

SEMESTER –IV			
Part III	Skill Based	Career Skills	
Course Code: 21UCOS41	Hrs/Week: 4	Hrs/Sem: 60	Credits : 4

**Objective:**

- To prepare the students for the competitive exams and to choose their career with confidence.

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the content of job application	1,2	Un
CO – 2	prepare resume, biodata, curriculum vitae.	2,5	Ap
CO – 3	participate in group discussion.	1,4,5	Ap
CO – 4	use the various roles to be played by a group leader.	1,4,5	Ap
CO – 5	evaluate the types, features and steps in writing a good report	3,4	Ev
CO – 6	apply various types and significance of Interview technique.	2,3	Ap
CO – 7	determine an interview	1,2,7	Ap
CO – 8	work out problems on mathematical skills	2,4,5	An, Ap

SEMESTER –IV			
Part III	Skill Based	Career Skills	
Course Code: 21UCOS41	Hrs/Week: 4	Hrs/Sem: 60	Credits : 4

### Unit I - Job Application

(12 Hours)

Content of Job application letter – Model Job application letter – Content of resume – Model resume- Bio-Data, Curriculum Vitae building, Job application Portal.

### Unit II - Group Discussion

(12 Hours)

Self-Introduction – Features of Group discussion - Requirements for effective Group discussion – Roles to play in Group discussion – How to participate in Group discussion – Role of group leader.

### Unit III – Report Writing

(12 Hours)

Meaning of report - Importance - Types - Features of a good report - Steps in preparing a general report.

### Unit IV – Interview

(12 Hours)

Meaning – Types - Significance – Interview technique - Preparation before an interview.

### Unit V – Test of Numerical Ability (Simple Problems)

(12 Hours)

Simplification — Profit & Loss — Time and Work – Time and Distance – Calendar and Clock problems – Logical Reasoning.

### Text Book:

Selvaraj V.M. *Career Planning*. Tirunelveli: Bavani Publications, First edition 2008.

### Books for Reference:

1. Aggarwal R.S. *Quantitative Aptitude*, New Delhi: S.Chand and Company Limited, First edition 2022
2. Gupta C.B. *Business Communication and Customer Relations*. New Delhi: Sultan Chand and Sons, 2016.
3. Rajendra Pal and Korlahalli. *Essentials of Business Communication*. New Delhi: Sultan. Reprint 2013.

<b>SEMESTER – III</b>	
<b>Part IV Self Study Course - Online Marketing</b>	
<b>Course Code: : 21UCOSS1</b>	<b>Credit : 2</b>

**Objectives:**

1. To enable the students to have a basic knowledge of online marketing.
2. To make the students aware of the various concepts and procedures in online marketing.

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>Cognitive Level</b>
CO – 1	classify the functions of online marketing.	1,3	Un
CO – 2	understand the significance of online marketing.	1,3	Un
CO – 3	know the strategy and planning for internet marketing.	1,3,4	Un,Ap
CO – 4	examine the role of the Internet and its technological development	1,3,4	Un,Ap
CO- 5	create email ID for personal and business use.	- 1,7	Ap
CO – 6	understand ethical and legal issues in internet marketing.	1,2,5	Un
CO – 7	appraise the importance of Global Internet Marketing	1, 6	An
CO – 8	analyse and evaluate the significance of “Customerisation” in internet marketing.	1,5,6	An,Ev

SEMESTER – III	
<b>Part IV</b>	<b>Self Study Course Online Marketing</b>
<b>Course Code: : 21UCOSS1</b>	<b>Credit : 2</b>

### **Unit I : Online marketing**

Online marketing – Meaning – Definition – Evaluation – Function of online marketing – Advantages and Disadvantages of online marketing – Differences between Online and Digital marketing.

### **Unit II: Strategy and Planning**

Strategy and Planning for Internet Marketing - Traditional Offline Businesses in the Online World - Internet strategy - Virtual value chain, Dis-Intermediation –Cybermediaries.

### **Unit III: E - commerce**

Introduction to Internet Marketing - Mapping fundamental concepts of Marketing - Role of the Internet – Limitations - Technological Development, Development of E - commerce, different commercial models, diverse roles of websites- Difference between e-commerce and Traditional commerce

### **Unit IV: Email Marketing**

Email Marketing – Meaning – Advantages and Disadvantages in email marketing – Steps in creating email ID for personal and business use – Evolution of email marketing and its growth.

### **Unit V: Global Internet Marketing**

Trust in Internet Marketing - Ethical and Legal Issues - Internet of the future: “Customization ” – Internet marketing in India - Global Internet Marketing – Problems of web marketing in India.

### **Books for Reference:**

1. Gupta. C. B and Rajan Nair N. *Marketing Management*, New Delhi: Sultan Chand & Sons, 19<sup>th</sup> Edition 2018
2. Philip Kotler. *Marketing Management*. New Delhi: Tata McGraw Hill, 15<sup>th</sup> edition 2017.