior and leads Build online presence through websites and branding Gain SEO skills
Pr-requisite	<ul style="list-style-type: none"> Basic internet knowledge and online marketing platforms.
Course Out come	<ul style="list-style-type: none"> After completing this course, a learner will be able to create and manage effective digital marketing strategies to build brand presence and engage consumers online.
Course Content	<p>Unit 1 – Marketing Evolution (6 Hours)</p> <p>1.1 What is marketing</p> <p>1.2 Traditional marketing methods</p>



	<p>1.3 Challenges of traditional marketing in the digital age</p> <p>1.4 Difference between Inbound and Outbound marketing</p> <p>1.5 How marketing shifted from offline to online</p> <p>Unit 2: Introduction to Digital Marketing (6 Hours)</p> <p>2.1 What is Digital Marketing</p> <p>2.2 Benefits over traditional methods</p> <p>2.3 Area cover by digital marketing (SEO, Social Media, Email, Paid Ads)</p> <p>2.4 Understanding the Digital Customer Journey – From Awareness to Conversion</p> <p>Unit 3: Understanding the Digital Consumer & Leads (7 Hours)</p> <p>3.1 Who is the digital consumer?</p> <p>3.2 How online shopping changed buying habits</p> <p>3.2.1 Factors influencing online purchase decisions</p> <p>3.2.2 Building trust and credibility online</p> <p>3.3 What is a Lead in Digital Marketing?</p> <p>3.4 Types of Leads (Cold Lead, Warm Lead, Hot Lead, MQL, SQL)</p> <p>Unit 4: Websites & Online Presence (6 Hours)</p> <p>4.1 Need of website</p> <p>4.2 Feature of website (design, speed, mobile-friendly)</p>
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4.3 Introduction to web hosting and domain names

4.4 Simple website creation tools (Wix, WordPress, Canva websites)

Unit 5: Search Engine Optimization (SEO) (7 Hours)

5.1 What is SEO and need of SEO

5.2 How search engines work (crawling, indexing, ranking)

5.3 Keyword research basics & Google Keyword Planner

5.4 Basic SEO of website (titles, descriptions, backlinks)

Unit 6: Social Media Marketing (7 Hours)

6.1 Basic Overview of Facebook, Instagram, LinkedIn, YouTube marketing

6.2 Creating content that engages audiences

6.3 Posting strategies and consistency

6.4 Real brand examples of social media success

Unit 7: Paid Advertising & Email Marketing (5 Hours)

7.1 What is Paid Advertising (Google Ads, Facebook Ads)

7.2 SEO vs Paid Ads – difference and benefits

7.3 Evergreen Email Marketing

7.3.1 What is email marketing

7.3.2 Why Still email marketing



	<p>Unit 8: Content marketing with Analytics & Strategy (7 Hours)</p> <p>8.1 What is Content marketing & type of content marketing</p> <p> 8.1.1 Introduction to content writing</p> <p>8.2 Introduction to Digital Analytics (Google Analytics)</p> <p>8.3 Simple steps to create a Digital Marketing Plan</p>
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry (Beginner-friendly, simple terms) 2. SEO 2024: Learn Search Engine Optimization with Smart Internet Marketing Strategies – Adam Clarke (Step-by-step SEO guide) 3. The Art of SEO : Mastering Search Engine Optimization by Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola O'REILLY Publication 2nd edition 4. Building a StoryBrand – Donald Miller (Helps in creating website & marketing messages people understand) 5. Fundamentals of Digital Marketing – Google Digital Garage Team



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EXIT COURSE 2

(After Sem-4)

(W.E.F. 2025-26)

Name of College: Shree Ramkrishna Institute of Computer Education and Applied Sciences			
Faculty	Science	Program	B.Sc. CS/IT/AIDS
Subject	E-Commerce	Semester	Vocational Course for Exit after SEM-4
Credit	04		
Course Description:			
This vocational course is designed for students seeking an Undergraduate Certificate by opting for an exit option after successful completion of the 4 th Semester of UGFYP as per NEP2020.			

Purpose of Course	<ul style="list-style-type: none"> To introduce students to E-commerce processes, practices, and technologies with an intention to imbibe skills with a greater emphasis on the development of employment opportunities and understanding of running an online business.
Course Objective	<ul style="list-style-type: none"> Introduce the Foundations of E-Commerce Learn types of e-commerce models (B2B, B2C, C2C, etc.) Analyze E-Commerce Business Strategies Understand Legal, Ethical, and Regulatory Issues Understand E-Commerce Contemporary Scenarios
Pre-requisite	<ul style="list-style-type: none"> Fundamental Knowledge of Web Applications, RDBMS and computer systems
Course Out come	After completing this course, a learner will be able to gain knowledge and understanding of E-commerce. This course by and large makes learners acquainted with the contemporary ways of doing business and emphasizes more on internet-based business and their set-up.
Course Content	<p>Unit 1 : Introduction to Electronic Commerce (8 Hours)</p> <p>1.1 Introduction to E-Commerce</p> <p>1.2 Aims of E-Commerce</p>



	<p>1.3 E-Commerce Framework</p> <p>1.4 Functioning of E-Commerce</p> <p>1.5 E-Commerce Usage – Consumer and Organizational</p> <p>1.6 E-commerce opportunities and challenges for Industries.</p> <p>1.7 Scope, Benefits and limitations of E-Commerce</p> <p>Unit 2: Business Models for E-commerce (8 Hours)</p> <p>2.1 The Birth of Portals – E-Business Models</p> <p>2.2 Business-to Consumer (B2C)</p> <p>2.3 Business-to-Business (B2B)</p> <p>2.4 Consumer-to Consumer (C2C)</p> <p>2.5 Consumer-to-Business (C2B)</p> <p>2.6 Brokerage Model, Value Chain Model, Advertising Model.</p> <p>Unit 3: E-payment Systems (8 Hours)</p> <p>3.1 Digital payment Requirements</p> <p>3.2 Plastic Money, E-Wallet</p> <p>3.3 Mobile payments</p> <p>3.4 Digital Token-based E-payment systems</p> <p>3.5 Technology Based Payment System</p> <p>Unit 4: E-Governance (6 Hours)</p> <p>4.1 Need of E-Governance</p> <p>4.2 (ICT) at all the Level of the Government</p> <p>4.3 National e-Governance Plan (NeGP)</p> <p>4.4 Application of IT for Delivering Government Service</p> <p>4.5 Government to Citizen (G2C)</p> <p>Unit 5: Website Development and Hosting (8 Hours)</p> <p>5.1 Website Development</p> <p>5.2 Electronic Commerce Software</p>
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<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Frontiers of Electronic Commerce, Ravi Kalakota and Andrew Whinston, Addition Wesley 2. Electronic Commerce: A Managerial Perspective, Efraim turban, Jae Lee, David King, H. Michel Chung, Addition Wesley 3. E-Commerce: An Indian Perspective, Joseph, PHI 4. E-Mail Hacking, Ankit Fadia, Vikas Publishing House Pvt. Ltd. 5. e-Commerce Concept, Models Strategies, G.V.S. Murthy, Himalaya
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Publisher

6. Cyber Laws and Crimes, Barkha U, Rama Mohan, Universal Law Publishing Co. Pvt Ltd.

7. Cyber Security Understanding Cyber Crime, Computer Forensic and Legal Perspectives, Nina Godbole, Sunit Belapur, Willey India Publication

8. Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business, Tanner Larsson, ASIN : B0711FK99L

