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

1. Eligibility

A candidate passing Senior Secondary Examination (10+2) from Board of Secondary Education or equivalent shall be eligible for the admission.

2. Credit

One credit shall equivalent of 15 periods of 60 minutes each, for theory, workshop/labs, assignments and tutorials.

3. Attendance

A candidate shall be required to attend minimum 75% of the classes held in each paper including tutorial and practical, if any. A candidate failing to satisfy the above-mentioned requirement of attendance shall be detained from appearing at the main and internal examination.

4. Medium

Medium of instruction and examination shall be English.

5. Duration

The certification program shall be available with durations of 6 months. A candidate has to complete 450 hours (15 hours * 30 credits) in order to qualify certification program. It comprises classroom teaching, tutorials, assignments and hands on practice, workshop, seminar etc.

A. Option-1

Course Duration – 450 hours (6 Months)

Classes shall be held for 4 hrs. on Friday and Saturday, & 8 Hours on Sunday.

B. Option-2

Course Duration – 450 hours (6 Months)

Classes shall be held for 5 days in a week & for 3 Hrs. per day.

6. Admission

Admission for the certification program shall remain open round the year. Minimum 20 students shall be required to start a batch. Batches shall be reviewed on interval of every six months.

7. **Fee**

   Registration fee for the program shall be ₹5000 (excluding Examination fee, to be charged as per university rules)

8. **Scheme of Examination**

   The examination shall be of 100 marks for each paper as per scheme detailed below:

A. **Internal Examination Scheme-**

   Out of total 100 marks internal examination shall be conducted for 50 marks. Four internal assessments shall be held at interval of completion of 50 Hrs of classroom teaching. First three internals shall be based on multiple choice questions pattern. Last internal assessment shall be conducted on practical basis. Each internal shall be of 10 marks consisting of 20 questions and practical internal for 20 marks. If any candidate could not attend the internal examination or wants to improvement can appear in special internal examination after depositing a fee of ₹500 per test.

B. **External Examination Scheme-**

   External examination of 50 marks covering entire course for each paper shall be conducted on practical evaluation basis of 2 Hrs duration. It shall consist of 30 marks practical and 20 marks viva voce. Question paper shall consist of 5 questions carrying equal marks. Out of 5 questions, candidate shall be required to attempt any 4 questions.

9. **Grades and Grade Points Letter Grade**

Grades and Grade Points Letter Grade		
Grade	**Grade points**	**Marks**
O (Outstanding)	10	90% to 100%
A+ (Excellent)	9	80% to 90%
A (Very Good)	8	70% to 80%
B (Good)	7	60% to 70%
C (Average)	5	50% to 60%
P (Pass)	4	40% to 50%
F(Fail)	0	Below 40%
AB (Absent)		

10. **Reference List**

The registered candidate shall be provided reference list of study material for the certification program.

Note:

Any student who is pursuing any regular course from any university can also join this but regular class hours should not be clashed.

Detailed Course Content:

Paper Code- FMS/DMC101

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

Paper Code- FMS/DMC102

Paper – Computer Skills and Internet Proficiency

- Introduction to Information & Communication Technology; Computer: Components, Generations, Languages and Applications; Operating System: Types, Functions and Uses.
- Data File Organization, File types, File processing system v/s DBMS, Data Processing, System and Application Software
- Introduction to Computer Network, Internet and Web Platform, Basic Programming language and script; Coding; Encoding; Decoding, Google tools (drive, search engine, documents, maps etc.)

Paper Code- FMS/DMC103

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/DMC104

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/DMC105

Paper – Practical Project

- Project Internship based on 6 months learning of Digital Marketing or related concepts, Report and Viva Voce.