



EDUPASS Academy – Value Added Programme 2024 – 25

Commerce & Management Syllabus 2024 – 25 onwards

List of Courses

Total Hours : 45 Hours / 15 Days

Credit : 02

Marks : 100 Marks

Mode : Online / Offline

Category	Code	Name of the course	Page No.
Computer Science	EDUCS01	Python Programming	
Computer Science	EDUCS02	AI & ML	
Computer Science	EDUCS03	Big Data Analytics	
Computer Science	EDUCS04	Cyber Security	
Computer Science	EDUCS05	Fundamentals of Full Stack Development	
Computer Science	EDUCS06	Advanced Full Stack Development	
Computer Science	EDUCS07	Web Designing (HTML & CSS)	
Computer Science	EDUCS08	Web Application Development	
Computer Science	EDUCS09	Mobile Application Development	
Computer Science	EDUCS10	Data Science	
Computer Science	EDUCS11	Robotics	
Computer Science	EDUCS12	Internet of Things	
Computer Science	EDUCS13	R Programming	
Computer Science	EDUCS14	Multimedia & Animation	
Computer Science	EDUCS15	React UI & UX	
Management	EDUMA16	Digital Marketing	
Interdisciplinary	EDUINT17	MAT Lab	
Computer Science	EDUCS18	Database Administration	
Management	EDUMA19	Entrepreneurship Management	
Commerce	EDUCM20	Mobile Commerce	
Management	EDUMA21	Enterprise Resource Planning	
Management	EDUMA22	Retail Marketing	
Management	EDUMA23	Services Marketing	
Management	EDUMA24	Logistics Management	
Management	EDUMA25	Strategic Management	
Management	EDUMA26	Personality Development	

EDUCOM19	Entrepreneurship Management	2 Credits 45 Hours
Course Description		
<p>The course explores the creation and management of businesses. It concentrates on initial strategy, location, financing, staffing, competitor analysis. Students develop a business plan for a start-up business. This course evaluates the necessary qualities and characteristics of the successful entrepreneurial profile.</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. Students will gain the strategic, tactical, and operational roles and functions of management of the entrepreneurial venture 2. Student will understand the proper ethical and legal foundation as applied to entrepreneurship and new business ventures 3. Student will be able to apply their critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures. 4. Student will be able to provide a detailed analysis of competitors and the industry of Corporate Entrepreneurship. 5. Students will be able to identify Individually and in teams, conceptualize, and develop solutions for successful Women Entrepreneurship. 6. Students will be able to acquire a solid understanding of Entrepreneurial activities and their functions. 		
Course Contents		
<p>Module I: Entrepreneurship</p> <ul style="list-style-type: none"> • Definition, Role and expectations – Entrepreneurial styles and types • Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship • Role of Socio-Cultural, Economic and Political Environment — Constraints for the Growth of Entrepreneurial Culture. <p>Module II: Entrepreneurial Motivation Theories</p> <ul style="list-style-type: none"> • Entrepreneurial Competencies – Developing Competencies • Role of Entrepreneur, Development Programs – • Failure, Causes and Preventive Measures • Turnaround Strategies <p>Module III: Identification of Business Opportunity</p>		

- Preparation of Feasibility Report – Financial and Technical Evaluation
- Project Formulation, Common Errors in Project Formulation
- Specimen Project Report – Ownership Structures

Module IV: Corporate Entrepreneurship (Intrapreneurship)

- Concepts – Need – Strategies – Corporate Practices
- Select Cases – Dynamics of Competition
- Plans for Survival and Growth.

Module V: Women Entrepreneurship

- Need – Growth of women Entrepreneurship
- Problems faced by Women Entrepreneurs
- Development of women Entrepreneurship
- Entrepreneurship in various Sectors

Course Outcomes

1. Define the strategic, tactical, and operational roles and functions of management of the entrepreneurial venture
2. Prepare the proper ethical and legal foundation as applied to entrepreneurship and new business ventures
3. Use critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures.
4. Provide a detailed analysis of competitors and the industry of Corporate Entrepreneurship.
5. Individually and in teams identify, conceptualize, and develop solutions for successful Women Entrepreneurship.
6. Present individually and as a group the group project Students will acquire a solid understanding of Entrepreneurial activities and their functions.

EDUCom20	Mobile Commerce	2 Credits 45 Hours
Course Description		
<p>The course aims to provide an understanding of mobile commerce strategies, m-commerce services, technology, infrastructure and applications. The syllabus is divided into 5 units covering topics like m-commerce models, m-commerce services, m-commerce technology, mobile access technology, and mobile payment.</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To provide an overview of basic Concepts of Mobile Commerce. 2. To acquaint with mobile commerce services. 3. To provide knowledge on emerging Mobile Commerce technology. 4. To familiarize with Mobile access technology. 5. To impart knowledge on Mobile payment techniques. 		
Course Contents		
<p>Module I: Introduction to Mobile Commerce</p> <ul style="list-style-type: none"> • Introduction to Mobile Commerce, Meaning-Scope of Mobile Commerce, Principles, Benefits, Limitations • Mobile Commerce Framework, Mobile Commerce Business Models • Comparison of e-Commerce and M-Commerce-Impact of M-Commerce. <p>Module II: Mobile Commerce Services:</p> <ul style="list-style-type: none"> • Types of M-Commerce Services-Location Based Services • Information Services, NIT DoCoMo I-Mode, Mobile Portal. • Applications of Mobile Commerce • Financial Sector, Retail Sector, Tele Communication Sector, Entertainment Sector <p>Module III: Mobile Commerce Technology:</p> <ul style="list-style-type: none"> • Wireless Communication-Wireless Service, Spectrum Allocation, Wireless System. • Satellite Communication-Satellite Application. • Digital Cellular Technology: Cellular Communication • Cellular Networks- Mobile Phone Cellular Network. <p>Module IV: Mobile Access Technology:</p> <ul style="list-style-type: none"> • Mobile Communication Standards. 		

- Evolution of Mobile Communication System
- 1G Systems-2G Systems-3G Systems-4G Systems-LTE Advanced.

Module V: Mobile Payments

- Mobile Payments Characteristics-Models-Type of Mobile Payments.
- Mobile Computing: Applications of Mobile Computing
- Challenges of Mobile Computing-Business Application of Mobile Computing

Course Outcomes

1. Demonstrate an understanding of the foundations and importance of M-commerce on business models and strategy.
2. Identify the applications in Mobile Commerce Services
3. Describe the Technology infrastructure for M-commerce.
4. Familiarize the key features in mobile access technology
5. Discuss the assess of mobile payments systems.

EDUCom21	Enterprise Resource Planning	2 Credits 45 Hours
Course Description		
<p>An Enterprise Resource Planning (ERP) system is software that runs all business areas of an organization including departments. It is cross-functional, process centred, real time, and based on industry -best-practices, from service to manufacturing to not-for-profit. It is important that business and systems managers obtain working knowledge of these systems, as in their careers they will be ERP users, auditors, consultants, and/or developers.</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To acquaint basic knowledge about Enterprise Resource Planning. 2. To develop an understanding on ERP Models. 3. To enhance the students with ERP implementation process. 4. To familiarize with risk factor of ERP implementation. 5. To understand the concepts of system issues in ERP. 		
Course Contents		
<p>Module I: Introduction to ERP</p> <ul style="list-style-type: none"> • Common ERP Myths - Evaluation of ERP • Reason for growth of the ERP market • Advantages of ERP - Integrated Management Information <p>Module II: Risk and benefits of ERP:</p> <ul style="list-style-type: none"> • Quantifiable Benefits from an ERP System • Intangible benefits of ERP - other factors. • Risk of ERR - Risk Factor of ERP implementation • people issues - process risk - - Benefits of ERP. <p>Module III: ERP and Related Technologies</p> <ul style="list-style-type: none"> • BPR - Data Warehousing, Data Mining – • OLAP – PLM - SCM – CRM - GIS. • Functional Modules of ERP software. <p>Module IV: ERP implementation</p> <ul style="list-style-type: none"> • benefits of implementing ERP • technological, operational and business reasons for implementing ERP – challenges. 		

- ERP implementation Life Cycle Introduction
 - Objectives of ERP Implementation - Different phases of ERP Implementation.
- Module V: ERP implementation process**
- importance of preparation – precautions –implementation methodologies
 - managing the implementation – project team – implementation strategy –factors

Course Outcomes

1. Make basic use of Enterprise software, and its role in integrating business functions
2. Risk and Benefits of ERP System
3. Analyze the strategic options for ERP identification and adoption.
4. Design the ERP implementation strategies.
5. Create reengineered business processes for successful ERP implementation

EDUCS22	Retail Marketing	2 Credits 45 Hours
Course Description		
<p>Students develop an in-depth understanding of retail and services management as well as non-store retailing. Topics include an overview of retail marketing; retail marketing, financial and location strategy; merchandising; pricing and distribution; promotion including communications, store layout, store design, and visual merchandising; and customer service.</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To understand the conceptual aspects of the retail sector. 2. To identify the factors influencing the location of retail business. 3. To know the effect of branding in retail market. 4. To enhance knowledge in Supply Chain Management. 5. To identify the role of IT in retail sector. 		
Course Contents		
<p>Module I: Retailing</p> <ul style="list-style-type: none"> • Definition – features – strategic approach • importance– functions – characteristics • type of retailers – organised retailing in India. <p>Module II: Retail Location Strategies</p> <ul style="list-style-type: none"> • Issues to be considered in site selection • location – approaches – spatial distribution of retail activities • location site and types of retail development • types of retail location –factors involved in the location decision. <p>Module III: Branding in Retailing</p> <ul style="list-style-type: none"> • Definition – the role of brand in retail trade – positioning of a brand • consumerism and ethics in retailing: reasons for consumerism • legislations for consumer protection • redressal of consumer disputes. <p>Module IV: Supply Chain Management</p> <ul style="list-style-type: none"> • Supply Channel and Channel Flows – objectives of supply chain • problems in supply chain, functions in supply chain 		

- services of wholesaler – growth of channel relationship and partnership – retail logistics – travel retail.

Module V: Role of Information Technology in Retailing

- Definition– competitive advantages of it – limitation of using it
- systems for business communication and exchanging data – electronic retailing
- internet and e-retail business -e-Tailing in India

Course Outcomes

1. Apply the principles, practices, and the conceptual aspects of the retail sector.
2. Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
3. Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations
4. Understand the conceptual knowledge and organizational aspects of retail marketing in Supply Chain Management.
5. Learn how to deal with customers and understand the role of IT in retail sector.

EDUCOM23	Services Marketing	2 Credits 45 Hours
Course Description		
<p>This course will gain a thorough understanding of the characteristics, conceptualisation, design, and delivery of services</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To impart knowledge on concepts and strategies of services marketing. 2. To identify the consumer behaviour in service sector. 3. To familiarise the pricing strategies. 4. To understand the channels and design of a service distribution system. 5. Customer Relationship Management. 6. To enhance knowledge on Service Quality Management. To understand the conceptual aspects of the retail sector. 		
Course Contents		
<p>Module I: Service Marketing</p> <ul style="list-style-type: none"> • Definition – nature and scope – characteristics – growth of service sector • reasons for growth in the services sector – career opportunities in service sector. <p>Module II: Consumer behaviour in services</p> <ul style="list-style-type: none"> • Factors influencing consumer behaviour • consumers expectations – service perception • consumer purchase decision process- Market Segmentation <p>Module III: Service Product & Pricing</p> <ul style="list-style-type: none"> • Basic service package – customer value hierarchy –development of a new service • service product mix- service differentiation – service life cycle management. • Pricing: Pricing of services – objectives – approaches to pricing • pricing strategies linked to value perceptions. <p>Module IV: Distribution</p> <ul style="list-style-type: none"> • Service transaction – Service location – Service providers – Channels for Service • Distribution– Design of a Service Distribution System – Strategies for channel management • Customer Relationship Management (CRM) 		

Module V: Service Quality Management

- Determinants of service quality – process of service quality management
- service quality audit – SERVQUAL – total quality services marketing – service excellence.

Course Outcomes

1. Understand and evaluate the application of services Marketing
2. Identify the factors influencing the Services Marketing
3. Examine the product and pricing strategy of various services
4. Determine the various distribution services and channel management
5. Govern the various determinants of service quality

EDUCOM24	Logistics Management	2 Credits 45 Hours
Course Description		
<p>The course aims to apply the Logistics management concepts in Business Operations</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To provide knowledge of concepts of logistics and supply chain management. 2. To understand the key elements of logistics processes. 3. To familiarise with containerization and transportation. 4. To impart knowledge on packaging and material handling. 5. To obtain the knowledge on logistics and supply chain management functions. 		
Course Contents		
<p>Module I: Logistics Management and Supply Chain Management</p> <ul style="list-style-type: none"> • Logistics Management: Introduction – Definition - Activities of logistics functions • Improving effectiveness of logistics management - Integrated logistics support – Liquid logistics. • Role of Supply Chain Management in logistics management: Introduction – Problems, Developments – Components - Bullwhip effect <p>Module II: Role of transportation</p> <ul style="list-style-type: none"> • Role of transportation in Logistics and Supply Chain Management (LSCM): The Basic Modes of transportation - documentation – transportation charges. • Mode of transportation: Rail transport – Road transport – Air transport – Water Transport- Ropeways. <p>Module III: Containerisation and multimodal transport</p> <ul style="list-style-type: none"> • Containerisation and multimodal transport: container classification – multimodal transportation • new international commercial terms – multimodal transport network system • advanced system for container management –types of containers. <p>Module IV: Warehousing, Packaging and Material Handling</p> <ul style="list-style-type: none"> • Warehousing: introduction – process – strategic warehousing – warehouse location 		

- functionality of warehouse –warehouse designing – size of warehouse – warehouse operations.
- Packaging: introduction – protective functions of packaging – packaging materials –
- New emerging packaging alternatives. Communication – Bar Coding and RFID – packaging operations-trends and advances.
- Material Handling: introduction – dimensions – guidelines and principles of material handling
- equipment for material handling – factors in material handling decisions.

Module V: LSCM Functions

- Organizing LSCM functions - LSCM functions integration and stages –
- challenges facing LSCM Managers – contemporary concepts and logistical significance.

Course Outcomes

1. Understand the knowledge of logistics and supply chain management.
2. Describe the key elements of logistics processes.
3. To familiarise with containerization and transportation.
4. Apply the knowledge on packaging and material handling functions.
5. Make operational decisions about warehouse management.

EDUCOM5	Strategic Management	2 Credits 45 Hours
Course Description		
<p>This course involves developing and implementing plans to help an organization achieve its goals and objectives. This process can include formulating strategy, planning organizational structure and resource allocation, leading change initiatives, and controlling processes and resources</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. The course would enable the students to understand the nature of strategy levels 2. To help students develop skills for applying these concepts to the solution of business problems through analysis of external environment 3. To learn the analysis of internal environment 4. To understand corporate, business and functional level strategies. 5. To appreciate strategy implementation and control. 		
Course Contents		
<p>Module I: Introduction To Strategic Management</p> <ul style="list-style-type: none"> • Meaning and nature of strategic management • Importance and Limitations of Strategic Management– Strategic intent • Strategic Levels in Organizations (Network, Corporate, Business and Functional). <p>Module II: Strategic Analysis: External Environment</p> <ul style="list-style-type: none"> • International and Macro Environment, PESTLE Analysis. • Defining the Industry for Analysis (Value Chain, PLC) • Porters Five Forces- Industry Environment Analysis <p>Module III: Strategic Analysis: Internal Environment</p> <ul style="list-style-type: none"> • Understanding key stakeholders (Mendelow’s model) • Strategic drivers (Industry& Markets, Customers, Channels, Product & Services, Competitive Advantage) <p>Module IV: Strategic Choices</p> <ul style="list-style-type: none"> • Strategic Choices, Concentric, Conglomerate, Market Development- Product Development, Innovation • Horizontal Integration, Vertical Integration – Turnaround, Divesture, Liquidation <p>Module V: Strategic Implementation and Evaluation</p>		

- Implementation- Digital Transformation
- Organization Structure- Strategic Leadership- Strategic Control
- Strategic Performance Measures.

Course Outcomes

Understand the basic concepts and principles of strategic management
Analyse the internal and external environment of business
Develop and prepare organizational strategies that will be effective for the current business environment
Devise strategic approaches to managing a business successfully in a global context

EDUCOM26	Personality Development	2 Credits 45 Hours
Course Description		
<p>Personality development course refers to the process by which the organized thought and behavior patterns that make up a person's unique personality emerge over time. Many factors influence personality, including genetics and environment, how we were parented, and societal variables.</p>		
Course Objectives		
<ol style="list-style-type: none"> 1. To make the students aware about the dimensions and importance of effective personality. 2. To understand personality traits and formation and vital contribution in the world of business. 3. To make the students aware about the various dynamics of personality development. To learn strategic management and competitive strategy. 		
Course Contents		
<p>Module I: Introduction</p> <ul style="list-style-type: none"> • Meaning and Definition of Personality, Factors affecting Personality • Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations. <p>Module II: Personality Traits.</p> <ul style="list-style-type: none"> • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. • Personality habits: Meaning and concept of habits. • Developing effective Habits: Behaviour and Character. <p>Module III: Pillars of personality development</p> <ul style="list-style-type: none"> • Introspection: Self-Assessment: Meaning, importance, types and self-assessment for students. • Self-Appraisal: Meaning, importance, tips for self-appraisal. • Self-Development: Meaning, process of self-development, Self-Development Techniques • Self-Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge. 		

Module IV: Self Esteem

- Self-Concept: Meaning, definition and development
- Self Esteem: concept, significance of Self-esteem, types (positive, negative), characteristics of people of high and low Self-esteem, steps for enhancing positive Self-esteem.

Module V: Personality Formation Structure

- Mind mapping. Competency mapping. Developing interpersonal and group skills.
- Building positive relationships. Strategies of gaining power and influence.
- Enhancing personality through effective communication
- Intentional Communication. Intentional Listening. Effective Speech

Course Outcomes

- Describe a winning , pleasing personality and the winning qualities .
- Explain how self – image affects one’s feelings, attitudes and behavior.
- Discover appropriate ways for becoming physically fit so as to stay young and healthy
- Understand the consequences and cause of having win – lose or lose win attitudes and relationships .Demonstrate effective ways of coping with difficult people who resemble persecutors in a psychological game.
- Identify the behavioral manifestations of self discipline.

EDUCOM26	Power BI	2 Credits 45 Hours
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Course Description

Power BI is an application that you download and install for free on your local computer. Desktop is a complete data analysis and report creation tool that is used to connect to, transform, visualize, and analyze the data

Course Objectives

- Will be able to learn Concepts of Business Intelligence and Power BI installation
- Will be able to understand the data transformation using the query editor and Managing Data Relationships
- Will be able to apply the Data Analysis using DAX
- Will be able to identify the Visuals in Power BI , Report creation , Visuals modification
- Will be able to create the Report and dashboard creation and Designing stories with dashboards

Course Contents

Module I: Introduction to Power BI

Introduction to Business Intelligence, Self-Service Business Intelligence (SSBI), Introduction to Power BI, Traditional BI vs. Power BI, Power BI vs. Tableau vs. QlikView, Uses of Power BI, The Flow of Work in Power BI , Working with Power BI , Basic Components of Power BI , Comparison of Power BI Version, Introduction to Building Blocks of Power BI, Data model and importance of Data Modelling

Module II: Power BI Desktop and Data Transformation.

Data Sources in Power BI Desktop, Loading Data in Power BI Desktop, Views in Power BI Desktop, Query Editor In Power BI, Transform, Clean, Shape, and Model Data, Manage Data Relationship, Editing a Relationship, Cross Filter Direction, Saving Work file, Measures

Module III: Data Analysis Expression (DAX)

Introduction to DAX, Importance of DAX, Data Types in DAX, DAX Calculation Types, Steps to Create Calculated Columns, Measures in DAX, DAX Syntax, DAX Functions, DAX Operators, DAX Tables and Filtering

Module IV: Data Visualization

Introduction to Visuals In Power BI , Visualization Charts in Power BI , Matrixes and Tables , Slicers and Map Visualizations , Gauges and Single Number Cards , Modifying Colors in Charts And Visuals, Shapes, Text Boxes, and Images , Custom Visuals, Page Layout and Formatting , Bookmarks and Selection Pane , KPI Visuals , Z-order , Grouping and Binning

Module V: Power BI Service

Creating a Dashboard, Quick Insights in Power BI , Configuring a Dashboard , Power BI Q&A, Ask Questions about your Data , Power BI Embedded , Bookmarks and buttons

Course Outcomes

Understand the Concepts of Business Intelligence and Power BI installation

Examine the data transformation using the query editor and Managing Data Relationships

Discuss the applications of the Data Analysis using DAX

Identify the Visuals in Power BI , Report creation , Visuals modification

Create the Report and dashboard creation and Designing stories with dashboards