

Format for syllabus development of Skill Development Course

Title of course		e-commerce			
Nodal Department of HEI to run course					
Board Area/Sector		Service/Education			
Sub Sector		Computer Based			
Nature of course - Independent / Progressive		Progressive			
Name of suggestive Sector Skill Council					
Aliened NSQF level		Level - 3&5			
Expected fees of the course - Fees/Paid					
Stipend to Student expected from industry					
Number of Seats					
Course Code		Credits- 03 (1Theory, 2 Practical)			
Max Marks.....100..... Minimum Marks....					
Name of proposed skill Partner (Please specify, Name of Industry, company etc for Practical/ Training/ Internship/ OJT)					
Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.)					
Syllabus					
Unit	Topics	General/Skill component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total- 15 Hours=1 credit)	No of theory hours (Total- 60 Hours=2 credit)
I	Introduction	Understanding Basics	2	(3 +	2 = 5
II	e-Branding	Uses	3	(8 +	7 = 15
III	e-Marketing	Operations	2	(8 +	7 = 15
IV	e-Sales	Operations	3	(5 +	5 = 10
V	e-Business Development	Operations	3	(4 +	4 = 8
VI	e-Process	Operations	2	(1 +	3 = 7
Suggestive Readings: All Documents and study material will be provided during study session or online.				Total Hours = 60	
Suggestive Digital platforms/web links for reading- Partner or Online					
Suggestive OJT/Internship/Training/Skill partner- MSME/NQF/NSQF					
Suggestive Continuous Evaluation Methods: GRADE					
Course Pre-requisites:					
* No pre-requisite required, open to all					
* To study this course, a student must have the subjectIn class/12th/certificate/dip					
* If progressive, to study this course a student must have passed previous courses of this series.					
Suggestive equivalent online courses:					
Any remarks/Suggestions:					