

B.A. (Vocational Studies)_Marketing Management and Retail Business Three-Year (6-Semester) CBCS Programme		
Basic Structure: Distribution of Courses		
1	Ability Enhancement Compulsory course	2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 2X2) 04
2	Skill Enhancement Course	4 Papers of 4 Credit Hrs. each (Total Credit Hrs. 4X4) (4 Lectures and 1 Tutorial) 16
3	Core Discipline	12 Papers of 6 Credit Hrs. each (Total Credit Hrs. 12X6) (5 Lectures and 1 Tutorial) 72
4	Elective Courses (Core Discipline)	3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6) (5 Lectures and 1 Tutorial) 18
5	Elective Courses (Inter Disciplinary)	3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6) (5 Lectures and 1 Tutorial) 18
Total Credit Hrs		128

B.A. (Vocational Studies)Marketing Management and Retail Business: Three-Year (6-Semester) CBCS Programme		
Course Structure		
B.A. (VS) Marketing Management and Retail Business		
Semester – I		
1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)
1.2	English/ MIL I	Core Discipline
1.3	Introduction to Marketing Management-I	Core Discipline
1.4	Principles of Microeconomics	Core Discipline
Semester – II		
2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)
2.2	MIL / English I	Core Discipline
2.3	Introduction to Marketing Management-II	Core Discipline

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2.4	Macroeconomics	Core Discipline
<u>Semester – III</u>		
3.1	English/ MIL II	Core Discipline
3.2	Advertising and Sales Promotion	Core Discipline
3.3	Indian Economy – Sectoral Issues	Core Discipline
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)
<u>Semester – IV</u>		
4.1	MIL / English II	Core Discipline
4.2	Retail Business Management	Core Discipline
4.3	Labour and Development in India	Core Discipline
4.4	Business Communications	Skill Enhancement Course (SEC)
<u>Semester – V</u>		
5.1	Legal Aspects of Marketing	Elective Core – Discipline Based
5.2	Internship Project / Project	Core Discipline
5.3	Financial Accounting Corporate Laws	Elective Core – Generic
5.4	Rural Marketing	Skill Enhancement Course (SEC)
<u>Semester – VI</u>		
6.1	International Marketing: An Overview	Elective Core – Discipline Based
6.2	Globalization Retailing Operations	Elective Core – Discipline Based
6.3	Business Law Financial management	Elective Core – Generic
6.4	E-Commerce	Skill Enhancement Course (SEC)