



Phone: 0294-2470208, 0294-2470799

**FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR**

e-mail id: fms@mlsu.ac.in fms.udaipur@gmail.com

Minutes of meeting for committee of courses in management studies

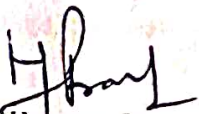
The meeting for Committee of courses in Management studies was held both in online (using Google meet) and offline mode today, on 19/11/2020 at 11:00A.M. at Faculty of Management studies, Mohanlal Sukhadia University. Following members were present in the meeting.

1. Prof. Hanuman Prasad (Chairman & Convener)
2. Prof. Shurveer Bhanawat (External Member)
3. Prof. Shiv Prasad (Joined online)
4. Prof. Uma Shankar (Joined online)
5. Dr. Neha Paliwal (Joined online)
6. Prof. Karunesh Saxena
7. Prof. Anil Kothari
8. Prof. Meera Mathur


The committee unanimously decided the following:

- 1.) The minutes of previous Committee of Courses held on 07/05/2019 was approved.
- 2.) The minor changes in existing MBA & BBA courses run in both FMS & BHM building were approved including changes in nomenclature of MBA E-Commerce to MBA E-Business.
- 3.) As per the courses proposed in RUSA projects following certificate and diploma courses were approved:
 - i) Certificate course in Digital Marketing
 - ii) Diploma course in Digital Marketing
 - iii) Diploma course in Retail Marketing
- 4.) It was decided that the proposal for creation of department under FMS be put in department committee for consideration.

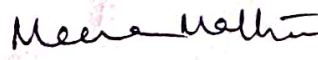
The meeting ended with thanks to the chair.


Prof. Hanuman Prasad
(Chairman & Convener)


Prof. Shurveer Bhanawat
19.11.2020


Prof. Karunesh Saxena
19.11.2020


Prof. Anil Kothari


Prof. Meera Mathur

Dr. Neha Paliwal





FACULTY OF MANAGEMENT STUDIES

Mohanlal Sukhadia University - Udaipur

Certification Program

With effect from session 2020-21

Objective

The department offers Certification Program in skill and practical based areas of Digital Marketing in Digital Marketing Career Hub Lab. The main objective of introducing these short-term certification programs is latest digital technologies required in preparing professional for E-Commerce industry in Lab; the lab is classified as a “Career Hub” lab. So that professionals will be capable to start his/her business in such areas or in future endeavors of job opportunities. Various subjects offered in certification course by the department are given in table-1.

Table 1: Certification Program

SR #	Subject Paper Code	Paper Title	Credit	Mode of Examination	Maximum Marks
1	FMS/DMC101	. Functional Management	5	Internal	50
				External	50
2	FMS/DMC102	Computer Skills and Internet Proficiency	5	Internal	50
				External	50
3	FMS/DMC103	Website Planning and Designing	5	Internal	50
				External	50
4	FMS/DMC104	Social media and search marketing	5	Internal	50
				External	50
5	FMS/DMC105	Practical Project	10	Report	140
				Viva	60



FACULTY OF MANAGEMENT STUDIES

Syllabus

SR #	Subject Paper Code	Paper Title	Credit	Mode of Examination	Maximum Marks
1	FMS/DMD101	English and Communication	6	Internal	50
				External	50
2	FMS/DMD102	Functional Management	6	Internal	50
				External	50
3	FMS/DMD103	Computer Skills and Internet Proficiency	6	Internal	50
				External	50
4	FMS/DMD104	Website Planning and Designing	6	Internal	50
				External	50
5	FMS/DMD105	Social media and search marketing	6	Internal	50
				External	50
6	FMS/DMD106	Email Marketing & Affiliate Marketing	6	Internal	50
				External	50
7	FMS/DMD107	Content Creation and Management	6	Internal	50
				External	50
8	FMS/DMD108	Practical Project	18	Report	200
				Viva	100

Detailed Course Content:

Paper Code- FMS/DMD101

Paper – English and Communication

- Basics of Communication, Types and modes of communication, Effective Communication and communication process, Barriers of Communication, Written and spoken communication.
- Articles, Noun, Pronoun, Verbs, Adverbs, Adjectives, Tenses, Active and Passive Voice, Prepositions and Conjunctions, Subject Verb Predicate and Idioms and Phrases.
- Reading and Comprehension, Essay, Technical and Creative writing, E writing: Emails, Letters and Reports.

Paper Code- FMS/DMD102

Paper – Functional Management

- **Management:** Basic Concepts of Management, Management Theories, Functions of Management, Management Process, Staffing, Controlling, Decision Making Process, Organizational Behavior, Motivation, Leadership, Personality, Conflict, Perception, Group Dynamics.
- **Marketing Management:** Nature and scope of marketing, Understanding consumer and

Industrial markets. 7'Ps of Marketing, Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle. New product development, branding and packaging decisions, Pricing methods and strategies. Promotion decisions promotion mix, Channel management, Customer Relationship Management (CRM).

● **Additional Management:**

- Financial Management: Meaning, objectives, financial institutions and functions.
- HR Management: Concepts and Perspectives on Human Resource Management;
- Strategic Management: Nature and Scope of Strategic Management.
- Accounting: Meaning and Definition of Accounting, Parties or Users interested in Accounting, Business Communication Process.

Paper Code- FMS/DMD103

Paper – Computer Skills and Internet Proficiency

- Computer: Characteristics, Components, Generations, Languages, and Applications;
- Operating System: System Software, System Software Types, Operating System and Its Types, Functions and Uses, Linux, Windows and Android as Case Studies
- Introduction to Information & Communication Technology: Information, Communication, Computer Network, Network Components, Types, Channels, and Applications
- Data File Organization, File types, File processing system v/s DBMS; DBMS: Definition, Components and Applications; Data Processing.
- Introduction to Internet, Web components, web site, web applications and Web Platform, Basic Programming language and script; Coding; Encoding; Decoding, Google tools (drive, search engine, documents, maps etc.)

Paper Code- FMS/DMD104

Paper – Website Planning and Designing

- Introduction to Graphic Designing, Graphic designing tools and their applications; Graphic file format conversion, Web planning and Conceptualization.
- Understanding URL & websites, domain names, domain extensions, domain registration process, website hosting process, control panel understanding; Website wireframe and Introduction to Word Press.
- Hypertext Markup Language (HTML) & Tags; Introduction to CSS, CSS Implementation; creating WebPages and hyperlinks; Introduction to Content Management System.

Paper Code- FMS/DMD105

Paper – Social Media and Search Marketing

- Introduction to Digital Marketing; Digital Marketing Trends & Platforms; Types of Digital Marketing; Terms used in Digital Marketing; Digital Advertising.
- Search Engine and its working; Search Engine Optimization (SEO) Concept; On page and Off page SEO; Keyword Ranking; Webmaster Tools; Google AdWords: Introduction; SEO v/s SMM.
- Social media platform and its features, Concept of Top 5 SMM platforms and their

implementation (Facebook Tools (Facebook + WhatsApp + Instagram), Twitter; Pinterest; YouTube) ; SMM and advertising; E-mail Marketing.

Paper Code- FMS/DMD106

Paper – Email Marketing and Affiliated Marketing

- Importance of email marketing email marketing tools email marketing campaigns and strategies introduction to mobile marketing
- Affiliated Marketing principles Tools and techniques campaign building and Management campaign performance analysis ROI analysis and affiliated marketing strategies publishers and publishing network
- Effective content writing content marketing channels wordpress installation and configuration selection of theme and its Optimization uses of widgets

Paper Code- FMS/DMD107

Paper – Content Creation and Management

- Content description, types of contents, strategies and content writing, Blogging, Different blog platforms and their features.
- Building Content creation framework, WordPress introduction and installation, Theme Selection and customization, blogs and widget implementation.
- Measuring and analyzing content, Building content strategy for SEO and Social Media.

Paper Code- FMS/DMD108

Paper – Practical Project

- Project/Internship based on 12 weeks learning of Digital Marketing or related concepts, Report and Viva Voce.