

Programme: Bachelors in Marketing Management

List of subjects offered under NEP

Academic Year 2024-2025

SEMESTER I		
1	Principles of Marketing	4 credits
2	Human Resource Management	2 Credits
3	World Cultures - I	2 Credits
4	India Socio Political Economic System and Current Affairs	2 Credits
5	IT in Business - I	2 Credits
6	Effective Presentation Skills	2 Credits
7	Functional English - I	2 Credits
8	Environmental Studies	2 Credits
9	Constitution of India and Human Rights	2 Credits
10	Basics of Yoga – I / NSS / NCC/Sports/ Cultural	2 Credits
Total Credits Semester I		22 Credits

SEMESTER II		
1	Marketing Mix	4 credits
2	E-Marketing	2 Credits
3	Advertising	2 Credits
4	World Cultures -II	2 Credits
5	Indian Economy	2 Credits
6	IT in Business - II	2 Credits
7	Selling and Negotiation Skills	2 Credits
8	French - I	2 Credits
9	Personal Effectiveness at Workplace	2 Credits
10	Basics of Yoga – II / NSS / NCC/Sports/ Cultural	2 Credits
Total Credits Semester II		22 Credits