



First Year										
Level	Semester	Major		Minor	OE	VSC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	I	<p>Introduction to Marketing (T) (4 credits)</p> <p>Business Economics (T) (2 credits)</p>		-	<p>Mathematical and Statistical Techniques (T) (2 credits)</p> <hr/> <p>Mass Communication (T) (2 credits) OR Organisation Behaviour (T) (2 credits)</p>	<p>VSC: Brand Fellowship I (T) (2 credits)</p> <p>SEC: Personal Effectiveness through Music (T + P) (2 credits)</p>	<p>AEC: Professional Communication I (T) (2 credits)</p> <p>VEC: Sustainable Goals (T) (2 credits)</p> <p>IKS: Indian Society (T) (2 credits)</p>	<p>CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (P) (2 credits)</p>	22	UG Certificate 40-44
	Credits	6	0		4	4	6	2		
	II	<p>Understanding Consumers in the Digital Era (T) (4 credits)</p> <p>Integrated Marketing Communication and Advertising Strategy (T) (2 credits)</p>		<p>Financial Accounting (T) (2 credits)</p>	<p>Digital Business Management (T) (2 credits)</p> <p>Technology in Branding and Advertising (T) (2 credits) OR Organization Design (T) (2credits)</p>	<p>VSC: Brand Fellowship II (T) (2 credits)</p> <p>SEC: Personal Effectiveness through Theatre (T + P) (2 credits)</p>	<p>AEC: Professional Communication II (T) (2 credits)</p> <p>VEC: Environmental Studies (T) (2 credits)</p>	<p>CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (P) (2 credits)</p>	22	
	Credits	6	0	2	4	4	4	2		
	Cum Cr.	12	0	2	8	8	10	4	44	

Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Min