

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1 & DSC 2)	Electives							
4.5	I	Foundations of Marketing & Customer Strategies (04) Fundamentals of Digital Business & Management(02)	----		Introduction to Psychology (02) Managerial Economics (02)	VSC: Content Strategy & Storytelling (02) SEC: Market & Brand Intelligence (02)	AEC: Effective Communication Skills (02) VEC: Foundation Course (02) IKS: Indian Ethos in Management (02)	CC: (Health and Wellness I / (02)	22	44 (UG Diploma)
	Credits	6	0	0	4	4	06	02		
	II	Introduction to Website & Design Essentials (04) Organic Social Media Marketing (02)	----	Strategic Management (02)	Quantitative Techniques (02) Global Economics (02)	VSC: Accounting for Managers (02) SEC: Commercial Designing (02)	AEC: Career Development & Communication (02) VEC: Environmental Education (02)	CC: (Health and Wellness II) (02)	22	
	Credits	6	0	2	4	4	04	02		
	Cum Cr.	16	----	8	4	4	4	8	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 Minor**



*** Exit Option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor**