

Bachelor Of Vocation (B.Voc.) (E-Commerce And Digital Marketing)

Semester	Subject Code	Subject
Sem-I	B.Voc(E- Com)-101	Fundamentals of Management
Sem-I	B.Voc(E- Com)-102	Fundamental of E-Commerce
Sem-I	B.Voc(E- Com)-103	Information Processing Lab
Sem-I	B.Voc(E- Com)-104	Web Designing using HTML and DHTML
Sem-I	B.Voc(E- Com)-105	Communication Skills-I
Sem-I	B.Voc(E- Com)-106	Punjabi (Compulsory) / basic Punjabi
Sem-I	B.Voc(E- Com)-107	Drug Abuse: Problem, Management and Prevention
Sem-III	B.Voc(E- Com)-301	Consumer Behaviour
Sem-III	B.Voc(E- Com)-302	Fundamentals of Finance & Accountancy
Sem-III	B.Voc(E- Com)-303	PHP Programing and MySQL
Sem-III	B.Voc(E- Com)-304	Content Management System using Word Press
Sem-III	B.Voc(E- Com)-305	Web Designing using Photoshop
Sem-III	B.Voc(E- Com)-306	Website Development
Sem-III	B.Voc(E- Com)-307	Environmental Studies – I
Sem-V	B.Voc(E- Com)-501	Fundamentals of Entrepreneurship
Sem-V	B.Voc(E- Com)-502	Concepts of social media marketing
Sem-V	B.Voc(E- Com)-503	E commerce laws and practices
Sem-V	B.Voc(E- Com)-504	Programming in java
Sem-V	B.Voc(E- Com)-505	Digital marketing development- practical

LESSON PLAN B.VOC (E-COMMERCE) SEMESTER – I

FUNDAMENTALS OF MANAGEMENT

TOPIC	NOTES/STRATEGIC RESOURCES	TIME
Fundamentals of management	<p>Learning outcomes</p> <p>Students will learn about</p> <ul style="list-style-type: none"> • The basic features & functions of management • Why and where management skills are required • How management is different from administration 	10 days
<p>LESSON BREAKDOWN</p> <p>Meaning, nature & characteristics of Management ,Scope, functions & functional areas of management , Management as a science, art or profession, Management & Administration – comparison</p>	<p>Suggested Readings</p> <p>Koontz, H., “Principles of Management “, 2004, Tata McGraw Hill Publishing.</p>	
Conclusion	<p>ASSIGNMENT</p> <p>Role Playing game will be played. Students will be assigned the responsibility of different functional areas of an organization and case studies will be taken and discussed in class</p>	
TOPIC	NOTES/STRATEGIC RESOURCES	TIME
Fundamentals or basics of management extended	<p>After this session, students will be aware about:</p> <ul style="list-style-type: none"> • 14 management principles by Henry Fayol • Their universal applicability and practical implications • Business ethics and social responsibilities of business 	10 days
<p>Lesson breakdown</p> <p>Principles of management – Social responsibility of management and &Ethics.</p>	<p>Suggested Reading</p> <p>Koontz, H., “Principles of Management “, 2004, Tata McGraw Hill Publishing</p>	
Conclusion	<p>ASSIGNMENT</p> <p>Annual Reports of some socially responsible Indian companies will be discussed in class to discuss what they have done for the well being of society.</p>	

TOPIC	NOTES/STRATEGIC RESOURCES	TIME
Human Resource Management	<p>After this session, students will learn about</p> <ul style="list-style-type: none"> • Meaning & nature of human resource management • Objectives and process of human resource planning • Process and objectives of job analysis • Performance appraisal system for better management of human resources 	10 days
<p>Lesson Breakdown</p> <p>Acquisition of Human Resources – Human Resource Planning and Job Analysis. Performance Appraisal System: Nature and objectives</p>	<p>Suggested readings</p> <ul style="list-style-type: none"> • Human Resource management by L.M.Prasad • Human Resource management by VSP Rao 	
Conclusion	<p>ASSIGNMENT</p> <p>Project report on HR Policy of Tata Steel</p>	
TOPIC	NOTES/STRATEGIC RESOURCES	TIME
Functions or activities of Human Resource Manager	<p>Students will learn about</p> <ul style="list-style-type: none"> • The nature, sources and process of recruitment • Selection process involving various tests and interviews • Importance of placement, induction and socialization • Ways to improve skills of human resources 	12 days
<p>Lesson Breakdown</p> <p>Recruitment – Concept and Sources; Selection – Concept and Process; Placement, Induction, and Socialization. Training and Development: Concept and Importance</p>	<p>Suggested readings</p> <ul style="list-style-type: none"> • Human Resource management by L.M.Prasad • Human Resource management by VSP Rao • Aswathappa, K., “Human Resource Management Text and Cases , Tata McGraw – Hill,New Delhi. 	
Conclusion	<p>ASSIGNMENT</p> <p>Shifts in HR management in India</p>	

LESSON PLAN B.VOC (E COMMERCE) SEMESTER-I
FUNDAMENTALS OF E-COMMERCE

Topic	Notes/Strategies/ Resources	Time
Introduction to E-Commerce	<ul style="list-style-type: none"> • Students will learn about Introduction to E-Commerce • Origin • Need of e commerce • Factors affecting e commerce • Benefits of e commerce • Basic structure <p>➤ From E-commerce strategy, technologies and applications by Tata McGraw Hill</p>	1 week
Introduction to E-Commerce	<ul style="list-style-type: none"> • Students will gain knowledge about Business dimensions of e commerce • Technological dimensions of e commerce • Frame work of e commerce • Value chains of e commerce <p>➤ Pearson from E-Commerce: business, technology, society by Pearson Education</p>	10 days
Internet and E-business	<ul style="list-style-type: none"> • Students will understand about the Introduction to Internet • Internet applications • Intranet • Extranet • World Wide Web • Internet Architecture • Internet applications • Business applications on internet • E-Shopping • EDI • Working of EDI • Components of EDI • Basics of HTML • Creating web pages using HTML • Tags used in html <p>➤ Through power point presentations</p>	1 week

Technology for Online business	<ul style="list-style-type: none"> • Students will learn about Basics of online business • Internet • IT Infrastructure • Middleware contents • Text and integrating e-business applications • Online payment system • Mechanism of making payment through internet • Online payment mechanism <p>➤ Notes given</p>	10 days
Technology for Online business	<ul style="list-style-type: none"> • Students will understand the concept of Electronic payment system • Gateways • Visitors to website • Tools for promoting website • Plastic Money <p>➤ From E-commerce strategy, technologies and applications by Tata McGraw Hill</p>	4Days
Card Processing	<ul style="list-style-type: none"> • Students will explore the concept of Card Processing system • Debit card processing • Credit card processing • How cards works • Laws related to online transactions <p>➤ Notes given</p>	10 days
Applications in E-commerce	<ul style="list-style-type: none"> • Students will gain knowledge about E-Commerce applications in Manufacturing • E-Commerce applications in Wholesale • E-Commerce applications in Retail • E-Commerce applications in Service Sector <p>➤ Notes given</p>	10 Days

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – I
INFORMATION PROCESSING LAB (PRACTICAL)

Topic	Notes/Strategies/ Resources	Time
Introduction to Computer	<ul style="list-style-type: none"> • Students will learn About What is Computer? • Features of Computer • Various Functional Units of Computer along with its block diagram ✓ From Presentation 	3 Days
Classification of Computers	<ul style="list-style-type: none"> • Students will gain knowledge about classification of computer on basis of generations, data processing techniques and sizes • Generations of Computer • On basis of Data Processing Techniques • On basis of Sizes • Workstation • Mainframe Computer • Supercomputers ✓ From Presentation 	3 Days
Computer Applications	<ul style="list-style-type: none"> • Students will learn about applications of computer system • Data Processing • Information Processing • Commercial Sector • Office Automation • Industry & Engineering • Health Care • Education • Research • Graphics and Multimedia ✓ From Presentation 	1 Week
Input Devices	<ul style="list-style-type: none"> • Students will learn about what are input devices and different types of input devices • Keyboard • Mouse • Scanner • OMR • OCR • MICR ✓ From Fundamental of Computers by Anshuman Sharma ✓ From Computer Fundamentals by PK Sinha 	1 Week

Output Devices	<ul style="list-style-type: none"> • Students will be acquainted with what are output devices and different types of output devices • Monitor • Serial line page Printers • Plotters • Voice Response Units <p>✓ From Fundamental of Computers by Anshuman Sharma</p> <p>✓ From Introduction to Computers By Norton, McGraw Hill</p>	1 Week
Secondary Storage Devices	<ul style="list-style-type: none"> • Students will be acquainted with various secondary storage devices • Magnetic Storage • Magnetic tape • Magnetic disk • Floppy disk • Optical Disk Storage • CD-ROM • DVD-ROM <p>✓ From Computer Fundamentals by PK Sinha</p>	1 Week
Computer Memory	<ul style="list-style-type: none"> • Students will gain knowledge about computer memory • Primary Memory • RAM • ROM • Cache • Secondary Memory <p>✓ From Introduction to Computers By Norton, McGraw Hill</p>	1 Week
Output Devices	<ul style="list-style-type: none"> • Students will be acquainted with what are output devices and different types of output devices • Monitor • Printers • Plotters <p>✓ From Fundamental of Computers by Anshuman Sharma</p>	1 Week
MS-Word	<ul style="list-style-type: none"> • Students will be acquainted with how to work on MS-Word • Overview • Creating 	1 Week

	<ul style="list-style-type: none"> • Saving • Opening • Importing • Exporting • Inserting files • Formatting pages • Paragraphs and sections • Indents and outdents • Creating lists and numbering • Headings styles • Fonts and font size Editing • Positioning and viewing texts • Finding and replacing text • Inserting page breaks page • Numbers, book marks • Symbols and dates. • Using tabs and tables • Header, footer and printing <p>✓ Practical Work implemented on computers</p>	
MS-PowerPoint	<ul style="list-style-type: none"> • Students will be acquainted with how to work on MS-PowerPoint • Presentation overview • Entering information • Presentation creation • Opening and saving presentation • Inserting audio and video <p>✓ Practical Work implemented on computers</p>	1 Week
MS-Excel	<ul style="list-style-type: none"> • Students will be acquainted with how to work on MS-Excel • Exploring Microsoft Excel • Creating Workbook Files • Editing Worksheet • Managing Worksheets and Workbook Files • Formulas. <p>✓ Practical Work implemented on computers</p>	1 Week

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER-I

COMMUNICATION SKILLS

July 2017

Contents	Books	Plan	Activity	Assignment
Reading & Writing Skills	Oxford guide to effective writing and speaking	Formal & Informal letters	G.D's and interactive sessions	Test based on both type of letters

August 2017

Plan	Books	Assignment	Activity	
Unseen passages, Comprehension, note making	Communication Skills in English	Extempore speech competition	paper reading contest	

September 2017

Plan	Activity	Assignment
Notices, Resume Writing	Revision of notices and resume writing	Maintaining of file for all syllabus

October 2017

Plan	Activity	Assignment
Revision of all syllabus and preparation of exams	Mock viva voce	University file for Viva voce

November 2017

Books	Plan	Activity
1 book	Discussion on the questions	Class tests on Reading skills
	University examination preparation	Viva voce

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER-I

GENERAL PUNJABI

ਆਤਮਅਨਾਤਮ	ਵਿਦਿਆਰਥੀਆਂ ਇਸ ਸਮੇਂ ਸਟਰ ਵਿੱਚ ਇਸ ਪਾਠ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕਵਿਤਾ ਵਾਲਾ ਭਾਗ ਕਰਵਾਇਆ ਜਾਵੇਗਾ 1. ਪ੍ਰੇਮੇਹਣ ਸਿੰਘ	ਸਮਾਂ 1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	੧ ਪਹੀਆ ਪ੍ਰਸ਼ਨ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	1. ਸੈਦਾਂਤੇ ਸਬਜਾਂ 2. ਖਾਨਗਾਹੀ ਦੀ ਵਾਬਾਲ ਦੀਏ ਕਵਿਤਾ ਵਾਦਾ ਵਿਸ਼ੇ ਗਤ ਸਰੋਕਾਰਾਂ ਦਾ ਅਧਿਐਨ ਕਰੋ	
ਆਤਮਅਨਾਤਮ	2 ਅਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ	1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	2. ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	੧ ਅਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ਦੀਆਂ ਕਵਿਤਾਵਾਂ ਅੰਨ ਦਾ ਤਾਅਤੇ ਅੱਜ ਆਖਾਂ ਵਾਰਿਸ ਸ਼ਾਹ ਨੂੰ ਦੇ ਥੀ ਮਿਕ ਸਰੋਕਾਰਾਂ ਦਾ ਅਧਿਐਨ ਕਰੋ ੨ ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ ਨਿਬੰਧ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਲਿਖੋ	
ਆਤਮਅਨਾਤਮ	੩ ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ	1-3 ਦਿਨ
ਗਿਆਨਮਾਲਾ	੩ ਨਾਰੀ ਸ਼ਕਤੀ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	1 ਲੂਣਾ ਅਤੇ ਜੀ ਚਾਹੇ ਪੰਛੀ ਹੋ ਜਾਵਾਂ ਕਵਿਤਾ ਵਾਦਾ ਵਿਸ਼ੇ ਵਸਤੂ ਤਿਆਰ ਕਰ ਵਾਇਆ ਗਿਆ ੨ ਨਾਰੀ ਸ਼ਕਤੀ ਨਿਬੰਧ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ ਤਿਆਰ ਕਰ ਵਾਇਆ ਜਾਵੇਗਾ	

ਆਤਮਅਨਾਤਮ	੪ ਸੁਰਜੀਤਪਾਤਰ	1-3ਦਿਨ
ਗਿਆਨਮਾਲਾ	੪ਵਾਤਾਵਰਣੀਪ੍ਰਸ਼ਣਅਤੇਮਨੁੱਖ	
ਨਿਸ਼ਕਰਸ਼	੧ਸੁਰਜੀਤਪਾਤਰਦੀਆਂਕਵਿਤਾਵਾਂਹੁਣਘਰਾਂਨੂੰਪਰਤਣਾਂਅਤੇਸੁੰਨੇਸੁੰਨੇ ਰਾਹਾਂ 'ਤੇਕੋਈਕੋਈਪੈੜਹੈਦਾਨਕਸਲੀਦਿਸ਼ਟੀਤੋਂਮੁਲਾਂਕਣਕੀਰਾਜਾਵੇਗਾਛ ੨ ਵਾਤਾਵਰਣੀਪ੍ਰਸ਼ਣਅਤੇਮਨੁੱਖਨਿਬੰਧਦਾਸਾਰਲਿਖੋਛ	1-3ਦਿਨ
ਆਤਮਅਨਾਤਮ	5ਪਾਸ਼	1-3ਦਿਨ
ਗਿਆਨਮਾਲਾ	੫ਏਡਜ	
ਨਿਸ਼ਕਰਸ਼	੧ ਪਾਸ਼ਦੀਆਂਕਵਿਤਾਵਾਂਇਨਕਾਰਅਤੇਮੇਰੇਤੋਂਆਸਨਾਕਰਿਓਕਵਿਤਾਵਾਂ ਦਾਨਕਸਲੀਲਹਿਰਦੇਪਰਿਪੇਖਵਿੱਚਅਧਿਐਨਛ ੨ਏਡਜਨਿਬੰਧਦਾਸਾਰਆਪਣੇਸ਼ਬਦਾਂਵਿੱਚਲਿਖੋਛ	1-3ਦਿਨ
ਵਿਅਕਰਨ	1 ਪੰਜਾਬੀਧੁਨੀਵਿਉਂਤ	
	ੳ.ਸਵਰਦੀਪਰਿਭਾਸ਼ਾ ਅ. ਸਵਰਦੀਆਂਕਿਸਮਾਂ ੲ. ਉਚਾਰਨਅੰਗ	1-4 ਦਿਨ
ਪੈਰਾਰਚਨਾ	ਪੈਰਾਰਚਨਾਕੀਹੈ? ਚੰਗੀਪੈਰਾਰਚਨਾਦੇਗੁਣ	1-3 ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	1ਸਵਰਉਪਰਨੇਟਲਿਖੋ 2ਵਿਦਿਆਰਥੀਅਤੇਅਨੁਸ਼ਾਸਨਦੇਵਿਸ਼ੇ 'ਤੇਪੈਰਾਰਚਨਾਕਰੋ	
ਵਿਅਕਰਨ	ਸ.ਵਿਅੰਜਨਦੀਪਰਿਭਾਸ਼ਾ ਹਵਿਅੰਜਨਦੀਆਂਕਿਸਮਾਂ ਕਸੁਰਪ੍ਰਣਾਲੀ	1-5 ਦਿਨ
ਅਣਡਿੱਠਾਪੈਰਾ	ਅਣਡਿੱਠਾਪੈਰੇਦਾਅਭਿਆਸਕਰਵਾਇਆਜਾਵੇਗਾਛ	1-3ਦਿਨ
ਨਿਸ਼ਕਰਸ਼	ਧੁਨੀਵਿਉਂਤਉਪਰਨੇਟਲਿਖੋਛ	

<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਪੰਜਾਬੀਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾ ਉ.ਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾਵਿਚਅੰਤਰ ਅ.ਭਾਸ਼ਾਵੰਨਗੀਆਂ ਬਪੰਜਾਬੀਦੀਆਂਉਪਭਾਸ਼ਾਵਾਂਅਤੇਉਹਨਾਂਦੇਪਛਾਣਚਿਨ ਸਟਕਸਾਲੀਭਾਸ਼ਾ</p> <p>ਭਾਸ਼ਾਅਤੇਉਪਭਾਸ਼ਾਦੇਅੰਤਰਨੂੰਸਪਸ਼ੱਟਕਰਦੇਹੋਏਉਪਭਾਸ਼ਾਵਾਂਦੇਪਛਾ ਣਚਿੰਨਨਿਸ਼ਚਿਤਕਰੋ</p>	<p>1-6 ਦਿਨ</p>
<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਮਾਤਭਾਸ਼ਾ ਉ.ਮਾਤਭਾਸ਼ਾਕੀਹੁੰਦੀਹੈ? ਅ,ਮਾਤਭਾਸ਼ਾਪੜਨੀਕਿਓਜਰੂਰੀਹੈ? ਬ. ਮਾਤਭਾਸ਼ਾਦੇਅਧਿਐਨਦੀਆਂਕੀਸਮੱਸਿਆਵਾਂਹਨ?</p> <p>ਮਾਤਭਾਸ਼ਾਦੇਅਧਿਐਨ 'ਤੇਨੋਟਲਿਖੋ।</p>	<p>1-5ਦਿਨ</p>
<p>ਵਿਆਕਰਨ</p> <p>ਨਿਸ਼ਕਰਸ਼</p>	<p>ਦੂਜੀਭਾਸ਼ਾ ਉ. ਦੂਜੀਭਾਸ਼ਾਕੀਹੁੰਦੀਹੈ? ਅਦੂਜੀਭਾਸ਼ਾਪੜਨੀਕਿਓਜਰੂਰੀਹੈ? ਬਦੂਜੀਭਾਸ਼ਾਦੇਅਧਿਐਨਦੀਆਂਸਮੱਸਿਆਵਾਂ 'ਤੇਨੋਟਲਿਖੋ</p> <p>ਦੂਜੀਭਾਸ਼ਾ'ਤੇਨੋਟਲਿਖੋ</p>	<p>1-4ਦਿਨ</p>

LESSON PLAN B.VOC (E-COMMERCE) SEMESTER-I

BASIC PUNJABI

	<p>ਜਾਣ - ਪਛਾਣ</p> <p>ਇਸਵਿਚਵਿਦਿਆਰਥੀਆਂਨੂੰਪੰਜਾਬੀਦੀਮੁਢਲੀਸਿਖਿਆਦਿੱਤੀਜਾਵੇਗੀਤਾਂ ਜੋ ਉਹਪੰਜਾਬੀਦੀਵਰਣਮਾਲਾਤੇਸ਼ਬਦ-ਬਣਤਰਨੂੰਚੰਗੀਤਰਾਂਸਮਝਸਕਣ।</p> <p>1. ਵਰਣਮਾਲਾ 2. ਅੱਖਰ-ਕ੍ਰਮ 3. ਪੈਂਤੀ ਅੱਖਰੀ</p> <p>4. ਗੁਰਮੁਖੀ ਲਿਪੀਦੀਜਾਣ-ਪਛਾਣ</p> <p>5. ਪੰਜਾਬੀ ਭਾਸ਼ਾਦਾਨਾਮਕਰਨ।</p> <p>ਵਿਦਿਆਰਥੀਆਂਨੂੰਨਾਮਕਰਨਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਕਲਾਸਵਿੱਚਵਰਣਮਾਲਾਦਾਟੈਸਟਲਿਆਜਾਵੇਗਾ।</p>	<p>ਸਮਾਂ</p> <p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਵਿਆਕਰਨ	<p>1. ਲਗਾਂ ਮਾਤਰਾਂ</p> <p>2. ਸਵਰ ਵਾਹਕ (ੳ,ਅ,ੲ)</p> <p>3. ਪੈਰ ਵਿੱਚਬਿੰਦੀਵਾਲੇਵਰਣ</p> <p>4. ਪੈਰ ਵਿੱਚਪੈਣਵਾਲੇਵਰਣ</p>	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<p>1. ਗੁਰਮੁਖੀ ਲਿਪੀਬਣਤਰਤੇਤਰਤੀਬ</p> <p>1. ਗੁਰਮੁਖੀ ਲਿਪੀਬਣਤਰਤੇਤਰਤੀਬਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਵਰਣਮਾਲਾਤੇਲਗਾਂ-ਮਾਤਰਾਦਾਟੈਸਟਲਿਆਜਾਵੇਗਾ।</p>	<p>1-3(ਦਿਨ)</p>
ਵਿਆਕਰਨ	<p>ਗੁਰਮੁਖੀਆਰਥੋਗ੍ਰਾਫੀ</p> <p>1. ਸਵਰ ਦੀਬਣਤਰ</p> <p>2. ਸਵਰ ਅਤੇਲਗਾਂਮਾਤਰਾਂ</p>	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<p>3. ਵਿਅੰਜਨ ਦੀਬਣਤਰਤੇਉਚਾਰਨ। ਸਵਰਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਕਲਾਸਵਿੱਚਵਿਅੰਜਨਦਾਟੈਸਟਲਿਆਜਾਵੇਗਾ।</p>	<p>1-6(ਦਿਨ)</p>
ਵਿਆਕਰਨ	<p>1. ਲ ਅਤੇ ਲ ਦਾਉਚਾਰਣ</p> <p>2. ਭ,ਧ,ਢ,ਝ,ਞ ਦਾਉਚਾਰਣ</p> <p>3. ਸ਼ਬਦ ਬਣਤਰ</p> <p>4. ਸਧਾਰਣ ਸ਼ਬਦ</p>	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<p>1. ਕੋਸ਼ਗਤਤੇਵਿਆਕਰਣਕਸ਼ਬਦ</p> <p>ਸਧਾਰਣਸ਼ਬਦਉੱਤੇ ਨੋਟ ਲਿਖਣਲਈਦਿੱਤਾਜਾਵੇਗਾ। ਵਿਅੰਜਨਦਾਕਲਾਸਵਿੱਚਟੈਸਟਲਿਆਜਾਵੇਗਾ।</p>	<p>1-3(ਦਿਨ)</p>

ਵਿਆਕਰਣ	<ol style="list-style-type: none"> 1. ਸੰਯੁਕਤ ਸ਼ਬਦ 2. ਸਮਾਸੀ ਸ਼ਬਦ 3. ਦੋਹਰੇ ਤੇ ਦੋਜਾਤੀ ਸ਼ਬਦ 	<p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<p>1. ਮਿਸ਼ਰਤ ਸ਼ਬਦ ਬਣਤਰ/ਸਿਰਜਨਾ</p> <p>ਸੰਯੁਕਤ ਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਉੱਤੇ ਨੋਟ ਲਿਖਣ ਲਈ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਪੇਪਰਾਂ ਦੀ ਰਵੀਜਨ ਹੋਵੇਗੀ।</p>	
ਵਿਆਕਰਣ	<ol style="list-style-type: none"> 1. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ 2. ਕਰਤਾ, ਕਰਮ, ਕਿਰਿਆ 	<p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1. ਵਾਕ ਦਾ ਵਰਗੀਕਰਨ 2. ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ <p>ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਉੱਤੇ ਨੋਟ ਲਿਖਣ ਲਈ ਦਿੱਤਾ ਜਾਵੇਗਾ।</p>	<p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਵਿਆਕਰਣ	<ol style="list-style-type: none"> 1. ਨਿੱਜੀ ਚਿੱਠੀ ਪੱਤਰ 2. ਦਫਤਰੀ ਤੇ ਵਪਾਰਕ ਚਿੱਠੀ ਪੱਤਰ 3. ਪੈਰਾ ਰਚਨਾ 4. ਸੰਖੇਪ ਰਚਨਾ 	<p>1-3(ਦਿਨ)</p> <p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<p>1 ਦਫਤਰੀ ਤੇ ਵਪਾਰਕ ਚਿੱਠੀ ਪੱਤਰ ਤੇ ਪੈਰਾ ਰਚਨਾ ਦਾ ਟੈਸਟ ਲਿਆ ਜਾਵੇਗਾ।</p>	
ਵਿਆਕਰਣ	<ol style="list-style-type: none"> 1. ਅਖਾਣ ਮੁਹਾਵਰੇ 2. ਚਿੱਠੀ ਪੱਤਰ 3. ਪੈਰਾ ਰਚਨਾ 4. ਸੰਖੇਪ ਰਚਨਾ 	<p>1-6(ਦਿਨ)</p> <p>1-3(ਦਿਨ)</p>
ਨਿਸ਼ਕਰਸ਼	<ol style="list-style-type: none"> 1. ਅਖਾਣ ਮੁਹਾਵਰੇ, ਚਿੱਠੀ ਪੱਤਰ ਤੇ ਪੈਰਾ ਰਚਨਾ ਦਾ ਟੈਸਟ ਲਿਆ ਜਾਵੇਗਾ। 2. ਪੇਪਰਾਂ ਦੀ ਤਿਆਰੀ ਕਰਵਾਈ ਜਾਵੇਗੀ। 	

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – I
DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

Topic	Notes/Strategies/ Resources	Time
Definition and meaning of Drug Abuse	<p>Objective</p> <ul style="list-style-type: none"> ➤ To learn about various illegal drugs. ➤ To identify risk factors and protective factors associated with substance abuse (drugs and alcohol). ➤ To discuss what addiction is and the consequences of it. ➤ To determine behaviours that increase well-being and allow students to achieve life goals. <ul style="list-style-type: none"> • Concept and Overview • Historical Perspective of Drug Abuse • Drug Dependence, Drug Addiction, Physical • Psychological Dependence: Drug Tolerance and withdrawal symptoms. <p>References:</p> <ul style="list-style-type: none"> ✓ Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur. ✓ Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004 ✓ World Drug Report 2011, United Nations office of Drug and Crime 	15days
Types of Abused Drugs and their Effects	<ul style="list-style-type: none"> • Stimulants: Amphetamines – Benzedrine, Dexedrine, Cocaine. • Depressants: Alcohol Barbiturates: Nembutal, Seconal, Phenobarbital and Rohypnol. • Narcotics: Heroin, Morphine, Oxycodone • Hallucinogens: Cannabis, Marijuana, Hashish, Hash Oil, MDMA, LSD • Steroids <p>References:</p>	20days

	<ul style="list-style-type: none"> ✓ Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur. ✓ Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004 ✓ World Drug Report 2011, United Nations office of Drug and Crime 	
Nature and Extent of the Problem	<ul style="list-style-type: none"> • Magnitude or prevalence of the menace of Drug Abuse in India and Punjab • Vulnerable groups by age, gender and economic status • Signs and Symptoms of Drug Abuse: Physical, Academic, Behavioural and Psychological Indicators. <p>References :</p> <ul style="list-style-type: none"> ✓ Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur. ✓ Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004 ✓ World Drug Report 2011, United Nations office of Drug and Crime 	20days

LESSON PLAN B.VOC (E-COMMERCE) SEMESTER – III

CONSUMER BEHAVIOUR

Introduction to Consumer Behavior (CB) -	This will enable the students to understand the Relevance of Studying consumer behaviour This will include: <ul style="list-style-type: none"> • Importance • Scope • Need for studying CB • Components http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf	1 week
Consumer Research	This will enable the students to understand the Process and Importance of conducting Consumer Research Schiffman, I. G. and Kanuk, L. L. “Consumer Behaviour”, Pearson Education, New Delhi	1 week
Consumer Motivation:	This will enable the students to understand the importance and sources of Consumer Motivation This will include: <ul style="list-style-type: none"> • Needs & Goals • Positive & Negative motivation, • Types & Systems of Needs Hierarchy & Trio of Needs Loudon, David L. and Della Bitta, Albert J., “Consumer Behavior”, Tata McGraw-Hill.	2 weeks
Personality:	This will enable the students to understand the Personality and its impact on CB This will include: <ul style="list-style-type: none"> • Nature, • Theories- Freudian, • Neo Freudian • Trait, • Self-Concept http://www.blackwellpublishing.com/intropsych/pdf/chapter14.pdf	1.5 weeks
Perception:	This will enable the students to understand the Perception and its Relevance to CB This will include <ul style="list-style-type: none"> • Perception and Sensation • Absolute Threshold and Differential Threshold • Importance of Perception in Consumer Behaviour • Theories of Perception http://164.100.133.129:81/eCONTENT/Uploads/Retail_Consumer_Behaviour.pdf	1.5 weeks
Learning:	This will enable the students to understand Learning and its	1 week

	<p>theories</p> <p>This will include:</p> <p>Learning:concepts</p> <p>Classical learning theories</p> <p>Instrumental learning theories</p> <p>Cognitive learning theories</p>	
<p>Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement.</p>	<p>This will enable the students to understand attitude and its relevance to CB</p> <p>This will include:</p> <p>Tricomponent Attitude Model, Sources of Influence, Attitude Measurement</p> <p>Schiffman, I. G. and Kanuk, L. L. “Consumer Behaviour”, Pearson Education, New Delhi</p>	1 week
<p>Reference Groups: Concepts and Appeals.</p>	<p>This will enable the students to understand the impact of Refernce groups</p> <p>Solomon, Michael R. “Consumer Behaviour”, Pearson Education, New Del</p>	1 week
<p>Social Class & its measurement Culture & Sub Culture: Definition & Influence</p>	<p>This will enable the students to understand the relationship of CB with social factors</p> <p>This will include:</p> <ul style="list-style-type: none"> • Social Class-meaning • Measurementof Social Class • Culture & Sub Culture: Definition & Influence <p>Assael, Henry, “Consumer Behaviour and Marketing Action”, Cengage Publishing</p>	1 week
<p>Opinion leadership</p>	<p>This will enable the students to understand the impact of opinion leaders</p> <p>This will include:</p> <ul style="list-style-type: none"> • Introduction to Opinion leadership • Types of Opinion leaders • Consumer Innovation <p>Solomon, Michael R. “Consumer Behaviour”, Pearson Education, New Del</p>	1 week
<p>Consumer Decision Making</p>	<p>This will enable the students to understand Consumer Decision Making</p> <p>This will include:</p> <ul style="list-style-type: none"> • Consumer Decision Making- Process • Consumer Decision Making- factors <p>Loudon, David L. and Della Bitta, Albert J., “Consumer Behavior”, Tata McGraw-Hill.</p>	1 week

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – III
FUNDAMENTALS OF ACCOUNTING AND FINANCE

S.No.	Topic	Notes/Strategies/Resources	Time
1.	Basic Accounting concepts: Kinds of Accounts	Practical applicability of concepts is discussed	10 days of July
	<ul style="list-style-type: none"> ○ Real, Personal and Nominal Accounts ○ Accounting concepts and conventions ○ Financial Accounting vs. Cost Accounting ○ Financial Accounting vs. Management Accounting ○ Double Entry Book Keeping: Rules of Double Entry System ○ 	Grewal, T.S. : Double Entry Book Keeping	
2.	Preparation of Journal and Ledger Accounts problems, Trial balance	Numerical questions on journal, ledger and trial balance would make students familiar with these books of accounts	10 days of July
	Journal entries, posting to ledger accounts and checking arithmetical accuracy of accounts	Grewal, T.S. : Double Entry Book Keeping	
3.	Manufacturing, Trading and Profit & Loss Account, Balance sheet. Problems with simple adjustments	The learner will gain knowledge on how to ascertain profit and loss and know the financial position of accounts	18 days of August
	Preparation of financial statements with simple adjustments	<ul style="list-style-type: none"> ○ Grewal, T.S. : Double Entry Book Keeping ○ Notes on practical problems to preparation of accounts 	
4.	Introduction to Finance	The learner will be get familiar with: <ul style="list-style-type: none"> ○ Sources of finance ○ Role of finance 	6 days of August
	Nature, Scope and Objective. Finance Function. Role of Finance Manager. Sources of Finance: Long term & Short terms	Pandey, I.M., “Financial Management”, Vikas Publishing House, Delhi.	
5.	Tools and Techniques of Financial Management	The students will be able to prepare <ul style="list-style-type: none"> ○ Comparative income statement ○ Comparative balance sheet 	20 days of September

		<ul style="list-style-type: none"> ○ Common size income statement ○ Common size balance sheet 	
	Comparative Analysis, Common size Analysis, Trend Analysis, Ratio Analysis	Pandey, I.M., “Financial Management”, Vikas Publishing House, Delhi.	
6.	Introduction to Working Capital	<p>Familiarity with the concept of working capital, would impart clarity on</p> <ul style="list-style-type: none"> ○ Gross Working Capital ○ Net Working Capital ○ Working Capital Estimation ○ Factors influencing working capital 	20 days
	Concepts of Working Capital, Operating & Cash Cycles, Risk Return Trade off, Working Capital Estimation, Factors influencing working capital	Pandey, I.M., “Financial Management”, Vikas Publishing House, Delhi.	
	<p>TALLY LAB PRACTICAL</p> <ol style="list-style-type: none"> 1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results. 2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments). 3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method 	Equipping students with the maintenance of books of accounts in e-form would well converse them with the updated technology	1 month

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – III

PHP PROGRAMMING AND MYSQL

Topic	Notes/Strategies/ Resources	Time
Understanding the Preliminaries	<ul style="list-style-type: none">• Introduction to web & internet• Introduction to server• Understanding localhost server	3 Days
Starting PHP	<ul style="list-style-type: none">• PHP syntax and variables• Operators and Expressions• Conditional Branching and Looping Statements• Learning Arrays in PHP	20 Days
The Core Logics and Techniques	<ul style="list-style-type: none">• String and Math functions in PHP• Introduction HTML Form Elements and Fields• Accessing PHP• HTTP Data• Query Strings and Hyperlinks	10 Days
Predefined Variables	<ul style="list-style-type: none">• Super Global Arrays• Understanding Functions• Important PHP Functions• What are the Scope of variables	10 Days
File Handling	<ul style="list-style-type: none">• The Plain Repository of Data Handling files and directories in PHP• Usage of Include and require statements• Uploading and downloading files PHP	10 Days
SQL	<ul style="list-style-type: none">• The Structured Repository PHP MySQL Connectivity Integrating Web Forms and Database• Using PHP's MySQL Extension,• Using PHP's PDO Extension Advanced Techniques in PHP	20 Days
Introduction to Object Oriented Programming	<ul style="list-style-type: none">• Classes and Objects• Abstraction• Encapsulation• Inheritance and Polymorphism• Constructors and Destructors	25 Days

	<ul style="list-style-type: none"> • Overloading • Overriding of functions • Exception Handling • Regular Expressions • Session Handling 	
SQL and Relational Databases	<ul style="list-style-type: none"> • INSERT • UPDATE • DELETE • SELECT • CREATE • ALTER • DROP • Sub- Queries • Joins and Unions with MySQL • Order By • Like • And & Or • Where • Between • Joins & Unions • Aggregate Functions and Grouping • Constraints and Normalization 	20 Days
CMS	<ul style="list-style-type: none"> • Introducing a CMS • Knowing how to configure the CMS • Working with the CMS • Sample Web Application Development using WordPress • Relational Database • Basics Brief History of MySQL • Relational Databases and Popular Databases ✓ Assignment: create a Website having Three pages Registration, login and retrieving data from database. ✓ Beginning PHP and MySQL: From Novice to Professional, By W. Jason Gilmore. ✓ PHP and MySQL Web Development , Luke Welling, Laura Thomson, Pearson publications. 	20 Days

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – III
CONTENT MANAGEMENT SYSTEM USING WORDPRESS

Topic	Notes/Strategies/ Resources	Time
CMS	<ul style="list-style-type: none"> • CMS Introduction • Comparison of different CMS. • What do you mean by CMS? Give comparison and how will you choose right CMS for your project? 	1Month
Blog	<ul style="list-style-type: none"> • Blog introduction • Difference between Blog and Website 	1 Week
Installing WordPress	<ul style="list-style-type: none"> • Creating a Database • Installing WordPress • Installing Themes • WordPress Dashboard • Manually Installing a Theme • Adding Custom Header with Theme Name, Author 	20 Days
Changing Themes	<ul style="list-style-type: none"> • Widgets • Editors • Writing Posts • Adding a Post • Hyperlinks • Categories • Tags 	20 Days
Making Pages and Appearance Customization	<ul style="list-style-type: none"> • Reading/Writing Settings • Using Categories and Tags • Understanding Comments, Managing and Moderating Comments • Trackbacks and Pingbacks • Making Pages Adding and Deleting a Page • Pasting from Text File • Adding and Managing Media • Customizing the Dashboard's Appearance 	1Month
SEO Ultimate	<ul style="list-style-type: none"> • Installing some important plugins • SEO Ultimate Fast Secure Contact Form • WordPress Backup to dropbox • WP-Polls, WP Survey and Quiz Tool • Subscribe to comments • Share button by lockerzStatpress Visitors • Google XML sitemaps, • Social Login • First Visit Message ✓ Assignment: create a blogging application in WordPress <p>Follow these links</p> <ul style="list-style-type: none"> ✓ https://www.siteground.com/tutorials/wordpress/ ✓ http://www.wpbeginner.com/guides/ 	1Month

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – I

WEBSITE DESIGNING USING PHOTOSHOP

Topic	Notes/Strategies/ Resources	Time
Introduction to Photoshop	<p>Students will Learn Interfacing of Photoshop and</p> <ul style="list-style-type: none">• Information on Digital Images• Creating New Images• Scanning New images• Size and Resolution• Managing Workspace• Using Tools: Toolbox & Options, Screen Modes, Cut , Copy & Paste• Working with selections and Color modes	15 Days
Working with Layers	<ul style="list-style-type: none">• Students will learn how to use• Layer Panel : Creating, Deleting & Hiding Layers• Clip Masking• Group and Ungroup Objects• Use of Blending Modes• Adjustments and Transforming Layers• Color correction• Retouching Images, Clone Sources	10 days
Use of Tools in Photoshop	<ul style="list-style-type: none">• Students will gain knowledge about various types of tools present in Photoshop as well as knowledge using• Brushes• Strokes• Work Path• Painting Tools• Channels	10 days
Working with Filters and Working with Text and Extensions	<ul style="list-style-type: none">• Students will learn working of the following:• Applying Filters, Liquefy• Vanishing Point, Filter Gallery• Type Tools, Text with Path, Adjusting & converting Text• Students will Create Web Advertisement as well as banners• Web Templates, working with Slicing.• Web Buttons	5 days
Practice Session Practical Assignments		30 Days

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – III

ENVIRONMENTAL STUDIES

Topic	Notes/Strategies/ Resources	Time
The Multidisciplinary Nature of Environmental Studies	<ul style="list-style-type: none">• Students will learn about Definition, scope & its importance.• Need for public awareness ✓ Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.✓ Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad	2 Days
Natural Resources:	<ul style="list-style-type: none">• Students will learn about Natural resources and associated problemsa) Forest Resources: Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.b) Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.d) Food Resources: World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.e) Energy Resources: Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.f) Land Resources: Land as a resource, land degradation, soil erosion and desertification.• Role of an individual in conservation of natural resources.• Equitable use of resources for sustainable lifestyles. ✓ Agarwal, K. C. 2001. Environmental	15 Days

	<p>Biology, Nidhi Publications Ltd. Bikaner.</p> <ul style="list-style-type: none"> ✓ Down to Earth, Centre for Science and Environment, New Delhi ✓ Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut. 	
Ecosystem	<ul style="list-style-type: none"> • Students will learn about Concept of an ecosystem. • Structure and function of an ecosystem. <ul style="list-style-type: none"> • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction Types characteristic features structure and function of the following ecosystems: <ol style="list-style-type: none"> a. Forest ecosystem b. Grassland ecosystem Bachelor of Computer Applications c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) <ul style="list-style-type: none"> ✓ Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub. ✓ Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi. 	10 Days
Social Issues and Environment	<ul style="list-style-type: none"> • Students will learn about From unsustainable to sustainable development. • Urban problems related to energy. • Water conservation, rain water harvesting, watershed management. • Resettlement and rehabilitation of people; its problems and concerns. Case studies. • Environmental ethics: Issues and possible solutions. • Climate change, global warning, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. 	15 Days

	<ul style="list-style-type: none"> • Wasteland reclamation. • Consumerism and waste products. • Environmental Protection Act: –Air (prevention and Control of Pollution) Act. –Water (prevention and Control of Pollution) Act. –Wildlife Protection Act. –Forest Conservation Act. • Issues involved in enforcement of environmental legislation. • Public awareness. <ul style="list-style-type: none"> ✓ Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi. ✓ Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co 	
National Service Scheme	<ul style="list-style-type: none"> • Students will gain knowledge about Introduction and Basic Concepts of NSS: History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc Organizational structure roles and responsibilities of various NSS functionaries. • Health, Hygiene & Sanitation: Definition needs and scope of health education Food and Nutrition Safe drinking water water borne diseases and sanitation (Swachh Bharat Abhiyan) National Health Programme Reproductive health <ul style="list-style-type: none"> ✓ Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi. ✓ Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co. ✓ Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut. 	10 Days

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – V

FUNDAMENTALS OF ENTREPRENEURSHIP

Topic	Notes/Strategies/Resources	Time
Concept of Entrepreneurship	<ul style="list-style-type: none"> • After going through the topic the students will be able to understand the meaning nature and characteristics of entrepreneurs 	15days
Definition, meaning, nature, Characteristics of entrepreneurship	<ul style="list-style-type: none"> • Chater1-concept of entrepreneurship • Chapter2-the entrepreneurship 	
conclusion	<ul style="list-style-type: none"> • Elaborated discussion on entrepreneurs 	
Emergence of entrepreneurial class including Women Entrepreneurship Socio economic environment and the entrepreneur	<ul style="list-style-type: none"> • Chapter3-women entrepreneurs • Chapter6-socio environment and entrepreneur 	15days
Theories of entrepreneurship	<ul style="list-style-type: none"> • Chapter5-theories of entrepreneurship 	
Conclusion	<ul style="list-style-type: none"> • Elaborated discussion on actual examples women entrepreneurs 	
Different types of ownership	<ul style="list-style-type: none"> • Concept of joint stock company • Public company • Private company • Government company • Partnership company • Hindu undivided company • Chapter7 	10 days
Entrepreneurship leadership Risk taking, decision making ,innovation and entrepreneurship Entrepreneurship and motivation	<ul style="list-style-type: none"> • Chapter8-leadership • Chater9-risk taking • Chapter10-decision making • Chapter11-bussiness panning • Chapter12-innovation and entrepreneurship • Chapter14-entrepreneurial motivation 	20days
Entrepreneurial development programs	<ul style="list-style-type: none"> • Their relevance and achievements • Steps taken by government • Role of government in organizing such programs • Critical evaluation of such pans 	15days

LESSON PLAN B.VOC(E-COMMERCE) SEMESTER – V

CONCEPTS OF SOCIAL MEDIA MARKETING

Topic	Notes/Strategies/ Resources	Time
Digital Marketing	<ul style="list-style-type: none">• Students will Learn About meaning and concept of Digital Marketing• Differentiate between Digital Marketing & Traditional Marketing• Types of Digital Marketing• Characteristics of Digital Marketing• Opportunity of Digital Marketing• Implications of Digital Marketing• Strategies in Digital Marketing	10 Days
E-mail Marketing	<ul style="list-style-type: none">• Introduction to Email Marketing• Types of Email Marketing• How Email Marketing Work• Sending Email	3 days
SMO (Search Media Optimization)	<ul style="list-style-type: none">• Students will be acquainted with Social Media• Types of Social Media Networks• Definition of Social Media Optimization• How Social Media is affecting Google Search• How to choose right Social Media• Integrating social media into your website and blog	10 Days
Facebook Marketing	<ul style="list-style-type: none">• Students will gain more knowledge about Facebook• Facebook Pages• Facebook Profile• Facebook Groups• Facebook Places• Differentiate between Profiles, Groups, Places and Pages	5 Days
Facebook Pages	<ul style="list-style-type: none">• Creating Facebook Pages• Managing• Retention of Facebook Pages• Do's & Don'ts	2Days
Facebook Apps	<ul style="list-style-type: none">• Students will be acquainted with Facebook Apps• Facebook Connect• Latest Trends• Sponsored Stories• Measuring and Monitoring• Advantages & Challenges	1 Week
Twitter Marketing	<ul style="list-style-type: none">• Students will learn about social media network i.e. Twitter• Twitter Demographics	10 Days

	<ul style="list-style-type: none"> • Use for Reputation, Sales, Promotion • Who to Follow • Tweeting • Search Tweets and Users • Measuring Influence • Tracking Codes • How to Shorten and Measure URLs 	
Google + Marketing	<ul style="list-style-type: none"> • Students will gain knowledge about Google plus and its features • Tools & Techniques • Creating Profiles & Pages • Integrating with your site • Google+ circles, Hangouts & Streams • Google plus for Businesses • Photo Sharing Social Network: Picasa • Video Sharing Social Network: Youtube 	10 Days
Google Webmaster Tool	<ul style="list-style-type: none"> • Students will learn about the basic concept of Webmaster tools • Refine Personal & Site Settings • Manage, Monitor & Maintain your site • Use reports and Features • Remove content from Google • Search Traffic & Search Appearance • Google Index & Crawl • HTML Improvements • Sitemaps • Crawl Rates & Crawl Errors • Blocked URLs and Fetch as Google • Add and Verify site to Webmaster tool 	20 Days
Google Analytics	<ul style="list-style-type: none"> • Students will Learn About basics of Google Analytics and understand Google analytics account structure • Setting Google analytics account • Adding analytics code in website • Understanding Goals & Conversions • Setting up goals • Types of goals • Bounce & Bounce rate • Difference between exit rate & bounce rate • Reducing bounce rate • Filters & Segments • Setting Filters & Segments • Monitoring Traffic sources & Traffic behavior 	15 Days

LESSON PLAN B. VOC(E-COMMERCE) SEMESTER-V

PROGRAMMING IN JAVA

Topic	Notes/Strategies/ Resources	Time
Introduction to Java and Object-Oriented Programming	<p>Students will learn about :</p> <ul style="list-style-type: none"> • The Genesis of Java- Buzzwords- Object oriented Concepts- Lexical Issues • Java class Libraries • Introduction to Java and Object-Oriented Programming, Basic UML, Java features,Java class Libraries • Data types and variables- Arrays- Operators - Control Statements: Selection- Iteration and jump Statement. <p>✓ . “Java–The Complete Reference”, Herbert Schildt, Tata MacGraw Hill.</p> <p>✓ “Introduction to Java Programming”, Y. Daniel Mliang, Pearsons Publications.</p>	15 Days
Inheritances,packages, Interfaces	<ul style="list-style-type: none"> • Inheritance Basics - using Super- method Overriding – • Dynamic method dispatch - abstract classes- Using final with Inheritance • Packages – Access Protection – Importing packages – Interfaces. <p>✓ . “Java–The Complete Reference”, Herbert Schildt, Tata MacGraw Hill.</p> <p>✓ “Introduction to Java Programming”, Y. Daniel Mliang, Pearsons Publications.</p>	15 Days
Exception handling	<ul style="list-style-type: none"> • Exception handling fundamentals- Types- Using try, catch, throw, throws and finally <p>✓ . “Java–The Complete Reference”, Herbert Schildt, Tata MacGraw Hill.</p> <p>✓ “Introduction to Java Programming”, Y. Daniel Mliang, Pearsons Publications.</p>	10 Days
Input/Output in Java	<ul style="list-style-type: none"> • I/O Streams: Byte Streams – Character Streams – Reading and Writing Files — Legacy Classes and Interface: Vector, Stack, The Enumeration Interface - Utility classes: String Tokenizer, Date, • Introduction to Event Handling: Event Classes – Event Listener Interfaces. <p>✓ . “Java–The Complete Reference”, Herbert Schildt, Tata MacGraw Hill.</p> <p>✓ “Introduction to Java Programming”, Y. Daniel Mliang, Pearsons Publications.</p>	15 Days
String handling in Java	<ul style="list-style-type: none"> • JAVA CLASSES String handling- Constructors, String syntax, CharacterExtraction, Comparison, String Copy Modifications <p>✓ . “Java–The Complete Reference”, Herbert Schildt, Tata MacGraw Hill.</p> <p>✓ “Introduction to Java Programming”, Y. Daniel Mliang, Pearsons Publications.</p>	7 Days