ZAKIR HUSAIN DELHI COLLEGE (EVENING)

UNIVERSITY OF DELHI



**B.COM (HONS)/B.COM- Skill Enhancement Courses (SECs)**

**Under**

**UGCF-2022**

A student who pursues any undergraduate programme in the University and its Colleges is offered a pool of Skill Enhancement Courses. A list of such courses as passed by the Executive Council in its meetings dated 18.08.2022, 08.12.2022 and 03.02.2023 are listed below:

|  |
| --- |
| Course |
| Basic IT tools |
| Digital Marketing |
| E Tourism |
| Yoga in Practice |



**Basic IT Tools**

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** |  | **Credits** | **Credit distribution of the course** | | | **Eligibility** | **Pre-requisite** |
| **title** | **&** |  | **Lecture** | **Tutorial** | **Practical/** | **criteria** | **of the course** |
| **Code** |  |  |  |  | **Practice** |  | **(if any)** |
| **Basic IT Tools** |  | **2** | **0** | **0** | **2** | **Class XII** | **NA** |

##### Learning Objectives

The Learning Objectives of this course are as follows:

* To enable students develop IT skills that are a pre-requisite in today’s work environment.



* To equip them with basic computing skills that will enhance their employability in

 general.

* To enable the student to analyse and present information in a meaningful manner.

**Learning outcomes**

The Learning Outcomes of this course are as follows:

* By studying this course, students will be able to use word-processor to generate documents with appropriate formatting, layout, review and referencing.



* By studying this course, students will be able to manage data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.



* By studying this course, students will be able to draw analysis on data using spreadsheets to make decisions.



* By studying this course, students will be able to make meaningful representations of data in the form of charts and pivot tables.



* By studying this course, students will be able to manage data in database tables and use the same for generating queries, forms and reports.

#### SYLLABUS

**Course Contents:**

**Unit 1: Introduction to Spreadsheets** **(16 hours)**

Spreadsheets: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define; Exchanging data using clipboard, object linking and

embedding; Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae; Implementing file level security and protecting data within the worksheet; Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions.

**Unit 2: Data Analysis in Spreadsheets** **(16 hours)**

Consolidating worksheets and workbooks using formulae and data consolidate command; Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics, Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Introduction to recording and execution of macros.

**Unit 3: Word Processing** **(12 hours)**

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders; Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders; Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa; Create newspaper columns, indexes and table of contents, Spell check your document using inbuilt and custom dictionaries, checking grammar and style , using thesaurus and finding and replacing text; Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography; Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else; Linking and embedding to keep things together.

**Unit 4: Databases** **(16 hours)**

Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record vali



**Digital Marketing**

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course title**  **& Code** | **Credits** | **Credit distribution of the course** | | | **Eligibility criteria** | **Pre-requisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical/ Practice** |
| Digital  Marketing | 2 | 0 | 0 | 2 | Class XII | NA |

##### Learning Objectives

The Learning Objectives of this course are as follows:

* To acquaint the students with the knowledge of growing integration between the

 traditional and digital marketing concepts and practices in the digital era.

* To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

##### Learning outcomes

The Learning Outcomes of this course are as follows:

* After studying this course, students will be able to understand the concept of digital

 marketing and its integration with traditional marketing.

* After studying this course, students will be able to understand customer value journey in digital context and behaviour of online consumers.
* After studying this course, students will be able to understand email, content and social

 media marketing and apply the learnings to create digital media campaigns.

* After studying this course, students will be able to examine various tactics for

 enhancing a website’s position and ranking with search engines.

* After studying this course, students will be able to leverage the digital strategies to gain competitive advantage for business and career.

##### SYLLABUS

**Unit 1: Marketing in the Digital World** **(12 hours)**

Digital marketing: Concept, Features, Difference between traditional and digital marketing,

Moving from traditional to digital Marketing; c

Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing; Others-Affiliate, Email, Content, Mobile.

Customer Value Journey: 5As Framework; The Ozone O3 Concept Key; Traits of online consumer

**Unit 2: Content and Email Marketing** **(8 hours)**

Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy Email Marketing: Types of Emails in email marketing, Email Marketing best practices

**Unit 3: Social Media Marketing and Display Marketing** **(18 hours)**

Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing

Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)

Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy.

**Unit 4 Search Engine Marketing** **(22 hours)**

Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI’s 5P Customer Search Insights Model.

Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.

On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical

Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup.

Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black

and White Hat Techniques

Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

**Essential/recommended readings**

* Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic,

 targeted, and measurable online campaigns. John Wiley & Sons.

* Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
* Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited

**Suggested Readings**

* Moutusy Maity: Internet Marketing: A practical approach in the Indian Context: Oxford

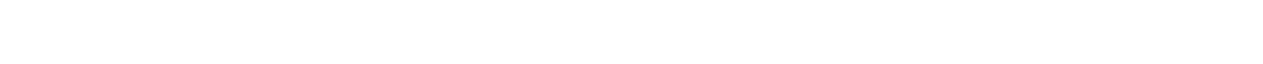
 Publishing

* Seema Gupta: Digital Marketing: Mcgraw Hill
* Ultimate guide to digital Marketing by Digital Marketer

**Examination scheme and mode:**

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.

**SEC –**



**E**

**-**

**Tourism**

#### 33: SUSTAINABLE ECOTOURISM AND ENTREPRENEURSHIP

##### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course title&**  **Code** | **Credits** | **Credit distribution of the course** | | | **Eligibility criteria** | **Pre-requisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical/ Practice** |
| **E-Tourism** | **2** | **0** | **0** | **2** | **Class XII** | **NIL** |

###### Learning Objectives

The Learning Objectives of this course are as follows:

* To learn about the application of e-business in tourism sector with understanding of

contemporary issues of the use of electronic technology in the tourism business.

* To learn about e-business strategies and how to apply it to help them comprehend

a variety of basic e-business ideas and theories.

* To teach fundamental concept of what e-business is and how to conduct e-business successfully in the tourism sector.

Learning outcomes

The Learning Outcomes of this course are as follows:

* After studying this course, students will be able to gain insight into concept of e-

tourism, travel intermediaries and travel websites.

* After studying this course, students will be able to learn and explain the emerging

ICT tools and its impact in the industry.

* After studying this course, students will be able to understand and implement the use of social media platforms/artificial intelligence in e-tourism.

SYLLABUS OF SEC-36

**Unit-I** **(20 hours)**

Introduction to E-tourism, stages of ICT revolution, ICTS and new business tools, Strategic and Operational use of IT in Tourism, The Internet and tourism – a powerful combination. Networks for intermediaries: Travel trade intermediaries-Features of a travel trade web site, implementing a travel trade website, online travel intermediaries.

**Unit– II** **(20 hours)**

E-business for Destination Management Organizations: Principles and concepts – Positioning DMOs in value net, destination e-business system model, e-Business Partnerships for DMOs, Case Studies of Red Apple DMC, OYO Rooms, OLX, Zoom Car, Ofo Cycles etc.

**Unit– III** **(20 hours)**

Social Media Marketing in Tourism - Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models and Competitive strategies.

**Essential/Recommended Readings**

* Reynolds, Jonathan. (2012). E-Business: A management Perspective.

Oxford University Press.

* Kulkarni. P, Jahirabadkar. S & Chande. P. (2012). E-Business. Oxford

University Press.

* World Tourism Organization. (2001). E-business for tourism: Practical guidelines for tourism, Destinations and businesses. World Tourism Organization.
* D. Buhalis: e-Tourism, Information Technology for Strategic Management
* Buhalis & Costa: Tourism Business Frontiers
* Poon: Tourism, Technology and Competitive Strategies Harish Bhatt & Badan: Impact of ICT in Tourism

**Suggested Reading:**

* Stiakakis. E. & Georgiadis C. K. (2009). Drivers of a tourism e-business strategy: the impact of information and communication technologies.

Oper Res Int J. DOI 10.1007/s12351-009-0046-6.

* European Commission (2004). Electronic Business in Tourism: Key issues, case studies, conclusions. European Commission. Enterprise publications.

Sector Report: No. 07-II, August 2004.

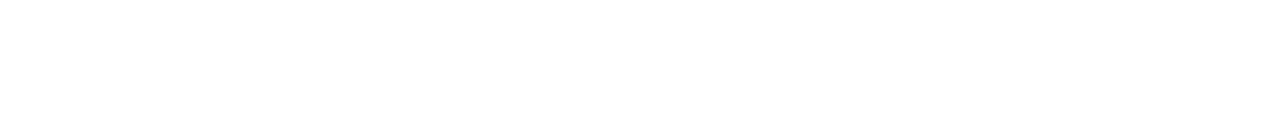
* Šimunić. M, Pilepić L., Šimunić M. (2013). Tourism and e‐business: the semantic paradigm as a precondition for success. Informatol. 46, 2013.,

1, 1‐7.

* Buhalis. D., & Hyun Jun S. (2011). E-Tourism. Contemporary Tourism Reviews: Series. Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ.

**Examination scheme and mode:**

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.



**YOGA**

**IN**

**PRACTICE**

**Credit distribution, Eligibility and Pre-requisites of the Course**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course title & Code** | **Credits** | **Credit distribution of the course** | | | **Eligibility criteria** | **Pre-requisite of the course** |
| **Lecture** | **Tutorial** | **Practical/ Practice** |
| **Yoga in Practice** | **2** | 0 | 0 | 2 | **Class XII Pass** | **NIL** |

**Total Credits: 02 Learning Objectives:**

Students will be able to discern real significance of yogic oprations from original sources and will be prone to practicing in their day to day life.

**Learning Outcomes:**

1. Student will form an understanding of the concept of yoga.
2. Students will learn various aspects of the science of yoga.
3. Theoretical and practical knowledge of Aasanas and pranayams to lead a balanced life.

**SYLLABUS OF YOGA IN PRACTICE**

**Practical**

**Unit: I**

**30 hours**

(i) Definition and types of yoga:

Karma yoga, Gyana yoga, Bhakti yoga, Laya yoga, Raja yoga, Hatha yoga, Mantra

yoga,

Kundalini yoga. (योग एवं 4ा v – अा य -१ ) (ii) Ashtanga Yoga:

Yam- Ahinsa, Satya, Asteya, Brahmacharya, Aparigrah.

Niyam- Sauch,Santosha,Tapa, Swadhyaya, Ishwarpranidhana

Asan, Pranayam- (the types of Pranayaama: Puraka, rechak & Kumbhaka), Pratyahara, Dharana, Dhyana & Samadhi etc.

(iii) Shat Chakra,s:

Mooladhara, Swadhishthana, Manipur, Anahata, Vishudha, Aagya, Sahasrara-

(Sahasradhara chakra). ( योग एवं 4ा v - अा य – २-३ )

**Unit: II 30 hours**

Asana,s and their advanteges:- (i) Asana in standing position:

Surya Namaskara,Tadasana, Padahastasana, Garudasana, Natarajasana, Cakrasana.

* 1. Asana in sitting position:

Padmasana, Vajrasana, Siddhasana, Bhadrasana, Gomukhasana, Shashankasana, Mandukasana, Kukkutasana.

* 1. Asana in stomach side position:

Dhanurasana, Bhujangasana, Mayurasana, Marjarasana, Makrasana.

1. Asana in backbone side position:

Uttanapadasana, Naukasana,Sarvangasana, Sheershasana, Savasana etc.

1. Practice of pranayama- Purak, Rechak and Kumbhaka. ( योग एवं 4ा v - अा य – ३ -४,६)

**Essential Readings:**

1. योग दशन – महिाष पतांजिाल, टा का का र-हरका दा स गाोयका , गा ता प्रा स, गाोरखपा र, उKर प्रदा श,

४० वा ां पा नमा द्रण l

1. योग एवं 4ा v – डॉ० िावजय क म र, चौखा िावभ रत , व र णस , उKर प्रद श, प्र ० संरण – २०२१ l
2. प्रा णा या म रह4 –( वा yा िानक ताोां का स थ )– 4ा मा र मदा व, िादD प्रका शन, िादD योग मर ट, पतंिजल योगप ठ , कनखल, हरा र l
3. योग स धन एवां योग िाचिाकTा रह4- 4ा मा रा मदा व, िादD प्रका शन, िादD योग मर ट, पतंिजल योगप ठ , कनखल, हरा र l
4. शतया व पा षा – 4ा मा र मा र ना सर4ता , आष प्रका शन, का ां डा व ला न, िादWा -सां० २०६२ l ( ई– व िादक प क लय, म ई )

**Suggestive Readings:**

1. योग िाथरप – 4ा म अा त न सर4त , ग क ल व ा वन Wा तक शोध संा न, आसफ अल रोड, नई िादWा -२००६ l
2. Dा य म क मह – 4ा म ओम न सर4त , हरय ण स िाहw संा न, ग क ल झर, हरय ण

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२००६ l

1. आया वदा य पUकम िाचिाकTा - आच य िावhा धर शा 4, भ रता य का ा य िािचकTा परषदा्, नई िादWा

l

1. रोग और योग- 4ा मा कमा न सर4ता , योग पका शन, म ांगा र , िाबहा र , सां रण- २०१३ l
2. सा ण योग िावhा - र ज व जा न िात्रलाोक, मांजा ल पिाशांग हा उस, भोपा ल, म प्रदा श, सां रण -

२००५ l

**Examination scheme and mode:**

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.