

# 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 & Market Research Assistant.*

### Semester-wise Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
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

SEMESTER II		
Subject Code	Subject Name	Credits
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

SEMESTER III		
Subject Code	Subject Name	Credits
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 & B2C Sales	2
SM 4.1	Reimbursements and Incentives	2
SMP 3	Vocational Practical	12

SEMESTER IV		
Subject Code	Subject Name	Credits
GE 4.1	Computing Skills - II	2
GE 4.2	Basics of Accounting	4
GE 4.3	Design Thinking	4
GE 4.4	Organizational Behaviour	2
SM 3.4	Sales in Rural Markets	2
SM 5.1	Use of Social Media for Sales	2
SM 4.1	Market Segmentation	2
SMP 4	Vocational Practical	12

SEMESTER V		
Subject Code	Subject Name	Credits
GE 5.1	Digital Literacy	4
GE 5.2	Health and Wellness	4
GE 5.3	Personal Grooming	4
SM 6.1	Retail Sales - I	6
SMP 5	Vocational Practical	12

SEMESTER VI		
Subject Code	Subject Name	Credits
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

**Convocation Fees:** Rs.2000/- (In absentia Rs.2500/-)

**Campus Immersion Expenses:** (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.

## B. Voc. Operations