

**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)



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

**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.

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>I</b>	<p><b>Understanding and creating Digital Identity</b></p> <ul style="list-style-type: none"> <li>• Digital profile – introduction, importance and management of online presence</li> <li>• Understanding different platforms (LinkedIn, Personal Website, Social Media)</li> <li>• Creating a Professional Online Presence and profile optimization</li> <li>• Understanding personal digital branding and reputation management</li> <li>• Digital Footprint: What It Is and Why It Matters</li> <li>• Career growth and networking through online branding</li> </ul>	Lectures/ Presentation/ Demonstrations/ Discussions	<b>15</b>
<b>II</b>	<p><b>Privacy and Security Concerns in Digital Spaces</b></p> <ul style="list-style-type: none"> <li>• Digital Etiquette</li> <li>• Monitoring Your Digital Reputation (Google Yourself!)</li> <li>• Dealing with Negative Content, Misinformation, online criticism and cyberbullying</li> <li>• Privacy Settings and cyber security</li> <li>• Ethics in digital spaces</li> </ul>	Lectures/ Presentation/ Demonstrations/ Discussions	<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. 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
<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> B. Full Length Theory Question	12
2	A. Full Length Theory Question <b>OR</b> 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>