



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV01006071

Course / Subject Name : Assistant Business Environment Analyst

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	On Job Training

Prerequisite:	Passion to Learn
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Learn enterprise communicate with internal and external stake holders
02	Learn the different new edge communication can be used to communicate better Understand Documentation Process business environment of the enterprise
03	Understand social media helps an enterprise
04	Use of blog and vlog, how to use it for the business and how to create a set up for the same
05	Learn to make social and digital media more useful and effective

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	0	12	6	0	0	100	100	200

Course Content:

Sr. No.	Content	Hrs.
1.	Understanding Communication Set up How the enterprise communicate with internal and external stake holders What different new edge communication can be used to communicate better	60



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2.	Social Media Presence Which social medias are used by the enterprise, How social media helps an enterprise, what securities should be kept in mind while using social media, How to make social and digital media more useful and effective	60
3.	YouTube and similar apps for enterprise Understanding how Youtube and similar Apps can be helpful to an enterprise, How to create setup for the use of such facilities	60
4.	Blogging for business development What is a blog and vlog, how to use it for the business, how to create a set up for the same	20
	Total	200

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