

University of Mumbai



No. UG/16 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No. UG/369 of 2005, dated 9th September, 2005, relating to the introduction of various Add-on courses under the UGC scheme of Vocationalization of Higher Education in the Faculties of Arts, Science and Commerce.

They are hereby informed that the recommendations made by the I/c Dean, Faculty of Commerce & Management, have been accepted by the Academic Council at its meeting held on 26th December, 2018 vide item No. 4.15 and that in accordance therewith, the revised syllabus for Add-on-Vocational Certificate, Diploma and Advanced Diploma Course in E-Commerce (Sem. I to VI) (intake capacity 25 students), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

20th May, 2019

To

(Dr. Ajay Deshmukh)
REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.15/26/12/2018

No. UG/16 -A of 2019-20

MUMBAI-400 032

20th May, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Professor-com-Director, Institute of Distance and Open Learning (IDOL),
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241 Fax : 2353 2896
E-mail : llcolcom@mtnl.net.in | principal.llc@gmail.com | Website : www.lalacollege.edu.in

Lala Lajpatrai College of Commerce & Economics (Autonomous)

Mahalaxmi, Mumbai – 400034.

Date: 07.05.2024

NOTICE

This is to inform you that an **Online Meeting** of Board of Studies in Commerce, Management and Law is scheduled on **Tuesday, 14th May 2024 at 11.00 a.m. through Zoom platform.**

The link for the same will be sent on your **official E-mail Id and Whatsapp group.**

AGENDA

1. To read and confirm the minutes of the meeting scheduled on 23rd April 2024.
2. To frame and confirm the structure of the program M.Com Part – I & II Business Management and syllabus for M.Com Part – I applicable w.e.f. 2024-25.
3. To frame and confirm the structure and syllabus of First Year Mandatory Commerce Papers (SEM – I and SEM – II) and verticals under Vocational Skill Course (VSC) in the subject of Advertising I & II.
4. To frame and confirm the structure and syllabus for Add-on-Vocational courses.

Programme / Course	Year
1. Certificate Course in E-Commerce, Tourism & Travel Management, Principles & Practices of Insurance. (As per NEP 2020)	First Year
2. Diploma & Advance Diploma in Tourism & Travel Management, Principles & Practices of Insurance.	Second and Third Year

5. To invite suggestions from the board if any.
6. Any other matter with the permission of the chair.


I/C Principal

CC:

1. In-charge Principal
2. Chairman Board of Studies (Department of Commerce, Management and Law)
3. Member Board of Studies (Department of Commerce, Management and Law) – List Enclosed
4. Department File



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Lala Lajpatrai College of Commerce & Economics (Autonomous)
Mahalaxmi, Mumbai – 400034.

Date: 15.05.2024

NOTICE

This is to inform you that an Online Academic Council Meeting is scheduled on Saturday, 18th May, 2024 at 11.00 a.m.

For Virtual mode click on the following link:

<https://us06web.zoom.us/j/88105693371?pwd=IU89tajjku9baGU1vagFbbT8WiVah.1>

AGENDA

1. To read and confirm the minutes of AC meeting held on 29th April 2024.
2. To approve the structure & subjects for F.Y.B.Com as per NEP 2020.
3. To approve the syllabus and evaluation pattern of subjects of F.Y.B.Com w.e.f AY 2024-25.
4. To approve the structure, syllabus & evaluation pattern as per NEP 2020 for PG Programs in
M.Com Part I (Advanced Accountancy),
M.Com Part I (Business Management) & structure of M.Com Part II (Advanced Accountancy & Business Management).
5. To approve the subjects, syllabus & evaluation pattern of the following FY, SY & TY Add-on-Vocational Courses:
 - Taxation Procedures & Practices
 - Tourism & Travel Management
 - Computer Applications
 - E-Commerce
 - Principles & Practices of Insurance
6. Any other matter with the permission of the chair.




I/C Principal



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

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Lala Lajpatrai College of Commerce & Economics (Autonomous)
Mahalaxmi, Mumbai – 400034.

Date: 25.05.2024

NOTICE

This is to inform you that an Online Governing Body Meeting is scheduled on Monday, 27th May, 2024 at 04.00 p.m.

For Virtual mode click on the following link:

<https://us06web.zoom.us/j/81741341595?pwd=OAAjM4cZPCxvVWgyNjRlR7JqQUZaJ>

AGENDA

1. To read and confirm the minutes of Governing Body meeting held on 3rd May 2024.
2. To change the approved intake capacity of BMS (Bachelor in Management Studies) under AICTE from 240 seats to 120 seats and pass resolution for the same.
3. To approve 120 seats for B.Com (Management Studies) as per University Circular No.AAMS_UGS/ICC/2024-25/02 and pass resolution for the same.
4. To approve the structure and subjects for F.Y.B.Com as per NEP 2020 w.e.f A.Y. 2024-25.
5. To approve the syllabus and evaluation pattern of subjects of F.Y.B.Com w.e.f A.Y. 2024-25.
6. To approve the structure, syllabus & evaluation pattern as per NEP 2020 for PG Programs in:
M.Com Part I (Advanced Accountancy),
M.Com Part I (Business Management) & structure of M.Com Part II (Advanced Accountancy & Business Management).
7. To approve the subjects, syllabus & evaluation pattern of the following FY, SY & TY Add-on-Vocational Courses:
 - Taxation Procedures & Practices
 - Travel and Tourism Management
 - Computer Applications
 - E-Commerce
 - Business Risk Management
8. Any other matter with the permission of the chair.


LC Principal

AS PER NEP 2020

**LALA LAJPATRAI COLLEGE OF
COMMERCE AND ECONOMICS
MUMBAI – 400034
(AUTONOMOUS)**



Syllabus for Add-on-Vocational Course

Certificate Course in E-Commerce

Semester I and II

**Under the
Faculty of Commerce & Management**

(with effect from the Academic Year 2024-25)

LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS
MAHALAXMI, MUMBAI – 400 034

Nature of Course	Add-on- Vocational Course
Program Title	Certificate Course in E-Commerce
Course Title (Sem I)	Managerial Principles & Practices
	Multimedia I: Tools & Implications
Course Title (Sem II)	Soft Skill & Personality Development
	Multimedia II: Digital Communication
Course Credit	4 (Two credits per course)
Level – I (Certificate Course)	First Year B. Com/BAF/BBI/BMS/BScIT/BFMg/BAMMC or any other equivalent UG Programme in any year.
Eligibility	HSC from a recognized Board from Arts, Science or Commerce or any other relevant stream.
Proposed Fees (Sem I & II)	Rs. 6000/- (inclusive of Examination Fees for the successful completion of the Certificate Course only)
Intake Capacity	25
Course Code	
Paper	I & II
Semester and academic year	I – 2024-25
Duration (Hrs.)	60 hours (2 hours per week)
Internship Training/ OJT	Two months spread across the course study of three years

Learning Objectives

- To learn multimedia integration & applying multimedia in real-world scenarios
- To foster creativity, innovation & develop the ability to adopt effective management & presentation skills among the learners.
- To help learners develop soft skills and personality in addition to their technical skills.
- To develop learners professional, social, and academic skills in the field of management so they can harness hidden strengths, capabilities, and knowledge.
- To enable the learners, understand the digital tools and advertising

Course Outcomes

- Certificate Course Completion.
- Help initiate a vocation in understanding & assisting professionals in the field of Designing and multimedia & enhance critical thinking & develop a problem-solving approach.
- Develop the ability to work in teams.
- Develops analytical skills to evaluate management theories.

BOS – 14/05/2024 / Item No. 3

AC – 18/05/2024 / Item No. 3

GB – 27/05/2024 / Item No. 4,5

SEMESTER I

MANAGERIAL PRINCIPLES & PRACTICES
COURSE CONTENT (Two Credits)

Unit	Table of Contents	No. of lectures
1	❖ <u>Introduction to Management</u> • Management – Concept – Meaning – Scope – Functions of Management • School of Thought in Management ➤ Management Thought In Classical School (14 Principles of Management, Scientific Management, Bureaucratic Management) ➤ Neo Classical Approach ➤ Modern Approach In Management School ➤ Case Studies • Managerial Skills – Concept – Conceptual, Human & Technical	08
2.	❖ <u>Planning & Decision Making</u> • Planning – Concept –Types - Importance – Process • Organizing - Meaning – Nature - Purpose of Organizing – Departmentation - Line and Staff Relationship – Matrix - Virtual Organization - (Features, Merits & Demerits) • Decision Making – Concept – Technique – Decision Theory (Normative – Descriptive & Perspective)	11
3	❖ <u>Human Resource Management: Motivation & Leadership</u> • Human Resource Management – Concept – Objective – Role - Scope - HRM in the New Millennium • Motivation – Concept – Need – Factors – Theories (Maslow's Need Hierarchy Theory & Theory X & Y) – Case Studies. • Leadership – Concept – Qualities – Styles – Team Building & Group Dynamics - Case Studies	11

MULTIMEDIA TOOLS & IMPLICATIONS

COURSE CONTENT (Two Credits)

Unit	Table of Contents	No. of lectures
1	❖ <u>Introduction to Multimedia</u> - Multimedia – Definition – Importance & Need for multimedia in business & multimedia houses. - Basics of AI – Project Cycle of AI - Digital Media – Forms - Impact on Society and Communication.	04
2.	❖ <u>Data Collection, Design Thinking and Digital Citizenship</u> Research in Digital Communication – Concept – Steps in Data Collection - Conducting Practical Survey using Digital tools for conducting polls and collection of Data- Data Segmentation – Result Analysis – Report Writing. <u>Design Thinking</u> - Concept – Principles & Methodologies of product/service design & creation. - Ideation and Creative Exploration - Brainstorming Sessions - Visual Storytelling, Multimedia Integration	10 Lectures + 2 practical hours
3	❖ <u>Digital Citizenship</u> – Concept - Need & Importance in the Digital Age. - Understanding the role of digital technologies in advertising and multimedia - Credibility and fact-checking - Online Behaviour and Ethics – Etiquette, Netiquettes - Social Media Ethics and Online Reputation. <u>Product & Design Thinking</u> - Creative Thinking - Developing Unique Concepts and Ideas that Stand out from competitors. - Presentation Skills, Digital Tools, use of Artificial intelligence online tools. - Brainstorming creative hooks, slogans, and visuals that resonate with the target audience and align with the brand's identity.	10 Lectures + 4 practical hours

❖ **EVALUATION PATTERN****Question Paper Pattern**

Question No.	Paper Pattern	Marks	Units	Total Marks
1.	Objective Based Questions- Fill in the blanks/Multiple Choice Questions/Match the following/True or False/ Explain the following terms (Any two variations - 5 marks for every variation with options (Any five out of seven))	10	1 - 3	50
2.	Answer the following. A or B	10	1	
3.	Answer the following. A or B	10	2	
4.	Answer the following. A or B	10	3	
5.	Write short notes on (Any 2 out of four) (5 marks each)	10	1 -3	
N.B: Ten-mark questions can be further subdivided into two questions of five marks each.				

❖ **PRACTICAL EVALUATION PATTERN**

Practical	10 Marks
Journal	5 Marks
Viva	5 Marks

References

- *Aswathapa.K, Human Resource Management*
- *Principles And Practices of Management Edited By Dr. Preety Bhalla, Lovely Professional University Phagwara*
- *Prasad, L M, Principles & Practices of Management, Sultan Chand & Sons*
- *Koontz, H Essentials of Management, Mc Graw Hill Publication*
- *Haynes and Massie, Essentials of Management, Prentice-Hall International Englewood Cliffs, NJ, 1973.*
- *L.A. Allen, Management and Organisation, Tokyo, McGraw-Hill, 1980.*
- *Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Heinemann.*
- *F.W. Taylor, Principles of Scientific Management, New York, Harper and Row, 1947.*
- *Interactive Advertising: Understanding the Art and Science of Digital Display Advertising" by Bob Cram*

BOS – 14/05/2024 / Item No. 3

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SEMESTER II

SOFT SKILL & PERSONALITY DEVELOPMENT
COURSE CONTENT (Two Credits)

Unit	Table of Contents	No. of lectures
1	❖ <u>Personal Skills</u> • Soft Skills & Hard Skill: Concept - Stages in Development of Soft Skills • Personality – Concept – Determinants - Myers-Briggs Personality Type Indicator • Personality Development - Knowing Yourself, Positive Thinking, Johari's Window.	06
2.	❖ <u>Types of Skills, Business Etiquette & Stress Management</u> • Communication - Verbal and Non-Verbal Communication - Presentation Skill - Interpersonal Skills – Listening Skills – Leadership - Academic Skills - Professional Skills • Grooming and Business Etiquette - Work Ethics • Time Management – Concept – Importance – Time Management Matrix • Stress – Concept - Sources of Stress - Ways to Cope with Stress • Conflict Management – Concept – Techniques	14
3	❖ <u>Intelligence Quotient & Emotional Quotient</u> • Intelligent Quotient - Meaning and Definition, Need for Intelligence Quotient – Critical Thinking – Thinking Skills (Six Thinking Hats) – Adaptability Skills – Analytical Skills - Problem Solving Skills • Emotional Quotient - Meaning and Definition, Need for Emotional Intelligence - Components of Emotional Intelligence, Competencies of Emotional Intelligence - Skills to Develop Emotional Intelligence.	10

MULTIMEDIA AND DIGITAL COMMUNICATION
COURSE CONTENT (Two Credits)

Unit	Table of Contents	No. of lectures
1	❖ <u>Visual Communication</u> • Logo Designing ✓ Logo Design - Key Areas - Applications ✓ 2D and 3D Logo • Slogan and Tag line Making ✓ Key features ✓ Difference between Slogan and Tag line • Package Designing ✓ Importance ✓ Medium of Packaging ✓ Graphic Design and Packaging ✓ Physical Packaging Design • Build a typeface library and a Brand Colour Scheme ✓ Advanced techniques in typography and layout design	6 Lectures
2.	❖ <u>Advertising campaign</u> ✓ Advertising Campaign Planning ✓ Campaign objectives and goals ✓ Research Methods for campaign planning (Market research, Competitor Analysis) <u>Creating Digital Lookbook</u> ✓ Defining Concept and Theme ✓ Planning Content and Layout ✓ Preparation for tools ✓ Compilation ✓ Edit and Enhance Images, Design and Layout	12 lectures + 4 practical hours
3.	❖ <u>Using a Social Media Platform</u> • Overview of social media platforms and their role in advertising	6 lectures + 2 practical hours

	• Understanding the impact of social media on consumer behaviour. • Importance of Social Media advertising for product promotion. • Social Media Strategy Development • Content Creation for Social Media • Social Media Advertising Tools and Platforms • Audience Engagement and Community Management • Analytics and Performance Measurement • Final Project and Presentation • Trademark and Copyrights – Rights and responsibilities	
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❖ **EVALUATION PATTERN****Question Paper Pattern**

Question No.	Paper Pattern	Marks	Units	Total Marks
1.	Objective Based Questions- Fill in the blanks/Multiple Choice Questions/Match the following/True or False/ Explain the following terms (Any two variations - 5 marks for every variation with options (Any five out of seven))	10	1 - 3	50
2.	Answer the following. A or B	10	1	
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4.	Answer the following. A or B	10	3	
5.	Write short notes on (Any 2 out of four) 5 marks each	10	1 -3	
	N.B: Ten-mark questions can be further subdivided into two questions of five marks each.			

❖ **PRACTICAL EVALUATION PATTERN**

Practical	10 Marks
Journal	5 Marks
Viva	5 Marks

Team for Creation of Syllabus

Sr. No.	Name	Association/College Name
1	Dr. Neelam Arora	Academic Dean - Lala Lajpatrai College of Commerce & Economics
2	Prof. Dr Pooja Ramchandani	Principal – H.R College Of Commerce & Economics
3.	Dr. Rahul Shetty	Chief Co-ordinator -Add-on-Vocational Courses
4.	Mrs. Hemani More	Assistant Professor – Department of Mathematics & Statistics– Lala Lajpatrai College of Comm. & Eco.
5.	Ms. Nehal Naik	Faculty – BVoc Institute, Visiting Faculty – Dept. of Add-on -Vocational Courses – Lala Lajpatrai College of Comm. & Eco.
6.	Ms. Krishnapriya Chonkar	Freelancer - Faculty – Aditya Birla World Academy, Visiting Faculty – Dept. of Add-on -Vocational Courses. – Lala Lajpatrai College of Comm. & Eco.
7.	Mrs. Jyoti Singh	Assistant Teacher – Shri S.K Somaiya Jr. College, Visiting Faculty – Dept. of Add-on -Vocational Courses. – Lala Lajpatrai College of Comm. & Eco.

References

- *Personality Development and Soft Skills, Barun K. Mitra, Oxford Press.*
- *E-Book, Soft Skills and Personality Development, CA. M K Sridhar.*
- *Soft Skills- Enhancing Employability, M. S. Rao, I. K. International.*
- *Business Communication, Shalini Kalia, Shailja Agrawal, Wiley India.*
- *Advertising and Multimedia" by John Hackworth.*
- *Introduction to Multimedia Communications: Applications, Middleware, Networking Kamisetty Rao.*



Dr. Rahul Shetty
Chief Co-ordinator
& Law)
Add-on-Vocational Courses



Prof. Dr. Purnima Sharma
Chairman – BOS (Commerce, Management