Program Specific Outcomes (PSOs)

After completing this program, students will:

1. **PSO1:** Develop, manage, and optimize digital marketing strategies using SEO, SEM, content marketing, and analytics.

2. **PSO2:** Build and manage functional e-commerce platforms and support digital business operations.

3. **PSO3:** Analyse consumer behaviour online and utilize data-driven marketing tools to increase engagement and conversions.

4. **PSO4:** Execute integrated marketing campaigns through email, social media, mobile, and web-based platforms.

5. **PSO5:** Understand legal, ethical, and cyber security issues related to digital commerce and marketing.

Program Outcomes (POs)

On successful completion of the B.Voc. in E-Commerce & Digital Marketing program, students will be able to:

1. **PO1 – Knowledge Application:** Apply knowledge of management, commerce, IT, and digital marketing to solve real-world business problems.

2. **PO2 – Communication Skills:** Communicate effectively through digital and traditional channels with diverse audiences.

3. **PO3 – Critical Thinking:** Analyse data and trends to make informed decisions in digital and e-commerce environments.

4. **PO4 – Ethics and Sustainability:** Apply ethical principles and sustainable practices in e-commerce and marketing strategies.

5. **PO5 – Modern Tool Usage:** Use appropriate tools and technologies like CMS, SEO tools, analytics platforms, and CRM software.

6. **PO6 – Teamwork and Leadership:** Work effectively as an individual and as part of a team in multidisciplinary settings.

7. **PO7 – Lifelong Learning:** Engage in continuous learning to keep pace with changes in digital platforms and consumer behaviour.

8. **PO8 – Entrepreneurship Development:** Demonstrate entrepreneurial skills and the ability to launch or manage online ventures.

Course Outcomes

1. Computer Fundamentals & Office Automation

- **CO1:** Demonstrate knowledge of computer hardware, software, and OS.

- **CO2:** Create, format, and manage documents in MS Word and Google Docs.

- **CO3:** Develop spreadsheets in MS Excel for data analysis and basic visualizations.

- **CO4:** Build professional presentations using PowerPoint or Google Slides.

2. Principles of Management and Organisational Behaviour

- **CO1:** Understand management functions, planning, organization, staffing, directing, and controlling.

- **CO2:** Apply decision-making and motivational theories to business cases.

- **CO3:** Lead teams by applying organisational behaviour principles.

3. Fundamentals of E-Commerce & Business Communication

- **CO1:** Explain e-commerce models (B2B, B2C, C2C) and digital transaction cycles.

- **CO2:** Compose clear business letters, emails, and memos.

- **CO3:** Make effective oral presentations and conduct negotiations with digital professionalism.

4. Web Design & Development

- **CO1:** Design web pages using HTML5 & CSS3 with responsiveness in mind.

- **CO2:** Add interactivity using JavaScript and basic libraries like jQuery.

- **CO3:** Deploy websites using CMS platforms (WordPress/WooCommerce).

5. Financial Accounting & Taxation

- **CO1:** Prepare journal entries and financial statements for small businesses.

- **CO2:** Analyse company performance using financial ratios.

- **CO3:** Apply provisions of Indian GST and TDS regulations.

6. Database Management Systems

- **CO1:** Model business data using ER diagrams.

- **CO2:** Create and query relational databases using SQL.

- **CO3:** Generate e-commerce reports (inventory, sales) from database queries.

7. Digital Marketing Strategies & Tools

- **CO1:** Plan campaigns using SEO, SEM, email marketing, and social media channels.

- **CO2:** Operate tools like Google Analytics, Keyword Planner, and Mailchimp.

- **CO3:** Measure campaign metrics and produce performance reports.

8. E-Commerce Operations & Logistics

- **CO1:** Map end-to-end e-commerce workflows (procurement to fulfilment).
- **CO2:** Coordinate with logistics partners and manage shipping processes.
- **CO3:** Assess e-commerce KPIs: conversion rates, average order value, returns.

9. Content Creation & Visual Design

- **CO1:** Create multimedia content using Canva, Adobe Spark, or similar tools.
- **CO2:** Apply branding principles in visual and textual content.
- **CO3:** Optimize content for web and social media engagement.

10. Social Media Marketing & Analytics

- **CO1:** Develop campaigns across Facebook, Instagram, LinkedIn, YouTube.
- **CO2:** Use ad managers and understand targeting, budgeting, bidding.
- **CO3:** Monitor insights and KPIs to optimize campaigns.

11. Mobile Commerce & App Management

- **CO1:** Explain mobile commerce frameworks and mobile user behaviour.
- **CO2:** Use platforms like Shopify Mobile or app builders.
- **CO3:** Assess the performance of mobile apps via analytics and user metrics.

12. Cyber Security & Legal Aspects in E-Commerce

- **CO1:** Identify cybersecurity threats and mitigation techniques.
- **CO2:** Implement data protection best practices (SSL, encryption).
- **CO3:** Explain legal aspects: IT Act, consumer rights, e-contracts, privacy.

13. Advanced SEO & Paid Search (SEM)

- **CO1:** Perform keyword research and competitor audit.
- **CO2:** Implement on-page and off-page SEO techniques.
- **CO3:** Set up and manage paid campaigns (Google Ads, Bing Ads) and analyse ROI.

14. CRM, Affiliate & Email Marketing

- **CO1:** Use CRM platforms to track leads and automate follow-ups.
- **CO2:** Plan and manage affiliate programs and partnership channels.
- **CO3:** Segment email lists, design campaigns, and evaluate performance.

15. Emerging Technologies in Digital Commerce

- **CO1:** Explore AI, AR/VR, chatbot, and blockchain applications in e-commerce.
- **CO2:** Prototype a use case like chatbot for customer service or AR for product visualization.

16. Entrepreneurship & Project Management

- **CO1:** Formulate business plans for digital ventures, including market & financial models.
- **CO2:** Use project management tools (Trello, Asana, MS Project) to manage campaigns.
- **CO3:** Deliver group capstone project with clear milestones and quality metrics.

17. Capstone Project in E-Commerce & Digital Marketing

- **CO1:** Identify a real-world e-commerce or digital marketing challenge.
- **CO2:** Apply integrated skills—web, content, SEO, ads—to build & launch a solution.
- **CO3:** Analyse project success via sales, engagement, or traffic metrics and present findings.

18. Industrial Training / Internship

- **CO1:** Apply hands-on tech and marketing skills in an industry setting.
- **CO2:** Gain professional exposure and reflect on learning through a report/presentation.
- **CO3:** Demonstrate workplace competencies, adaptability, and accountability.