

Management, Entrepreneurship and Professional Skills

Introduction of the Sector

Management is a key skill of getting things done through and with people, whereas Entrepreneurship is a mindset that requires creativity, innovation and professional skills while addressing a new opportunity.

The process of improving professional skills and knowledge of entrepreneurs and to increase the number of entrepreneurs is the salient aim of the sector.

B. Voc. in Sales and Marketing

Course Introduction

The course is meant to give the participant an initial understanding of what is sales, its brief history, the concept, and processes. The objective of this course is to give the participant an insight in to the various types of sales and its application to business.

Eligibility for Admission

The eligibility for admission to B. Voc. in Sales and Marketing shall be 10+2 or equivalent, in any stream.

Career Prospects

After completing B. Voc. Sales and Marketing Management course, the graduate will be able to find jobs in sectors and establishments such as Retail chains, Retail stores, Supply chain management firms, Advertising firms, PR firms, Branding firms, Sales and Marketing agencies Sales and Marketing consultancy.

Semester-wise Listing of Courses

Semester	Subject Code	Subject Name	Credits
I	GE 1.1	Functional English	4
	GE 1.2	Communication Skills - I	4
	GE 1.3	Computing Skills - I	4
	SM 1.1	Understanding Sales	2
	SM 2.1	Skills for Effective Sales	4
	SMP 1	Vocational Practical	12
II	GE 2.1	Basics of Economics and Markets	4
	GE 2.2	Environment Sciences	4
	GE 2.3	Ethics and Governance	4
	SM 3.1	Market Analysis	2
	SM 2.2	Sales Process	2

	SM 2.3	Methods of Effective Sales	2
	SMP 2	Vocational Practical	12
III	GE 3.1	Communication Skills II	4
	GE 3.2	Financial Literacy	4
	GE 3.3	Basics of Legal and HR Policies	4
	SM 3.1	Sales Distribution Network	2
	SM 3.3	B2B Sales	2
	SM 4.1	Salary and Incentives	2
	SMP 3	Vocational Practical	12
	IV	GE 4.1	Computing Skills - II
GE 4.2		Basics of Accounting	4
GE 4.3		Design Thinking	4
SM 3.4		Sales in Rural Markets	3
SM 5.1		Use of Social Media for Sales	3
SMP 4		Vocational Practical	12
V		GE 5.1	Digital Literacy
	GE 5.2	Health and Wellness	4
	GE 5.3	Personal Grooming	4
	SM 6.1	Retail Sales I	6
	SM P 5	Vocational Practical	12
VI	GE 6.1	Entrepreneurship	4
	GE 6.2	Employment Readiness	4
	GE 6.3	Effective Workplace Skills & Competencies	4
	SM 6.2	Retail Sales II	6
	SMP 6	Vocational Practical	12

Programme fees: Rs. 36,000/-per annum

Examination fees: Rs. 1,600/- per semester and Rs.3200 per annum

Caution Deposit (Refundable): Rs.5000