

# SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)



**BOARD OF STUDIES:** MEDIA AND MASS COMMUNICATION

**PROGRAMME:** B.COM (ACCOUNTING AND FINANCE)

**SEMESTER:** IV

**NOMENCLATURE OF THE COURSE:** DIGITAL PRESENCE AND REVENUE  
GENERATION

**NEP Vertical:** OPEN ELECTIVE (O.E)

**Credit:** 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



<b>Programme</b>	B. COM (ACCOUNTING AND FINANCE)
<b>Nomenclature of the Course</b>	Digital Presence And Revenue Generation
<b>Total Marks</b>	50 MARKS
<b>Semester</b>	IV
<b>Academic year</b>	2025-2026

**LEARNING OBJECTIVES:**

- To obtain knowledge on strategies and methods for monetizing digital assets.
- To orient towards revenue generation from digital content, products, and services using various business models. To obtain knowledge on strategies and methods for monetizing digital assets.

**COURSE OUTCOMES:**

- Learners will implement strategies to leverage new opportunities and technologies in the rapidly evolving digital landscape.
- Learners will demonstrate how to choose the appropriate monetization model based on their digital assets (e.g., websites, apps, social media platforms).

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>1</b>	<p><b>Personal branding for influence and engagement</b></p> <ul style="list-style-type: none"> <li>• Understanding Personal Branding</li> <li>• Identifying Niche, Strengths and creating Unique Value Proposition</li> <li>• Digital Presence and profile optimization</li> <li>• Crafting a Compelling Digital Identity (Profile, Bio, Branding Elements)</li> <li>• Content strategy and content generation by leveraging different formats</li> <li>• Audience engagement and building an online community</li> </ul>	Lectures/ AV Presentations/ Demonstrations	<b>15</b>
<b>2.</b>	<p><b>Monetizing your personal brand</b></p> <ul style="list-style-type: none"> <li>• Understanding monetization and revenue generation tools – (Affiliate Marketing, Sponsorships, Courses, Coaching, Digital Products)</li> <li>• Social Media Monetization (YouTube Ads, Instagram/TikTok Sponsorships, LinkedIn)</li> <li>• Creating and Selling Digital Products (E-books, Online Courses, Memberships)</li> <li>• Freelancing, Coaching, and Consulting for Income Generation</li> <li>• Business &amp; Legal Aspects of Personal Branding (Contracts, Taxes, Intellectual Property)</li> <li>• Future Trends in Personal Branding &amp; Digital Entrepreneurship</li> </ul>	Lectures/ AV Presentations/ Demonstrations	<b>15</b>

## SUGGESTED READINGS

1. Zaytsev, O. A., & Pastukhov, P. S. (2022). Digital Personal Profile as an Element of the Information and Technological Strategy of Crime Investigation. *Perm U. Herald Jurid. Sci.*, 56, 281.
2. Kondakov, A. M., & Kostyleva, A. A. (2019). Digital identity, digital self-identification, digital profile: problem statement. *RUDN Journal of Informatization in Education*, 16(3), 207-218.
3. Gustafsson, V., & Khan, M. S. (2017). Monetising blogs: Enterprising behaviour, co-creation of opportunities and social media entrepreneurship. *Journal of Business Venturing Insights*, 7, 26-31.
4. Goanta, C., & Wildhaber, I. (2019). In the Business of Influence: Contractual practices and Social Media content monetisation. *Schweizerische Zeitschrift für Wirtschafts-und Finanzmarktrecht*, 91(4), 346.
5. Goanta, C., Yohanis, A., Jaiman, V., & Urovi, V. (2022). Web monetisation. *Internet Policy Review*, 11(1), 1-8.
6. Dhandu, U., & Kumar, A. (2018). Monetisation of blogs: a case of social media entrepreneurship. *IIMS Journal of Management Science*, 9(3), 171-177.
7. Wasef, A. N. D. Y. (2017). Monetising digital audiences: Turning a marketing cost into a profitable business unit. *Journal of Brand Strategy*, 6(2), 171-180

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	<b>TOTAL</b>	<b>20</b>

### Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3) <b>OR</b> Case Study	6
	<b>TOTAL</b>	<b>30</b>