

**CERTIFICATE COURSE IN BMS IN
DIGITAL BUSINESS**

DESIGNED BY

MRS. SONI SINGH

COORDINATOR

BMS/BAF



Lagdu Singh Charitable Trust's (Regd.)
THAKUR SHYAMNARAYAN DEGREE COLLEGE
Professional Degree Courses
Approved by Govt. of Maharashtra, Affiliated to University of Mumbai
(Institute Code No.1015)
(ISO 9001:2015 Certified Institute)

Thakur College, Keshavnagar (East), Mumbai - 400 021.
Tel.: 2854 2917 / 2854 0540 / 2854 7707 • Mob.: 91521 02540 • Fax.: 2854 1903
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"BMS IN DIGITAL MARKETING"

By IQAC & BMS

The overview:

Digital Marketing uses technology to operate and grow. This certificate course enables the students coming from different streams to understand the working and management of a digital marketing. The Course enables students to learn the most effective digital marketing strategies to grow their business. The course content is focused on new strategies and business models to enable a business to succeed in the digital era. The course includes the following aspects:

1. INTRODUCTION TO DIGITAL BUSINESS

- Students of BMS will be able to understand the concept of a digital business
- Students are able to learn how to set up a digital business.
- They will be able to design, implement and evaluate the tools used in a digital business

2. DIGITAL BUSINESS MODELS:

Students will be able to acquire skills such as:

- The ability and confidence to develop digital business models.
- Evaluate how digital business models can change the future of a business..

2. DIGITAL MARKETING:: Students will be able to

- Understand the dynamics of digital marketing in business
- Apply the digital marketing concepts to the practical situations
- Construct written sales plans and professional interactive presentations using digital marketing.



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Course Summary

Course Title:	BMS In Digital Business
Course Objectives	1. Demonstrate understanding of how to establish a Digital business. 2. How to analyze, design, and evaluate digital circuits, of medium complexity, that are based on SSIs, MSIs, and programmable logic devices. 3. How Digital Marketing can help to achieve the aims of a business.
Course Outcomes	1. Acquire the knowledge of Digital business Processes. 2. Understand and apply the tools of a digital business. 3. Meet the challenges of modern Management through a digital business. 4. Understand the dynamics of Digital marketing in business. 5. Apply the theoretical marketing concepts to the practical situations
Duration :	09 weeks
Start Date :	1st August, 2021
End Date :	30th November, 2021
Total Credits	5
Course evaluation & Certification	30 marks will be allocated for continuous assessment and 70 marks will be allocated for end semester proctored examination.



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Syllabus

Week allocation & Module No.	Topics	Lectures
<u>MODULE 1</u>	<u>INTRODUCTION TO DIGITAL BUSINESS</u>	<u>03</u>
Week 1	• Concept of a Digital Business. • Impact of digitalization on business.	01
Week 2	• Tools of Digital Business.	01
Week 3	• Digital Innovation	01
<u>MODULE 2</u>	<u>BMS IN DIGITAL MARKETING</u>	<u>03</u>
Week 4	• Introduction to Digital Marketing	01
Week 5	• Digital Marketing V/S Traditional Marketing	01
Week 6	• Digital Marketing Process	01


Mrs. Soni Singh

Course Coordinator


Mrs. Soni Singh

Coordinator


Dr. Sharad Phulari

Principal





Sri Sri Singh Chaudhary Trusts (A Regd.)
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Course Completion Certificate

IQAC and Department of BMS & BAF

Organized

CERTIFICATE COURSE

In

BMS in Digital Business

This is to certify that Master/Miss Adeeb Farooqui has successfully completed a three months Certificate Course on "BMS in Digital Business" conducted between 1st August, 2021 to 30th November, 2021 (9 weeks).

All the Course assignments have been successfully passed during the tenure of this period.

Mrs. Soni Singh
Course Coordinator

Mrs. Soni Singh
Coordinator

Dr. Sharad Phulari
Principal



Frederic Comollet, Marketing Director, Schneider - 470 101
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Academic year 2021-22

Department

BM15

Class

TYRMS

Name of the Course:

Certification Course in BMS in Digital Business

Duration

12 Weeks

Time

12:30pm to 3:30pm

[illegible]

48	Vishal Singh	A	P	A	P	A	P	A	A	P	A	P	A
49	Safal Soni	A	P	A	P	A	P	A	A	P	A	P	A
50	Shruti Taksale	A	P	A	P	A	P	A	A	P	A	P	A
51	Sanskar Trivedi	P	P	P	P	P	P	P	P	P	P	P	P
52	Rohit Upadhyay	P	P	P	P	P	P	P	P	P	P	P	P
53	Tashu Chauhan	P	P	P	P	P	P	P	P	P	P	P	P
54	Siddhi Prabhu	A	P	A	P	A	P	A	A	P	A	P	A
55	Arya Sawant	P	A	P	A	P	A	P	P	A	P	A	P
56	Siddharth	P	P	P	P	P	P	P	P	P	P	P	P
57	Rakesh Chaurasia	P	P	P	P	P	P	P	P	P	P	P	P


Mrs. Soni Singh
 Coordinator
 BMS & BAF




Dr. Sharad Phulari
 Principal
 TSDC