

Bachelor of Commerce (B.Com)**Semester – IV**

Course Code	UB4AECOM01	Title of the Course	Introduction to Digital Communication
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To develop basic understanding of concept and practices of language while communicating digitally.
	2. To familiarize students with a comprehensive understanding of digital communication.
	3. To explore the professional and ethical use of verbal and non-verbal communication in digital contexts.

Course Content		
Unit	Description	Weightage (%)
1.	Fundamentals of Digital Communication (A) DIGITAL LITERACY: <ul style="list-style-type: none"> Meaning and Importance of Digital Literacy Online Search Skills for Self-Learning (B) TOOLS & TECHNIQUES FOR DIGITAL COMMUNICATION: <ul style="list-style-type: none"> Basic Understanding of Tools and Platforms Used for Digital Communication Usage of Virtual Collaboration (C) CYBER BULLYING: <ul style="list-style-type: none"> Adverse Effects of the Language used in Cyber Bullying Case Studies & Prevention from Cyber Bullying 	50%
2.	Professionalism and Netiquettes in Digital Communication (A) COMMUNICATION: <ul style="list-style-type: none"> Use of Verbal and Non-Verbal Communication in the Digital World Professionally (Emoticons, Paralanguage, and GIFs); (B) NETIQUETTES – Use of Digital Communication Ethically	50%

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022**Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025**

Teaching-Learning Methodology	Learner-Centered Instructional Method: Lectures combined with discussions, interactive sessions, group discussions, assignments, items for self-study through further readings, seminars, creative writing workshops, multi-media presentations, use of audio-visual aids and internet resources.
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Evaluation Pattern		
No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R. 6.8.3)	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R. 6.8.3)	20%
3.	External Examination	50%

Course Outcomes	
1.	Students will be able to enhance their overall communicative efficiency enabling them to express themselves digitally and virtually.
2.	Students will be able to understand the usage of internet and online resources for academic and professional purposes.
3.	Students will learn the professional and ethical use of verbal and non-verbal communication in digital contexts.

Suggested References	
No.	References
01	Nawale, Arvind. <i>An Introduction to Life Skills</i> . Macmillan Publishers India Pvt. Ltd. 2018.
02	“Digital Media and Communications”, <i>Communication Skills</i> . (Block 3, Unit-4) BAOU. 2021. https://baou.edu.in/assets/pdf/BSCIT_101_slm.pdf
03	Raviya, Hitesh D., Surve, Anshu. Ed. <i>Developing Communication Skills in English – A Textbook for College Students</i> . Macmillan. 2023. Print.
04	E-Resources for Self-Learning: https://www.aib.edu.au/blog/communication/nonverbal-communication-in-a-digital-world/ https://www.researchgate.net/publication/356616874 THE IMPORTANCE OF DIGITAL COMMUNICATION SKILLS IN ONLINE TRAINING https://swayam.gov.in/explorer https://epgp.inflibnet.ac.in/

