

FACULTY OF MANAGEMENT

PROGRAM: BACHELOR OF VOCATION (SALES AND MARKETING)

ACADEMIC YEAR - 2020-21

SEMESTER - I (Batch - 2020-23)

DEFINATION OF CREDIT: 1. Lecture (L): 1 hour/week/semester, 2. Practical (P): 2 hours/week/semester 3. Tutorial(T): 2 hours/week/semester

Course Code	Course Name
BVC101	English as a Second Language Preliminary level - I
BVC102	Basics of Information Technology
BVC103	Corporate and Business Etiquettes
BMS101	Basics of Sales Management
BMS102	Vocational Practice - I

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SEMESTER - II (Batch - 2020-23)

DEFINATION OF CREDIT: 1. Lecture (L): 1 hour/week/semester, 2. Practical (P): 2 hours/week/semester 3. Tutorial(T): 2 hours/week/semester

Course Code	Course Name
BVC201	Principles of Management
BVC202	Organizational Behavior
BMS201	Principles of Marketing -I
BMS202	Social Media for Business -I
BMS203	Promotion Management -I
BMS204	Vocational Practice-II

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SEMESTER - III (Batch - 2020-22)

Course Code	Course Name
BVC301	Basics of Financial Management
BVC302	Basics of Human Resource Management
BVC303	Information technology for Managers
BMS301	Remuneration of Sales Person
BMS302	Sales and Distribution Management
BMS303	Vocational Practice - III

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SEMESTER - IV (Batch - 2020-22)

Course Code	Course Name
BVC401	Human Values and Business Ethics
BVC402	Principles of Financial Accounting
BSM401	Principles of Marketing - II
BSM402	Social Media for Business - II
BSM403	Promotion Management - II
BSM404	Vocational Practice - IV

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SEMESTER - V (Batch - 2020-21)

Course Code	Course Name
BVC501	Basics of Communication
BVC502	Yoga and Health Management
BVC503	Business Environment and Economics
BMS501	Retail Sales Management
BMS502	Vocational Practice - V

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SEMESTER - VI (Batch - 2020-21)

Course Code	Course Name
BVC601	Entrepreneurship Development Program (EDP)
BVC602	Employability & Life Skills
BSM601	E-Commerce and Business
BSM602	International Business and Marketing
BSM603	Vocational Practice - VI

