JAI HIND COLLEGE

BASANTSING INSTITUTE OF SCIENCE &
JT LALVANI COLLEGE OF COMMERCE
AND
SHEILA GOPAL RAHEJA COLLEGE OF MANAGEMENT
EMPOWERED AUTONOMOUS

Proposed Draft

for

Bachelor of Commerce

(**DIGITAL STRATEGY**)

Program

(As per New Education Policy)

(With effect from Academic Year- 2024-2025)

Bachelor in Digital Strategy

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Program Overview

As technological advancements continue to radically alter the business landscape, digital transformation strategies are no longer a nice-to-have, they're required. However, digital transformation isn't solely reliant on adopting new technologies. It demands new ways of thinking about how business is done, who the work is done by, and the customer experience attached to it. The case for a cohesive innovation strategy is only growing bolder as top performing companies see the potential of these transformative tactics unfold.

Bachelor in Digital Strategy program unpacks digital technologies' potential to redesign business processes and transform industry dynamics. The learner will examine monetization models and strategies to create and capture value in the digital age, and explore how organizations can adapt their processes to respond to changing customer behaviors. Learn how to create new value propositions by using digital technologies to facilitate business model innovation. Led by industry experts, the learners will delve into cultural change as a result of digital transformation, and consider how to effectively address workforce-related challenges. Walk away with an agile approach to implementing a transformation strategy, and learn to measure its effectiveness.

Continuous advances in technology, the threat of nimble market entrants, and the expectation of personalized customer experiences are forcing organizations in every industry to rethink the way they operate. Get ahead of this change by learning how you can drive initiatives that create more value for your users and help the learner and company stay relevant.

In the Digital Transformation Program, learner will learn the skills required to become the critical link between business functions and the technology that enables them. With courses spanning digital transformation strategy and technical application, the program will build the well-rounded skillset required to lead and execute an informed technology-enabled business transformation. Few dimensions of the program are as follows;

- Streamline processes and improve customer experiences with digital technologies
- Deliver superior business outcomes by aligning company objectives and organizational culture
- Examine digital transformation across different dimensions of the business system (product, platforms, solutions, customers, supply chain, brand) with real-world examples
- Learn from industry experts leading digital transformation in a wide range of companies around the world.

The Digital Strategy program will also cover the following areas:

- Digital workplace and managing fluid teams
- Recent technological applications and societal challenges
- Managing digital risks and cyber security
- Legal and ethical perspectives
- Fundamental of corporate strategy
- Measuring performance in digital business
- Digital innovation and consulting
- Digital marketing techniques
- Branding in the digital world
- Digital distribution and operations management strategy

Programme Outcomes

After the completion of the Digital Strategy Programme students will able to:

PO1: Draw on a sound understanding of concepts, principles and theories of the core areas like Marketing, Finance, Human Resources, Operations, Business Analytics and Strategy in a global context.

PO2: Exhibit knowledge and awareness of general issues related to society, politics, legal and business environment that impact the Digital Strategy world.

PO3: Ability to formulate a problem, synthesize information, analyze and interpret data to solve business problems.

PO4: Demonstrate entrepreneurship & critical thinking ability skills to create integrated marketing solutions for organizations.

PO5: Integrate socio-ethical responsibility, life and professional skills in organizations.

PO6: Employ creativity for the benefit of transforming traditional business into digital ones.

PO7: Develop effective verbal and/or written communication skills.

PO8: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning through delivering appropriate skill-set.

Programme Specific Outcomes

PSO1: Understand in-depth various functional areas of a Digital Strategy in a global setting.

PSO2: Apply Digital Marketing, analytical and creative competencies to brands, agencies and family businesses operating in different industries.

PSO3: Transform traditionally runs family establishments into Digital Strategies with an endeavor to scale them.

PSO4: Manage Digital Strategies with the right human, environmental, financial and marketing resources in a considered and reflective manner.

Eligibility

A candidate for being eligible for admission to the BCom -Digital Strategy BDS Program shall have passed H.S.C. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent examination, or Diploma in any Engineering branch with two/three years duration, after S.S.C. conducted by the Board of Technical Education, Maharashtra State, or its equivalent examination from other Boards by securing minimum 45% marks for general category (in one attempt) at the respective examination and minimum 40% marks for the reserved category (in one attempt) shall have to appear for the Jai Hind College entrance exam .

https://www.jaihindcollege.com/important-notices/2024/jhc-common-entrance-exam-cee-for-fy-ug-self-financing-programmes-2024-25.pdf

Duration of the program

The programme of study is 3 years of Six Semesters.

Key highlights
- Learn from experts who have worked in Digital Industry
- Super sessions by Industry professionals
- Placement Assistance
- 1-on-1 Mentoring sessions
- Mock Interviews
- Resume Evaluation

Teaching Pedagogy
- LEARN-All relevant skills that will make you a professional in online Business.
- APPLY- the skills you have learnt on live Projects with the help of Mentors
- EVALUATE-the results and get live feedback from the industry experts.

Tools Learner will master in – Shopify, Semrush, App annie, Google Ads, Amazon Associates, Woo commerce, Mail Chimp, keyword planner, Facebook ads, yoast, social bakers, amazon advertising, data studio, data box , Push engage and various others

SEMESTER I

Semester	Course Title	Total Credits
I	Principles and practices of Business Administration	2
	Change Management	2

	Digital Business Tools	2
	Digital Marketing Fundamentals	2
	Quantitative techniques I	2
	Legal Framework-1	2
	Digital literacy	2
	Introduction to Financial Accounting	2
	Business Communication-I	2
	Understanding Rural India- Digital landscape	2
	Indian knowledge tradition	2
	Total	22

SEMESTER II

Semester	Course Title	Total Credits
II	Business Economics	4
	Creative Writing for Digital Media	2

	Search Engine Optimization & Blogging	2
	Quantitative techniques I	2
	Legal Framework-II	2
	Website Planning & Development	2
	Introduction to Cost Accounting	2
	Business Communication -II	2
	Environmental Science	2
	Health/ Wellness/ Cultural activities	2
		22

SEMESTER I

MAJOR COURSES

Principles and Practices of Business Administration

Course description

This course provides a comprehensive exploration of modern business management, including topics like management fundamentals, social responsibilities, leadership theories, and decision-making techniques. It also addresses contemporary issues like technology's impact on organizations and global management practices. Through case studies, students gain practical insights into domestic and international corporations, management styles, diversity management, and best practices. This course equips learners with essential skills for effective management in today's dynamic business environment.

Change Management

Course description

Course in Change Management examines strategies for navigating organizational change effectively. This course addresses theories, models, and practical approaches to managing

transitions within businesses. Students learn to assess, plan, and implement change initiatives while considering organizational culture and employee engagement.

MINOR COURSES

Digital Business Tools

Course description

Digital Business Tools equips students with essential skills in data management and presentation using popular digital tools. Through practical exercises, students will learn to effectively sort, filter, and present data using spreadsheet software like Excel or Google Sheets. Additionally, students will enhance their ability to articulate ideas and strategies through presentation software such as PowerPoint or Google Slides. This course empowers students to create reader-friendly reports and compelling presentations, crucial for effective communication in business settings.

Digital Marketing Fundamentals

Course description

Digital Marketing Fundamentals introduces students to the dynamic world of digital marketing and its integration with traditional marketing strategies. Students will gain practical insights into the reasons behind user engagement on digital platforms and the types of content that resonate with audiences. This course explores the role of various digital marketing components such as social media, search, email, and more in comprehensive marketing campaigns. Through hands-on activities and analysis of key metrics, students will learn how to assess a brand's digital presence and strategize effective marketing initiatives.

OPEN ELECTIVE

Quantitative techniques I

Course description

This course provides a comprehensive foundation in descriptive and inferential statistics. It covers various aspects of data, including collection, organization, and interpretation. Students will learn about measures of central tendency (mean, median, and mode), measures of dispersion (standard deviation, variance), and methods for representing data graphically. The course also includes an in-depth study of correlation, regression, and hypothesis testing techniques using t-tests, z-tests, and chi-square tests.

Legal Framework-I

Course description

This course provides a comprehensive understanding of key legal frameworks governing business entities in India. It delves into the Companies Act, 2013, covering topics such as corporate essence, lifting the corporate veil, and the doctrines of constructive notice and indoor management. Additionally, it explores the Sales of Goods Act, 1930, focusing on sale contracts, conditions, warranties, and the rights of unpaid sellers. The course also covers the Indian Partnership Act, 1932, and the LLP Act, 2008, highlighting partnership essentials, formation, types, dissolution, and partner rights, duties, and liabilities.

VOCATIONAL SKILL COURSE

Digital literacy

Course description

Digital Literacy introduces students to the fundamental concepts of web development and design. Students will learn about the structure of websites and basic user interface (UI) principles related to typography and color schemes. Through hands-on experience with HTML, CSS, and JavaScript, students will acquire practical knowledge to plan and build websites. Emphasis will be placed on responsive web design principles to ensure compatibility across various devices. By the end of the course, students will be proficient in website planning and development using industry-standard tools and techniques.

SKILL ENHANCEMENT COURSE

Introduction to Financial Accounting

Course description

This course introduces accounting principles and methodology, covering core concepts, recording methods, and financial statement preparation. It explores accounting fundamentals, including its purpose, principles, and historical development. Students will learn to record transactions, apply principles, and interpret financial data. Practical topics include depreciation accounting and final accounts for companies.

ABILITY ENHANCEMENT COURSE

Business Communication-I

Course description

This course provides an in-depth understanding of business communication and presentation abilities, including topics such as communication basics, channel variety, overcoming hurdles, persuasive strategies, oral presentations, debates, interviews, and group discussions. It also emphasizes on better listening, audience comprehension, and nonverbal communication, as well as introducing multidimensional case analysis via the case method of learning

VALUE EDUCATION COURSE

Understanding Rural India- Digital landscape

Course description

Understanding Rural India- Digital Landscape focuses on analyzing the digital dynamics in rural areas. This course explores the impact of technology on rural communities, addressing access, adoption, and the implications for agriculture, education, healthcare, and overall socio-economic development in rural India.

INDIAN KNOWLEDGE SYSTEMS

Indian knowledge traditions

Course description

Explore the rich Indian Knowledge Systems (IKS) in this course, highlighting its relevance and importance. It encompasses the classification of IKS corpus and Vasudeva Kutumbakam's societal vision. Dive into Indian knowledge traditions, including epistemological frameworks and the concept of valid knowledge. Understand the purpose of knowledge, distinguishing Para Vidya and Apara Vidya, and delve into oral traditions, Itihasa Purana, and philosophical schools. The course also spotlights India's knowledge-based achievements, such as the number system, contributions of ancient mathematicians, surgical techniques, Ayurveda, governance, and more.

MAJOR COURSE

Business Economics

Course description

Business Economics will explore the application of economic principles in the corporate world. This course delves into topics such as demand analysis, pricing strategies, market structures, and macroeconomic factors, providing students with tools to analyze and make informed decisions in a business environment.

MINOR COURSES

Creative Writing for Digital Media

Course description

Creative Writing for Digital Media introduces students to the art of crafting compelling content for digital platforms. Students will explore various types of creative writing and methodologies to enhance digital brand journeys. Through hands-on activities and analysis, students will learn essential writing skills, including character development, plot structuring, and thematic exploration. Emphasis will be placed on understanding the role of creative writing in digital advertising and marketing. By the end of the course, students will be proficient in creating impactful content that resonates with digital audiences.

Search Engine Optimization & Blogging

Course description

Search Engine Optimization (SEO) & Blogging delves into the intricacies of optimizing web content for search engines and creating engaging blogs. Students will learn about Google's algorithm and the importance of keywords in content creation. Through practical exercises, students will understand the process of on-page and off-page optimization techniques. Topics include keyword research, content optimization, backlink strategies, and utilizing tools like Google My Business. By the end of the course, students will be equipped with the skills to enhance website visibility and drive organic traffic through effective SEO and blogging strategies.

OPEN ELECTIVE

Quantitative techniques II

Course description

This course will equip students with essential mathematical tools for practical applications in the business world. Topics include financial mathematics, statistics, and quantitative analysis, providing a foundation for informed decision-making in various business contexts.

Legal Framework-II

Course description

This course will examines legal aspects of the digital realm, encompassing regulations, privacy, and security issues. Students will delve into the legal framework governing cyberspace, addressing topics like data protection, intellectual property, and cybercrime legislation.

VOCATIONAL SKILL COURSE

Website Planning & Development

Course description

Website Planning and Development provides students with the necessary knowledge and skills to plan, build, and manage websites effectively. Through a combination of theoretical learning and practical exercises, students will learn about strategic website planning, domain management, and WordPress development. Topics include WordPress configuration, customization, security measures, and search engine optimization (SEO) techniques. By the end of the course, students will be proficient in creating secure and user-friendly websites that contribute to business objectives.

SKILL ENHANCEMENT COURSE

Introduction to Cost Accounting

Course description

Introduction to Cost Accounting will focuses on analyzing, recording, and managing financial information within a business. This course covers principles and techniques to determine and control costs, aiding decision-making and budgeting processes in organizations.

ABILITY ENHANCEMENT COURSE

Business Communication -II

Course description

Business Communication II will focus on enhancing written and verbal communication skills in a business context. This course covers effective business writing, presentation techniques, and interpersonal communication strategies to equip students with the communication skills crucial for professional success.

VALUE EDUCATION COURSE

Environmental Science

Course description

The course in Environmental Science explores ecosystem complexity and human-environment relationships. It aims to raise awareness of major environmental problems, delving into their causes and consequences.

Health/ Wellness/ Cultural activities- AS PER CC POLICY OF COLLEGE

SEMESTER III

Semester	Course Title	Credit
III	Strategic Management	4
	Accounting for Managerial decisions	2
	MIL	2
	Social Media Management	2
	Content Strategy & Campaign	2
	Consumer Psychology	2
	Commercial Designing	2
	Digital advertising	2
	Field Project/OJT/Internship	2
	CC	2
		22

	SEMESTER IV	
Semester	Course Title	Credit
IV	Entrepreneurship	4
	Search marketing	4
	MIL	2
	Outbound marketing	2
	Media and society	2
	Reputation Management & Social Listening	2
	Strategic Cost Management	2
	CEP	2
	Field Project/OJT/Internship	2

		22

SEMESTER V

Semester	Course Title	Credit
	Web Analytics & Data Science	4
	Media Planning & Management	4
	Taxation -I	4
V	Human Resource Management	4
	CRM	2
	Corporate Communication & Etiquettes	2
	Design Thinking (UI / UX)	2
		22

SEMESTER VI

Semester	Course Title	Total Credits
	Growth Marketing	4
	E Commerce Management	4
	Taxation -II	4
VI	Logistics and Supply Chain Management	4
	Agency Management	2
	OJT	4
		22

For admission queries email:

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