

NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

Programme: Bachelor of Commerce in Digital Business Academic year: 2025-26

Curriculum Framework of First Year under NEP-

Level	Sem.	Major								
		Mandatory (DSC 1 & DSC 2)	Electi ves	Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulati ve Credits
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
	Credits	6	0	0	4	4	06	02		(UG Diploma)
	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	
	Credit			2	4	4	,	02		
	S Cum Cr.	6 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



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Level	Sem.	Major								
		Mandatory (DSC 1 & DSC 2)	Electi ves	Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulati ve Credits
	III	Social Media Management (04) Content Strategy & Campaign(04)		Digital Advertising (04)	Commercial Designing I (02)	VSC: Financial Accounting (02) SEC: -	AEC: Language I (Hindi) - (02) VEC: -	CC: (Health and Wellness I / Yoga Education I / Personal Finance I / Applied Arts I) (02) FP: Field Project (02)	22	
4.5	Credit s	8	0	4	2	2	2	4		44
	IV	Display & Video Marketing (04) Influencer & Email Marketing (04)		Brand Management (04)	Commercial Designing II (02)	VSC: - SEC Management Accounting (02)	AEC: Language II (Hindi) - (02) VEC: –	CC: (Health and Wellness II/ Yoga Education II/ Personal Finance II/ Applied Arts II) - (02) CEP: Community Engagement Project (02)	22	· (UG Diploma)
	Credit s	8	0	4	2	2	2	4		
	Cum Cr.	16		8	4	4	4	8	44	

^{*} 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