

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



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BCom (MS)

SEMESTER: III

**NOMENCLATURE OF THE COURSE: Introduction to managing
Personal Digital Profile**

NEP Vertical: Open Elective (OE)

Credit: 02

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



Programme	BCOM(MS)
Nomenclature of the Course	Introduction to managing Personal Digital Profile
Total Marks	50 Marks
Semester	III
Academic year	2025-2026

Learning Objectives:

- Learners will gain foundational knowledge on digital identity and managing digital spaces.
- To orient learners in ethical considerations of managing online presence.

Course outcomes:

- Learners will be able assess and optimize their current online presence to ensure it reflects their personal and professional values.
- Learners will be able to create and manage profiles on key social media platforms (e.g., LinkedIn, Twitter, Instagram) and personal websites for professional growth.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Understanding and creating Digital Identity</p> <ul style="list-style-type: none"> • Digital profile – introduction, importance and management of online presence • Understanding different platforms (LinkedIn, Personal Website, Social Media) • Creating a Professional Online Presence and profile optimization • Understanding personal digital branding and reputation management • Digital Footprint: What It Is and Why It Matters • Career growth and networking through online branding 	Lectures/ Presentation/ Demonstrations/ Discussions	15
II	<p>Privacy and Security Concerns in Digital Spaces</p> <ul style="list-style-type: none"> • Digital Etiquette • Monitoring Your Digital Reputation (Google Yourself!) • Dealing with Negative Content, Misinformation, online criticism and cyberbullying • Privacy Settings and cyber security • Ethics in digital spaces 	Lectures/ Presentation/ Demonstrations/ Discussions	15

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. Oliver, J. J. (2017). Developing a distinctive digital profile and network. *The digitally agile researcher*, 80-87.
4. Kapustina, L. V. (2021). Digital footprint analysis to develop a personal digital competency-based profile. *Current Achievements, Challenges and Digital Chances of Knowledge Based Economy*, 591-596.
5. Roosendaal, A. (2009). Digital personae and profiles as representations of individuals. In *IFIP PrimeLife International Summer School on Privacy and Identity Management for Life*(pp. 226-236). Berlin, Heidelberg: Springer Berlin Heidelberg.
6. Fedotov, M. N., Sukhinin, A. V., Kovalenko, O. A., Romadikova, V. M., & Kuznetsova, O. N. (2020). Digital Profile: Special Aspects of Legal Regulation. In *Artificial Intelligence: Anthropogenic Nature vs. Social Origin* (pp. 766-777). Springer International Publishing.

Internal Continuous Assessment (ICA) Pattern

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

Term End Examinations (TEE)

Question Paper Pattern

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