



# St. Paul Institute of Professional Studies, Indore



An Autonomous Institute Affiliated to Devi Ahilya Vishwavidyalaya, Indore

Accredited by NAAC with 'A' Grade

Phone No. 0731-2499911, 49661355, 4961356

E-mail: [info@spipsindore.ac.in](mailto:info@spipsindore.ac.in), Website: [www.spipsindore.com](http://www.spipsindore.com)

## PART A- Introduction

Program: Certificate	Class: I Year	Session:2024-25
Course Code	VO-101T	
Course Title	Digital Marketing	
Course Type	Vocational	
Pre-Requisite	Open for All	
Course Learning Outcomes	After the successful completion of the course , the student shall be able to -: <ul style="list-style-type: none"><li>• Understand the Global Digital Marketing , importance of thereof, meaning of Website and levels of Website, Difference between Blog, Portal and amp: website.</li><li>• Understand the Search Engine Optimization (SEO), On page and Off page Optimization and will learn to prepare reports.</li><li>• Learn about SMO(Social Media Marketing) like Facebook, Twitter, Linkdin, Tumblr, Pinterest and other Social Media Services Optimization</li><li>• Understand Paid tools like Google ad words , Display advertising techniques .</li><li>• Learn and apply hands on experience on tools useful to SEO for analysis on website traffic , keyword analysis and learn email marketing and ad designing.</li></ul>	
Expected Job Role / Career opportunities	<ul style="list-style-type: none"><li>• Digital Marketing Manager</li><li>• Search Engine Optimizer</li><li>• Social Media Marketer</li><li>• Content Marketer</li><li>• Content creator for AR-VR(Augmented Reality –Virtual Reality)</li><li>• SEO Specialist for Voice Assistant</li></ul>	
Credit value	2 Theory + 2 Practical	
Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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## PART B- Content of the Course

Total no. of Lectures (in hours per week): - L-2Hr/P-2 Lab Hr

Total Lectures: -30

Unit	Topic	No. of Lectures
I	<b>Introduction to Digital Marketing :</b> Meaning of Digital Marketing , Differences from Traditional Marketing, Return of Investment on Digital Marketing vs. Traditional Marketing ,E-Commerce , Tools used for successful marketing, SWOT analysis of business for Digital Marketing ,Meaning of Blogs, Websites , Portal and their differences , Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation  Keywords : Titles , Meta Tag	07
II	<b>Search Engine Optimization(SEO) :</b> On Page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports , Creating search Campaigns, creating Display Campaigns. <b>Social Media Optimization (SMO) :</b> Introduction to Social Media Marketing, Advanced Facebook Marketing, Word Press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, Social Media Analytical Tools.  Keywords : Google, Word press, FB, LinkedIn, Instagram, Analytics, SMO, Verbal Communication, Non-Verbal Communication , Infra Personal and Interpersonal Communication.	07
III	<b>Search Engine Marketing :</b> Meaning and use of Search Engine Marketing ,Tools used –Pay per Click , Google Adwords, Display Advertising Techniques , Report Generation ,Website Traffic Analysis, Affiliate Marketing and Ad Designing : Google Analytics, Online Reputation Management , Email Marketing , Affiliate Marketing ,Understanding Ad Words Algorithm, Advertisement Designing.  Keywords : PPC, Google Ad Works , Reports, SEM , Google Analytics , Ad Design , Social Media , Affiliate	08
IV	<b>Internet and Webservers :</b> Internet : Features, Advantage and Limitation of Internet, Difference between Internet and WWW <b>Domain Name :</b> Function of Domain Names, Domain Name Syntax, DNS Architecture, Importance of Domain, Registering a Domain Name <b>Webserver :</b> Use of Webserver , Types of Webserver, file Server, Internet File Servers, LAN File Servers, Application and Its Types,	08

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	<p>Internet –Server level devices, Message servers , Proxy Servers and its types, Database Servers, Mail Servers <b>Web Hosting</b> : Types of hosting, Web Hosting Companies, Process to host a website and steps. <b>Website</b> : Planning and Conceptualization of Website , Web Site Design</p>	
	<p style="text-align: center;"><b>Practical</b></p> <ul style="list-style-type: none"><li>• Design SEO to improve page rank of our college</li><li>• Monitor Traffic of your website using Google analytics.</li><li>• Using Search engine submission improves online recognition and visibility of websites.</li><li>• Designing a blog.</li><li>• Use of Cross Linking.</li><li>• On/Off optimization of the Website.</li><li>• Web Development, Audio, Video Production.</li><li>• Digital Content Creation, Product &amp; Sale review analysis</li></ul>	30

## PART C- Learning Resources

### Textbooks/ Reference Books:

1. Digital Marketing, Dr. Arpana Bharani, Ganga Publisher and Distributors
2. Ahuja Vandana Digital Marketing.Oxford University Press(2016) ISBN : 9780199455447
3. SainyRomi , Nargundkar Rajendra Digital Marketing : Cases from INDIA , Notion Press(2018) ISBN 9781644291931, 1644291932

### Suggestive digital platforms web links :

- <https://www.wordstream.com/keywords>
- <https://targetinternet.com/online-digital-marketing-elearning-training-teams/>
- <https://www.digitalmarketing.com/solutions/>
- <http://onlinecourses.swayam2.ac.in>

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Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks VIVA VOCE (Practical): 100 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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PART A: Introduction		
Program: Certificate	Class: I Year	Session: 2024-25
Course Code	VO-102T	
Course Title	Web Designing	
Course Type (Core Course/Elective Generic Elective/ Vocational)	Vocational	
Pre-Requisite (if any)	Open for All	
Course Learning Outcomes (CLO)	<b>After studying this Course, the student will be able to-</b> <ul style="list-style-type: none"><li>• Code a handful of useful HTML &amp; CSS examples</li><li>• Build semantic, HTML &amp; CSS web page</li><li>• Write basic scripts</li><li>• Use Names, Objects, and Methods</li><li>• Add Interactivity to a Web Page</li><li>• Create Dynamic Web Pages using Java Script in HTML forms.</li><li>• Enhance students' employability by acquiring specialized knowledge in web designing.</li></ul>	
Expected Job Role/ Career opportunities	<b>Job Role -</b> Web Designer/Front End Developer/ Creative Ad Designer <b>Job Description -</b> Web designers develop functional and appealing web pages, websites, web applications, online advertisements for individuals, businesses and government agencies to establish their online presence. They use knowledge of computer programming and graphic design to create websites that meet client needs. <b>Career Opportunities -</b> Typical employers of web designers are- <ul style="list-style-type: none"><li>• Software companies</li><li>• IT consultancies</li><li>• Specialist web design companies</li><li>• Large corporate organisations</li><li>• Any organisation that uses computer systems</li><li>• Self-employment/freelance work is often possible for individuals with appropriate experience.</li><li>• Vacancies are advertised online, by career services and by recruitment agencies.</li></ul>	
Credit Value	2 Theory + 2 Practical	
Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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**PART B: Content of the Course**

Total No. of Lectures + Practical (in hours per week): **L-2 Hrs. / P-2 Hrs.**

Total No. of Lectures/Practical: **L-30 Hrs. / P-30 Hrs.**

Module	Topics	No. of Hours
I	<p><b>Introduction to Internet-</b> World Wide Web, Internet Addressing, Browser, URL, Web server, website, homepage, Domain Name. Basic concepts.</p> <p><b>Softwares for Web Designing</b> - Notepad/Notepad++, Dreamweaver, Blue Griffon, Net beans, Sea Monkey, Word press, Sublime.</p> <p><b>Introduction to HTML:</b> HTML Tags and Attributes, HTML Basic Tags, Formatting Tags, HTML Color Coding, Div and Span Tags for Grouping.</p> <p><b>Lists:</b> Unordered Lists, Ordered Lists, Definition list. <b>Images:</b> Image and Image Mapping.</p> <p><b>Hyperlink:</b> URL-Uniform Resource Locator, URL Encoding. Table: &lt;table&gt;, &lt;th&gt;, &lt;tr&gt; &lt;td&gt;, &lt;caption&gt;, &lt;thead&gt;, &lt;tbody&gt;, &lt;tfoot&gt;, &lt;colgroup&gt;, &lt;col&gt;.</p> <p><b>Attributes Using Iframe as the Target</b></p> <p><b>Form:</b> &lt;input&gt;, &lt;textarea&gt;, &lt;button&gt;, &lt;select&gt;, &lt;label&gt;</p> <p><b>Headers:</b> Title, Base, Link, Styles, Script</p> <p>HTML Meta Tag, XHTML, HTML Deprecated Tags &amp; Attributes</p>	8
II	<p><b>CSS:</b> Introduction, Features and benefits of CSS, CSS Syntax, External Style Sheet using &lt;link&gt;, Multiple Style Sheets, Value Lengths and Percentages.</p> <p><b>Selectors:</b> ID Selectors, Class Selectors, Grouping Selectors, Universal Selector, Descendant/Child Selectors, Attribute Selectors, CSS-Pseudo Classes.</p> <p><b>Color Background Cursor:</b> background-image, background-repeat, background- position, CSS Cursor</p> <p><b>Text Fonts:</b> color, background-color, text-decoration, text-align, vertical-align, text-indent, text-transform, white-space, letter-spacing, word-spacing, line-height, font-family, font-size, font-style, font-variant, font-weight.</p> <p><b>Lists Tables:</b> list-style-type, list-style-position, list-style-image, list-style, CSS Tables (border, width &amp; height, text-align, vertical-align, padding, color)</p> <p><b>Box Model:</b> Borders &amp; Outline, Margin &amp; Padding, Height and width, CSS Dimensions.</p> <p><b>Display Positioning:</b> CSS Visibility, CSS Display, CSS Scrollbars, CSS Positioning (Static Positioning, Fixed Positioning, Relative Positioning, Absolute Positioning), CSS Layers with Z-Index.</p> <p><b>Floats:</b> The float Property, The clear Property, The clearfix Hack.</p>	7



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III	<b>The JavaScript:</b> Nature of JavaScript, Script Writing Basics, Enhancing HTML Documents with JavaScript, The Building Blocks. Introduction to JavaScript, JavaScript Engines, Values, Variables and Operators, Variable Mutation, Basic Operators, Operator Precedence, JavaScript Types, Types Definition, Types in JavaScript, Objects, Type Conversion and Coercion, Static vs Dynamic Type Checking. <b>JavaScript Conditionals:</b> Introduction to Conditionals, Conditionals in JavaScript, Ternary Operators and Conditionals. Conditional Ladder & Switch statement.	8
IV	<b>JavaScript Arrays:</b> Introduction to Arrays, Declaring and Mutating Arrays, Array Methods and Properties, Replication with Array Methods, Multi-dimensional Arrays. <b>JavaScript Loops:</b> Introduction to Loops, Loops in JavaScript, While and Do/While Loops, For Loops, Break and Continue in Loops, Iterating Arrays, Iterating Objects. <b>JavaScript Functions:</b> Introduction to Functions, Functions in JavaScript, Nested Functions in JavaScript, Arrow Functions in JavaScript, Function as an Argument, Function as the Returned Object, <b>JavaScript Scope:</b> Scope Introduction, Scope in JavaScript, Lexical Scope, Module Scope. Method of Adding Interactivity to a Web Page, Creating Dynamic Web Pages; Concept of JavaScripting the Forms. JavaScripting the Forms, Basic Script Construction, Talking to the Form Objects, Organizing the Objects and Scripts, Field-Level Validation, Check Required Fields like Validating Zip Code, Automated Formatting, Format Phone, Format Money, Automatic Calculation, Calculate Expiration Date, Calculate Amount etc.	7

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**Practical**

**15 Hrs**

1. Design a home page which displays information about your college department using headings, HTML entities and paragraphs.
2. Implement different type of list tags in the college department homepage.
3. Create a webpage for any clinic using marquee and HTML formatting tags.
4. Create 3 Hyperlinks in home page connecting it to 3 different pages.
5. Create 3 hyperlinks in a page, which jumps to 3 different headings on same page.
6. Insert image(s) and iframe in a webpage.
7. Design a page with image of block diagram of computer, mapping each component as area with specific co-ordinates which when clicked may give their detail.
8. Create a web page having two frames, Frame 1 containing links and another with contents of the link. When link is clicked appropriate contents should be displayed on Frame 2.
9. Design a timetable and display it in tabular format.
10. Demonstrate difference between "get" and "post" method of form tag in a form with name and password text fields.
11. Design an admission form for any course in your college with text, password fields, drop-down list, check-boxes, radio buttons, submit and reset button etc.
12. Create a website for online book store with Home, Login, Catalogue, Registration page with links to all these pages in a menu on top of every page. Embed heading, paragraph, images, video, if name, form controls, table, list in this website.
13. Write a CSS style specification rule that would make all unordered lists (<ul> tags) have square bullets and a purple background.
14. Create a HTML form with the use of cascading style sheets.
15. Design a web page of your Home town with a attractive background color, text color, an image, font face by using Inline CSS formatting.
16. Create a catalog for an online shopping company that sells music records using style sheets.
17. Create a sample code to illustrate the Inline style sheet for your web page.
18. Create a sample code to illustrate the External style sheet for your web page
19. Design a web page by using different CSS border styles.
20. Demonstrate the use of CSS Box Model.
21. Change the color of all elements with the class "color text" to "Blue".
22. Set different margins for all four sides of a paragraph.

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**Practical**

**15 Hrs**

1. Write a JavaScript program to display the current day and time .
2. Write a JavaScript program to remove a character at the specified position of a given string and return the new string.
3. Write a JavaScript program to get the current date.
4. Write a JavaScript program to find the area of a triangle.
5. Write a JavaScript program to determine whether a given year is a leap year.
6. Write a JavaScript program to calculate multiplication and division of two numbers.
7. Write a JavaScript program to convert temperatures to and from Celsius, Fahrenheit.
8. Write a JavaScript program to check whether a given positive number is a multiple of 3.
9. Write a JavaScript program to change the case of a string.(i.e upper case to lower case and vice-versa).
10. Write a JavaScript program to compute the sum of elements of given array of integers.
11. Develop and demonstrate a HTML file that includes JavaScript script for taking a number n as input using prompt and display first n Fibonacci numbers in a paragraph.
12. Develop and demonstrate a HTML file that includes JavaScript script for taking full name in a text field and display first, middle, last name in 3 different labels. Middle and last name may be optional, thus message like "NA" should be displayed in corresponding labels. If input contains 2 words, then they should be considered as first and last name.
13. Develop and demonstrate a HTML file that includes JavaScript script for switching an image source for a image on click of "change" and "original" button.
14. Design HTML form for keeping student record, apply JavaScript validation in it for restriction of mandatory fields, numeric field, email-address field, specific value in a field etc.
15. Write a JavaScript code that displays text "Bigger Text" with increasing font size in the interval of 10ms in red color, when the font size reaches 50pt it displays "Smaller Text" in green color. Then the font size should decrease to 5pt and then stop.

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### PART C: Learning Resources

Textbooks, Reference Books, Other Resources

#### 1. Suggested Readings:

- Jon Duckett, HTML And CSS: Design And Build Websites, Wiley
- Jon Duckett, JavaScript And JQuery: Interactive Front-End Web Development, Wiley
- Jennifer Niederst Robbins, Learning Web Design: A Beginner's Guide To HTML, CSS, JavaScript, And Web Graphics, O'reilly
- Steven M. Schafer, Html, XHTML, And CSS Bible, Wiley
- Felke-Morris, Basics Of Web Design: Html5 & Css3, 5th Edition, Pearson Education, 2019.
- Felke-Morris, Web Development & Design Foundations With Html5, 10th Edition, Addison- Wesley, 2020.
- Ian Pouncey, Richard York, Beginning CSS: Cascading Style Sheets For Web Design, Wiley India.
- Thomas A Powell, The Complete Reference To Html
- Lee Anne Philips, Using Html, PHI
- C. Xavier, World Wide Web Design With Html,
- Xavier C, Web Technology And Design, New Age International
- Laura Lemay, Mastering Html, CSS & JavaScript Web Publishing
- Dt Editorial Services, Html 5 Black Book - Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and JQuery, DreamTech Press Publication

#### 2. Suggestive digital platform web links:

- <https://www.w3schools.com/>
- <https://spoken-tutorial.org/>
- <https://www.doc-developpement-durable.org/file/Projets-informatiques/cours-&-manuels-informatiques/html-xml-ccs/Sams%20Teach%20Yourself%20HTML,%20CSS.%20and%20JavaScript%20All%20in%200ne.pdf> (PDF: 608 pages)
- <http://www.nematrian.com/Pages/HTMLCSSJSCombined.pdf> (PDF: 514 pages)
- [https://www.daoudisamir.com/references/vs\\_ebooks/html5\\_css3.pdf](https://www.daoudisamir.com/references/vs_ebooks/html5_css3.pdf) (PDF: 681 pages)

#### 3. Suggested equivalent online courses:

- <https://nptel.ac.in/courses/106/105/106105084/> (NPTEL Course: Internet Technology - Part of the Course)
- [https://onlinecourses.swayam2.ac.in/aic20\\_sp11/preview](https://onlinecourses.swayam2.ac.in/aic20_sp11/preview) (HTML and CSS)
- <https://www.coursera.org/learn/html-css-javascript-for-web-developers#syllabus> (HTML, CSS, and JavaScript for Web Developers)
- <https://www.classcentral.com/course/html-css-javascript-for-web-developers-4270> (HTML, CSS, and JavaScript for Web Developers)
- <https://www.classcentral.com/course/duke-programming-web-4256>
- <https://www.coursera.org/learn/duke-programming-web> (Programming Foundations with JavaScript, HTML and CSS)

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Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks VIVA VOCE (Practical): 100 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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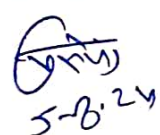

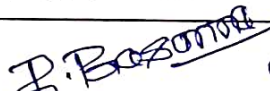

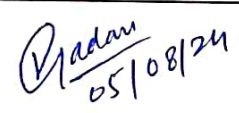



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PART-A: Introduction		
Program: Certificate	Class: I Year	Session: 2024-2025
Course Code	VO-103T	
Course Title	PERSONALITY DEVELOPMENT	
Course Type	Vocational	
Pre-requisite (if any)	Open for all	
Course Learning outcomes (CLO)	After studying this course, the Student will be able to <ul style="list-style-type: none"> <li>To cultivate skills for successful life and learn to handle failures</li> <li>To learn the process of goal setting and SWOT analysis</li> <li>To understand the importance of time and stress management</li> <li>To develop core skills for employability</li> <li>To develop effective communication skills</li> <li>To realize the role of technology in personality development</li> <li>Enhance students' employability by cultivating their personality development.</li> </ul>	
Expected Job Role / career opportunities	<ul style="list-style-type: none"> <li>Growth and value addition in the respective job profiles</li> </ul>	
Credit Value	2 Theory + 2 Practical	
Total Marks	Max marks: 30 + 70 = 100      Minimum Passing Marks 35	

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**PART B- CONTENT OF THE COURSE**

Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr

Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs

Unit	Topics	No. of Lecture
I	Personality, Success, and Facing Failures Concept of Personality. What is success? - Hurdles in achieving success, Factors responsible for success, developing effective habits. What is failure? - Factors affecting failures, learning from failures, overcoming failures, power of faith, practicing faith, SWOT analysis and Goal-Setting (Specific, Measurable, Achievable, Realistic, Time-bound- SMART goals)	8
II	Time and Stress Management and Employability Quotient Time as a Resource, Identifying Time Wasters, Techniques for better Time Management, Introduction to Stress, Causes and Effects of Stress, Managing Stress Resume building, The art of participating in Group Discussion, Interview- Frequently Asked Questions, Mock Interview Sessions	8
III	Communication Skills and Digital Etiquettes Communication Skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals in presentations, social etiquettes	7
IV	Use of Information & Communication Technology (ICT) in day-to-day management, Effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications.	7
<b>Practical</b>		
	1. SWOT analysis 2. Goal-Setting (SMART goals) 3. Time Management 4. Resume writing and mock interview sessions 5. Communication skills 6. E-mail writing	30
<b>Project/ Field trip</b>		
	1. Submit a report based on your learning from the life of any one successful personality. 2. Visit to personality development training institute and submit its report.	

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10/6/24

*G. M. J.*  
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**Part C- Learning Resources**

**Suggested Readings:**

1. Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) Tata McGraw-Hill, New Delhi.
2. Covey, Stephen. (1989). The 7 Habits of Highly Effective People. NY: Free Press
3. Hindle, Tim (2003). Reducing Stress. Essential Manager series. Dk Publishing. Lucas, Stephen (2001). Art of Public Speaking. Tata - Mc-Graw Hill, New Delhi.
4. Petes S. J., Francis (2011). Soft Skills and Professional Communication. Tata McGraw- Hill Education, New Smith, B. (2004). Body Language. Rohan Book Company, Delhi.

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods**

Maximum Marks: 100 Theory and 100 Practical

Continuous Comprehensive Evaluation (CCE): 30 marks

University Exam (UE) :70 marks

VIVA VOCE (Practical): 100 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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PART-A: Introduction	
Program: Certificate	Class: I Year Session: 2024-2025
Course Code	VO-104T
Course Title	Retail Management
Course Type	Vocational
Pre-requisite	Open for all
Course Learning Outcomes	<p>After the successful completion of the course, the student shall be able to-:</p> <ul style="list-style-type: none"><li>• Understand the Fundamental Concept of Retail Management.</li><li>• Understand the shopper's behaviour</li><li>• Understand the consumer's behaviour</li><li>• Understand merchandise management.</li><li>• Understand visual merchandising.</li><li>• Understand E-Retailing system.</li><li>• Understand E-Payment system.</li><li>• Understand the Recent trends in market and to learn the skills required to become successful in challenging corporate world.</li><li>• Enhance students' employability by acquiring specialized knowledge in retail management.</li></ul>
Credit Value	2 Theory + 2 Practical
Total Marks	Max marks: 30 +70 Minimum Passing Marks 35

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Yake, Pashin, MEK, TME, Jadhav, Deshpande, Jadhav, Deshpande



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## PART B- CONTENT OF THE COURSE

Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr		
Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs		
Unit	Topic	No. of lectures
1.	<b>Fundamentals of Retail Management</b> Basic concept of Retailing, Types of Retailer, Multi-Channel retaility organised retaility Organised Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy. Consumer behaviours, Determinants of consumer behaviour, Consumer Marketing strategy, Consumer decision making Process, Organisational consumers Behaviour, Post purchase behaviour. Service Retailing- Importance of service retailing and its Challenges. Consumer Behaviour in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation.	8
2.	<b>Merchandise Management</b> Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Pangrams, Window Display.	7
3.	<b>E-Retailing</b> Introduction: The concepts of E-Commerce, E Business and E- Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. E-Commerce applications: Consumer Applications, Organization Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government. E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Web retailing, Process of website development. E-Retailing/reverse Marketing. Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.	8
4.	<b>Retail Management Skills and Trends:</b> Retail Communication Skills, Leadership Skills, Organizational Skills, Sales Skills, Product Knowledge Skills, Problem solving Skills, Hybrid shopping, Consumer Privacy and Data Protection, Focusing on Personalization.	7
<b>Keywords/Tags: Service, E-retailing, Retail Skills, Merchandising</b>		

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Deshpande





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Practical	30
<ul style="list-style-type: none"><li>• Product based Store Layout</li><li>• Product Segmentation</li><li>• Product Mix</li><li>• Window Dressing (display)</li><li>• Analysis of Online Retailing (Product based)</li><li>• Indexing of product based online retailer</li><li>• Payment App Procedure</li><li>• Case studies</li><li>• Practical Sessions by Industry Experts, covering all aspects of Retailing.</li></ul>	
Project/ Field trip: - Visit to Branded Retail Store	

### Part C-Learning Resources

1. Dr. R.K. Sharma/Dr. R.S. Popli, Financial Accounting, Kitab Mahal Pub. Agra
2. Anil, Rajesh & Mariya Financial Accounting Himalya Publication Nagpur
3. Shukla & Grewal, Financial Accounting, S Chanel & Sons New Delhi
4. Maheshwari S.N., An Introduction to Accountancy, Vikas publication, New Delhi.
5. Agrawal Dr. Mahesh, Financial Accounting, Ramprasad and sons, Bhopal
6. S.M. Shukla, Financial Accounting Shahitya Bhawan, Agra.
7. Gupta R.L. and Radhaswamy M, Advance Accounting S Chand & Sons, New Delhi
8. Dr. Ramesh Mangal, Financial Accounting, Satish Printers and Publishers Indore
9. Books published by Madhya Pradesh hindigranth academy
10. Mehta and Brahmhatt, Financial Accounting, Devi AhliyaPrakashan, Indore

### Suggestive digital platforms, web links:

1. <https://www.ddegjust.ac.in/studymaterial/bba/cp-104.pdf>
2. <https://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>
3. <https://deeppanacademy.com/pdf/cma/foundation/fundamentals-of-accounting.pdf>
4. [https://www.academia.edu/38623012/Financial\\_Accounting\\_IFRS\\_Edition\\_2e\\_th](https://www.academia.edu/38623012/Financial_Accounting_IFRS_Edition_2e_th)  
Jerry J Weygandt

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Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical		
Continuous Comprehensive Evaluation (CCE): 30 marks		
University Exam (UE) :70 marks		
VIVA VOCE (Practical): 100 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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**Part A- Introduction**

Programme: Certificate		Class: I Year	Session: 2024-2025
1	Course Code	VO-105T	
2	Course Title	Export/Import Management	
3	Course Type	Vocational	
4	Pre-requisite	Open for all	
5	Course Learning Outcomes	<p>After the successful completion of the course, the student shall be able to-:</p> <ul style="list-style-type: none"><li>• Understand the Import &amp; Export Procedures in India</li><li>• Learn the essential documents for importing and exporting</li><li>• Understand the different types of tariff and non-tariff barriers</li><li>• Understand marine insurance and its uses.</li><li>• Infer the Government's Export Assistance and promotion schemes in India and various policies framed under it</li><li>• Gather the differences between Risk Management, Treatment, Avoidance and Reduction along with Business Continuity Practices.</li><li>• Improve students' employability by acquiring specialized expertise in export-import.</li></ul>	
6	Expected Job Role/ Career Opportunities	Business Opportunities: Manufacturer, Exporter, Merchant Exporter, Manufacturer cum Merchant Exporter, As a consultant Job Opportunities: Shipping and Logistics, International Marketing, Documentation and Legal Banks/ Trade Advisory, Airlines and Cargo.	
7	Credit Value	2 Theory + 2 Practical	
8	Total Marks	Max marks: 30 + 70	Minimum Passing Marks 35

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PART B- CONTENT OF THE COURSE		
Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr		
Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs		
Unit	Topic	No. of lectures
1	<b>International Bodies, Export Import Cycle, IEC Online Application, Types of Transportation, Containers and Packaging, IncoTerms and Payment Terms</b> <ul style="list-style-type: none"><li>• Continents, Opportunities and Myths</li><li>• International and Local Bodies</li><li>• Export - Import Cycle</li><li>• Online IEC Application Types of Transportation, Containers &amp; Packaging</li><li>• Different Type of Delivery Terms and Cost - Risk involved</li><li>• Different Type of Payment Terms and Risk involved</li></ul>	8
2	<b>Product and Market Selection &amp; Research, Verification of Buyers and Exhibition Visits and Identifying Buyers, Communication</b> <ul style="list-style-type: none"><li>• Importance of Selection of Product for Export</li><li>• Importance of Product Selection and Source of Finding New Products</li><li>• Selection of Market for Export</li><li>• Importance of Market Selection and Identifying Potential Market</li><li>• Importance of Trade Fairs and Exhibition for Export Promotion</li><li>• How to find Genuine Buyers</li><li>• Buyers Communication and Verification</li></ul>	8
3	<b>Performa Invoice, LC, Pre and Post Shipment Documentation, GST &amp; Custom Clearance and Documents Practical</b> <ul style="list-style-type: none"><li>• Importance of Proforma Invoice and various aspects</li><li>• Full LC Clauses</li><li>• Pre and Post Shipment Documents and understanding its need</li><li>• GST and Custom Procedures</li><li>• How to fill Pre &amp; Post Shipment Documents - Practical</li></ul>	7
4	<b>Import Procedures and Documents, Risk Management &amp; Government Benefits</b> <ul style="list-style-type: none"><li>• Import Documentation and Procedure</li><li>• ECGC, Insurance, EEFC and Forward Contract</li><li>• Export Incentives</li></ul> <b>Recent trends in Export and Import in India</b>	7

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<b>Practical</b>	<ul style="list-style-type: none"> <li>• Preparing Quotation</li> <li>• Finding Buyers and Gathering Data</li> <li>• Discussion on Product Portfolio</li> <li>• B2B Listing</li> <li>• Online Marketing</li> <li>• Social Media Marketing</li> <li>• Buyers verification</li> <li>• Buyers calling</li> <li>• Practical Sessions by Industry Experts, covering all aspects of Import and Export</li> </ul>	30
<b>Project/ Field trip</b>	Visit to Import /Export unit	

### Part C-Learning Resources

#### Text Books, Reference Books, Other resources

##### Suggested Readings:

1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi.
5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.
6. A.K. Singh & Disha Madan, Import-Export Portfolio (Policy, Procedures & Documentation), Nakoda Publishers & Printers, Indore
7. P.K. Khurana, Export Management, Galgotia Publishing Company, New Delhi

##### Suggested equivalent online courses:

<https://nptel.ac.in/content/storage2/courses/110105031/prpdf/Module-31%20pdf..pdf>

<https://onlinecourses.nptel.ac.in/noc20 mg54/preview>

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Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical		
Continuous Comprehensive Evaluation (CCE): 30 marks		
University Exam (UE) :70 marks		
VIVA VOCE (Practical): 100 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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PART-A: Introduction		
Program: Certificate	Class: I Year	Session: 2024-2025
Course Code	VO-106T	
Course Title	E-Accounting and Taxation with GST	
Course Type	Vocational	
Pre-requisite (if any)	Open For All	
Course Learning Outcomes (CLO)	After the successful completion of the course the student shall be able to: <ol style="list-style-type: none"><li>1. Know the concept of E-Accounting.</li><li>2. Obtain of theoretical and practical knowledge of Income Tax Act.</li><li>3. Achieve Information relating Computation of Taxable Income and Tax Liability.</li><li>4. Know of historical background and implementation of GST Act.</li><li>5. Know of Concept of supply and Information of Input Tax Credit.</li><li>6. Enhance the employability of students by developing specialized skills in E-Accounting and Taxation with GST.</li></ol>	
Expected Job Role / career opportunities	<ol style="list-style-type: none"><li>1. Income Tax Consultant</li><li>2. Taxation Research Analyst</li><li>3. GST Consultant</li><li>4. GST Compliance Practice</li></ol>	
Credit Value	2 Theory + 2 Practical	
Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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Gaker, Sachin, M. Medhansi, M. J. J., M. G. G., Deshpande



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PART B- CONTENT OF THE COURSE		
Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Lab Hr		
Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs		
Module	Topic	No. of Hours
I	<b>Introduction to E-Accounting</b> 1. Concept of Business and Profession, Types of Accounts, Rule Accounts 2. Converting the business transaction into Journal according to the Golden Accounting Rules 3. Concept of Ledger, Trial Balance, and Final Accounting	6
II	<b>Income Tax</b> 1. Introduction of Income Tax, Important, concept and definitions 2. Theoretical knowledge of various heads of Income Tax	6
III	<b>Income Tax Procedural</b> 1. Computation of Taxable Income 2. Procedure of Tax Assessment and Types of Tax Assessment 3. TDS and Tax Refund Procedure	9
IV	<b>Goods and Services Tax</b> 1. Introduction, Important terms. Structure and classification of GST 2. Concept of Input Tax Credit 3. Meaning, Scope, Place and Time of Supply 4. Computation of assessable value under GST	9
	<b>Practical</b>	30
	1. Filing of ITR. 2. Application process of PAN. 3. Procedure of ITR Challan. 4. Payment of TDS. 5. Registration under GST. 6. Submission of GST Return 7. Procedure claim of Input Tax Credit.	

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Gauri 10/6/24  
Madhavi 10/6/24  
Mishra  
Dey





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### PART C – LEARNING RESOURCES

#### Text Books, Reference Books, Other Resources

##### Textbooks:

1. HC Mehrotra & Prof VP Agarwal, 'Income Tax Law & Account' Sahitya Bhawan Publications, Agra.
2. Shripal Sakhlecha, 'Income Tax Law and Account', Satish Printer Indore.
3. HC Mehrotra & Prof VP Agarwal 'GST & Customs Duty' Sahitya Bhawan Publications, Agra.
4. Shripal Sakhlecha, 'Goods & service Tax and customs duty', Satish Printer Indore.
5. Modi, Gupta and Gupta, 'Goods & service Tax and customs duty' SBPD Publications, Agra.

##### Reference Book:

1. Singhania V.K., 'Student Guide to Income Tax', Taxmann Publication, New Delhi.
2. Singhania V.K., 'GST & Customs Law', Taxmann Publication, New Delhi.
3. Bansal K.M., 'GST & Customs Law', Taxmann Publication, New Delhi

##### Suggested equivalent online courses:

1. <https://www.gst.gov.in>
2. <https://www.icmai.in>
3. <https://www.cleartax.in>

### Part D- Assessment and Evaluation

#### Suggested Continuous Evaluation Methods

Maximum Marks: 100 Theory and 100 Practical

Continuous Comprehensive Evaluation (CCE): 30 marks

University Exam (UE) :70 marks

VIVA VOCE (Practical): 100 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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M. D.  
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Part B- Content of the Course		
Total No. of Lectures + Practical (in hours per week): L-2 Hr / P-2 Lab Hr		
Total No. of Lectures/ Practical: L-30hrs/P-30hrs		
Module	Topics	No. of Hours
I	Financial Accounting, Concept of Double Entry System, Golden Rules of Accounting, Preparation of Journals	9
II	Preparation of Ledgers	6
III	Trial Balance	6
IV	Brief Introduction of Trading and Profit & Loss Account and Balance Sheet	9
<b>Practical</b>		
	<b>Tally ERP 9.0</b> 1. Introduction of Tally ERP 9, Info Manu, Creation of a Company, Gateway of Tally, 2. Account information: Ledgers and Groups creation 3. Inventory information: Determination of stock groups, Stock items and stock units 4. Accounting vouchers Entries: Receipt Vouchers, Payment Vouchers, Purchase Vouchers, Sales Vouchers, Contra Vouchers, Journal Vouchers, Debit Note, and Credit Note.	25
	<b>Report:</b> Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory Book, Trading and Profit & Loss Account, Balance Sheet	5
<b>Project - Make a project to record day to day accounting and generate Trading &amp; P&amp;L account and Balance Sheet</b>		

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Part C-Learning Resources	
Text Books, Reference Books, Other resources	
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>• Behera Soumya Ranjan, Learn Tally ERP 9, B K Publications Pvt Ltd</li><li>• Singh Shraddha, Mehranavneet, Tally ERP 9 (Power Of Simplicity), V&amp;S Publisher, Delhi</li><li>• Agrawal Dr. Namrata, Comdex Tally ERP 9 Course Kit, Comdex Publication Delhi.</li><li>• Agrawal Dr. Mahesh Financial Accounting, Ramprasad And Sons, Bhopal.</li></ul>	
<b>Suggestive digital platforms web links</b>	
• <a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
• <a href="https://www.sarkarirush.com/tally">https://www.sarkarirush.com/tally</a>	
• <a href="https://learnmech.com/fundamentals-of-tally-erp-9-tutorial-pdf-free-download/">https://learnmech.com/fundamentals-of-tally-erp-9-tutorial-pdf-free-download/</a>	
• <a href="https://instapdf.in/tally-erp-9/">https://instapdf.in/tally-erp-9/</a>	

Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks VIVA VOCE (Practical): 100 marks		
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E-mail: info@spipsindore.ac.in, Website: [www.spipsindore.com](http://www.spipsindore.com)



Part A Introduction		
Program: Certificate	Class: I Year	Session: 2024-2025
Course Code	VO-108T	
Course Title	Financial Services and Insurance	
Course Type	Vocational	
Pre-requisite (if any)	Open for All	
Course Learning outcomes (CLO)	<b>After studying this Course, the Student will be able to;</b> 1. Understand the functions of Banking and Insurance services. 2. Know about and able to perform various financial services such as Banking, Investment Advisory, Wealth Management, Mutual Funds, Insurance Consultancy, Stock Market, Capital Restructuring, Portfolio Management etc. 3. Enhances knowledge about the legal and regulatory aspects of Banking & Insurance. 4. Aware about the financial derivatives. 5. Develop skills to work in financial and insurance services. 6. Improve students' employability by acquiring specialized expertise in financial services and insurance.	
Expected Job Role / career opportunities	Financial Consultant	
Credit Value	2 Theory + 2 Practical	
Total Marks	Max marks: 30 + 70	Minimum Passing Marks 35

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**PART B- CONTENT OF THE COURSE**

Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr

Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs

Unit	Topic	No. of Hours
I	<b>Overview of Financial Services</b> Meaning, Importance and Scope of financial services, Indian financial system, Brief Study of Financial Institutions — RBI, Commercial and Co- Operative Banks, Non-banking financial institutions, Development Bank, Merchant Bank, Basics of Mutual Funds, Credit Rating, An overview of micro finance.	8
II	<b>Financial Markets</b> Money Market in India: Importance, features and instruments, Measures to strengthen money market in India, Recommendations of the working group on money market. Capital Markets in India: New issue market and stock exchange, Importance of stock exchanges,	8
III	<b>Indian Financial System</b> Role of The Securities and Exchange Board of India (SEBI), Meaning and Classification of Mutual Funds, Operation of the Funds, Net Asset Value, and Regulation of Mutual Funds in India. Financial Instruments: Cash, Derivative, Foreign Exchange, Debt based and Equity based financial instruments.	7
IV	<b>Principles and Practices of Insurance</b> Concept, Principles & Types of Insurance-Life Insurance, Micro Insurance, Annuities, Health Insurance, General Insurance, Motor Insurance, Marine Insurance, Property Insurance and Other Miscellaneous Insurance. The Concept of Risk and Classification of Risks, Insurance Documents, Online Insurance, Process of claim and settlement, Policy Terms and Conditions, Legal and Regulatory Aspects of Insurance(IRDA).	7

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Practical	
(1) Practice online bank account opening, e-banking operations, and UPI transfers/ payments. (2) Prepare the documents of a hypothetical insurance claim. (3) Visit to banks and insurance companies to observe the functioning. (4) Presentation by charts and models about various financial functions. (5) Role plays of an Insurance Agent, Mutual Fund Consultant, Stock Broker, Investment Advisor and Portfolio Manager etc.	30
<b>Project/ Field trip/Project.</b>	

Part C-Learning Resources
Textbooks, Reference Books, Other resources
Suggested Readings: (1) R.K. Mishra, I S Yadav, A. P Kumar, S P Mishra, J. Kiranmai, "Risk Management in Banking, Insurance and Financial Services", 2014, Academic Foundation. (2) R. Gordan & Natarajan, "Future scenario of Financial services", Himalaya Publication (3) Satyadevi, C., Financial Services Banking and Insurance, S.Chand (4) Kunjukunju, Benson, Mohanan,S, "Financial Markets and Financial Services In India",New Century Publication (5) Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan (6) Khan, M. Y. Financial Services. New Delhi: Tata McGraw Hill Education. (2005) (7) Machiraju, H. R. Indian Financial System. New Delhi: Vikas Publishing House (2010). (8) Agarwal, O. P. Banking and Insurance. New Delhi: Himalaya Publishing (2011).
Suggestive digital platforms web links 1 <a href="https://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf">https://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf</a> 2 <a href="https://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf">https://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf</a> 3 <a href="https://nsdcindia.org/sites/default/files/Banking-Financial-Services-Insurance.pdf">https://nsdcindia.org/sites/default/files/Banking-Financial-Services-Insurance.pdf</a> 4 <a href="https://sgplias.org/crs/misc/1F10043.pdf">https://sgplias.org/crs/misc/1F10043.pdf</a> 5 <a href="http://Impcollege.org/downloads/BASICS OF FINANCIAL SERVICES I.pdf">http://Impcollege.org/downloads/BASICS OF FINANCIAL SERVICES I.pdf</a>

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Part D- Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods</b>		
Maximum Marks: 100 Theory and 100 Practical- Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks VIVA VOCE (Practical): 100 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz/Case Studies	30
External Assessment: University Exam Section: 70 Time : 02.00 Hours	Section(A) : Four Very Short Questions	04 x 02 = 08
	Section (B) : Four Short Questions	04 x 08 = 32
	Section (C) : Two Long Questions	02 x 15 = 30 Total 70

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Part A Introduction	
Program: Certificate	Class: I Year <span style="float: right;">Session:2024-25</span>
Course Code	VO-109T
Course Title	SALESMANSHIP
Course Type	Vocational
Pre-requisite (if any)	Open for all
Course Learning outcomes (CLO)	<p><b>After studying this Course, the Student will be able to-</b></p> <ul style="list-style-type: none"><li>• Basic Selling Techniques: Demonstrate effective selling skills</li><li>• Contract and Sales Negotiations: Apply negotiation techniques to selling situations</li><li>• Customer Profiling: Identify and profile the various selling styles.</li><li>• Sales Proposal Writing: Apply the principles of proposal writing.</li><li>• Customer Service Skills: Identify successful techniques for working with customers in business situations.</li><li>• Provides students with the knowledge and skills necessary to enable them to perform adequately in any single functional area of sales management.</li><li>• Helps developing effective selling skills as required in the today's complete industry</li><li>• Enhance students' employability by acquiring specialized knowledge in salesmanship.</li></ul>
Expected Job Role / career opportunities	Sales Development Representative (SDR), inside and outside functions of representative, Sales Manager. Customer Success Manager (CSM), Medical representative, Sales agents, Manufacturer representative.
Credit Value	2 Theory + 2 Practical
Total Marks	Max marks: 30 + 70 <span style="float: right;">Minimum Passing Marks: 35</span>

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Part B- Content of the Course		
Total No. of Lectures + Practical (in hours per week): L-2 Hr / P-2 Hr		
Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs		
Module	Topics	No. of Hours
I	<b>An Overview of Salesmanship:</b> Meaning, scope and objectives, Modern Concept of Salesmanship, Sales organization-Importance, types and basic issues, Skills and Qualities required in salesmanship, Various steps in selling process, Sales budget, Theories of selling, Personal selling.	8
II	<b>Functions of Sales Management:</b> Sales Personnel Planning (Quantitative and qualitative aspects of sales personnel planning process), Recruitment (Source of sales recruits and process of recruiting sales representatives), Selection (Significance of sound selection and procedure)	8
III	Training (Significance, areas, methods of sales training and its evaluation, Placement of sales force), Compensating sales personnel (Requirements of a sound compensation plan, methods and policies regarding reimbursement of sales expenses), Methods for appraising sales personnel's performance.	7
IV	<b>Sales Territories and Quotas:</b> Meaning, objectives, types and factors determining the size of a sales territory and setting sales quotas, Reasons for establishing, revising and assigning sales territories to sales personnel, Administering the quota System. Motivation & Compensation for Salesperson	7
	<b>Practical</b>	
	<ul style="list-style-type: none"><li>Exercises, Case Studies</li><li>Role-playing exercises</li><li>Preparation of sales presentation plan by each student on the basis of selected products to be sold.</li><li>Ascertaining through interview of outdoor Salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon</li><li>Activities for developing sales budget, quotas and territories.</li><li>Types of sales quotas used by Indian managers.</li><li>Difference between Advertising, Personal selling and Sales promotion</li></ul>	30

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Part C-Learning Resources	
Text Books, Reference Books, Other resources	
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>• Salesmanship - Dutta and Gupta C- Himalya publishers Nagpur</li><li>• Personal Selling and Sales .Management-R. Krishnamurty-Himalya publishers Nagpur</li><li>• Salesmanship and Sales Management-Kishore Chand Raut &amp; Promod K Sahu. Vikas Publishing House New Delhi.</li><li>• Advertising and Sales Management-CN Sontakki -Kalyani Publication New Delhi.</li><li>• Marketing Management-Kotler-Pearsons</li><li>• Marketing Management -Rajan saxena</li></ul>	
<b>Suggestive digital platforms web links</b> <ul style="list-style-type: none"><li>• <a href="http://cbseacademic.nic.in">http://cbseacademic.nic.in</a> &gt; Salesmanship</li><li>• <a href="https://www.msuniv.ac.in/Download/Pdf41e368949fa7412">https://www.msuniv.ac.in/Download/Pdf41e368949fa7412</a></li><li>• <a href="https://www.slideshare.net/iftikharChangazilsalesmanship-complete-notes">https://www.slideshare.net/iftikharChangazilsalesmanship-complete-notes</a></li></ul>	

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