

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



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BCom (MS)

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Digital Presence and Revenue Generation

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	Digital Presence and Revenue Generation
Total Marks	50 Marks
Semester	IV
Academic year	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.

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).

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

	<ul style="list-style-type: none"> • Future Trends in Personal Branding & Digital Entrepreneurship 		
--	---	--	--

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. Dhanda, 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
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

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