

## ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (ASPSM)

### NEP 2020 SYLLABUS

#### COURSE OUTCOME & PROGRAMME OUTCOME (POCO)

##### • Semester 1: Paper- DSCC/CC1 - Basics of Marketing Management

- **CO1- Understand Core Marketing Concepts and Ethics-** Students will be able to explain the fundamental concepts, nature, functions, and significance of marketing, differentiate between selling and marketing, and evaluate ethical and social responsibilities, including Corporate Social Responsibility (CSR).
- **CO2- Apply Market Segmentation and Positioning Strategies-** Students will gain the ability to identify and analyze various bases of market segmentation, select target markets, and develop appropriate positioning strategies, along with understanding contemporary issues in marketing.
- **CO3- Analyze Marketing Environment and Information Systems-** Students will develop the skills to assess internal and external (micro and macro) marketing environments and understand the components and role of a Marketing Information System in strategic decision-making.
- **CO4- Design Effective Marketing Mix and Research Strategies-** Students will be equipped to define and apply the elements of the marketing mix and understand the philosophy and process of marketing management, including the use of marketing research for decision support.
- **CO5- Interpret Consumer Behaviour in Marketing Decisions-** Students will be able to analyze consumer behavior patterns, identify the factors influencing individual buying decisions, and understand the dynamics of consumer markets in India.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
Course Code: DSCC / CC1	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning /thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	H	H	H	M	H	M	L	M	H	L	M	L	H	M
CO2	H	H	H	H	H	H	M	M	H	M	M	M	L	M
CO3	H	H	H	H	H	H	M	M	H	L	M	M	L	M
CO4	H	M	M	H	M	H	M	L	H	L	M	H	L	M
CO5	H	H	H	H	M	H	M	L	H	L	M	M	M	M

- Semester 1: Paper- SEC1- Content and Copywriting**

- **CO1- Understand the Fundamentals of Copywriting and Content Writing:** Explain the core principles, roles, and responsibilities in copywriting; differentiate between content writing and copywriting; and identify the attributes of an effective copywriter.
- **CO2- Analyze the Evolution and Scope of Content Writing:** Understand the historical development, types, and diverse applications of content writing, and explore its strategic role in marketing, including in-bound and direct marketing, brand building, and customer relationship management.
- **CO3- Develop Effective Advertising Copywriting Skills:** Acquire practical skills to craft persuasive and impactful advertising copy tailored to different audiences and marketing goals.
- **CO4- Create Content for Diverse Media Platforms:** Demonstrate the ability to adapt writing styles and techniques for various media formats including television, cinema, radio, and social media platforms.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
Course Code: SEC1	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	H	H	H	M	M	L	–	M	H	M	L	M	M
CO2	M	H	M	H	H	M	M	–	M	H	M	M	M	M
CO3	H	H	H	H	M	M	L	–	M	H	M	M	L	H
CO4	M	M	H	H	M	H	M	–	M	H	L	M	L	H

• **Semester 2: Paper- DSCC/CC2– Basics of Advertising**

- **CO1- Understand the Core Concepts and Objectives of Advertising:** Define advertising, explain its key features and functions, and understand the process of setting effective advertising objectives.
- **CO2- Apply Advertising Theories and Models:** Analyze and apply foundational advertising approaches such as AIDA and DAGMAR in designing advertising strategies.
- **CO3- Evaluate Advertising Media and Classifications:** Assess various types of advertising media, their characteristics, advantages, limitations, and understand different classifications of advertisements based on purpose and audience.
- **CO4- Analyze the Role and Impact of Advertising in the Indian Context:** Examine the influence of advertising on the Indian economy and society, including ethical concerns such as deceptive advertising and its effects on children, while understanding the growing importance of internet advertising.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code : DSCC/CC2	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	H	M	H	M	M	M	–	H	M	M	L	M	M
CO2	H	H	H	H	H	M	L	–	H	M	M	M	L	M
CO3	H	M	M	H	H	H	L	–	H	H	M	M	L	M
CO4	M	H	M	M	H	H	H	M	M	M	L	M	H	M

• **Semester 2: Paper- SEC 2- Soft Skills & Computer Basics**

- **CO1- Enhance Communication and Interpersonal Skills:** Develop effective verbal and non-verbal communication abilities, including listening, speaking in groups, and interpersonal interactions in various communicative environments.
- **CO2- Build Presentation and Emotional Competencies:** Learn to create and deliver multimedia presentations, engage in group interactions, and cultivate emotional intelligence, stress management, and work-life balance.
- **CO3- Develop Core Employability Traits:** Strengthen key soft skills such as creativity, critical thinking, problem solving, leadership, motivation, persuasion, and negotiation.
- **CO4- Acquire Basic Computer and Office Management Skills:** Gain practical knowledge of desktop organization and foundational proficiency in Microsoft Word, Excel, and PowerPoint for effective digital task management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
Course Code: SEC2	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	M	M	H	M	L	M	–	L	H	M	L	M	M
CO2	M	M	M	H	M	M	M	–	L	H	M	L	M	M
CO3	H	H	H	M	H	M	M	–	M	M	H	L	M	M
CO4	M	M	L	M	M	H	L	–	L	M	M	M	L	M

• **Semester 3: Paper- DSCC/CC3 - Understanding Marketing Mix**

- **CO1- Understand the Components of the Marketing Mix:** Explain the core concepts of product, price, place, and promotion, and their role in the overall marketing strategy.
- **CO2- Analyze Product-Related Strategies:** Demonstrate knowledge of product mix, product life cycle, new product development, packaging, and labeling, and their importance in marketing planning.
- **CO3- Evaluate Pricing and Distribution Decisions:** Understand various pricing objectives, influencing factors, and pricing methods, along with distribution channels and their selection based on product and market considerations.
- **CO4- Apply Promotional Tools and Strategies:** Identify and evaluate various promotional tools and the concept of promotion mix, including direct marketing and consumer psychology in influencing purchase decisions.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cour se Code : DSC C/CC 3	Co mpl ex pro ble m- sol ving	Crit ical thin kin g	Crea tivity	Comm unicati on Skills	Analytic al reasonin g/thinkin g	Digita l and techno logic al skills	Valu e incul cation (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	M	M	M	L	–	H	M	M	M	L	M
CO2	H	H	M	M	H	M	M	–	H	M	M	L	L	M
CO3	H	H	L	M	H	M	M	–	H	L	M	M	L	M
CO4	H	H	H	H	M	H	M	–	H	M	M	M	M	M

• **Semester 3: Paper- DSCC/CC4- Media Planning and Management**

- **CO1- Understand the Fundamentals of Media Planning:** Explain the role, responsibilities, and challenges of media planning in advertising, and differentiate planning strategies for consumer and industrial goods using media research insights.
- **CO2- Apply Media Scheduling and Budgeting Techniques:** Demonstrate knowledge of media timing, scheduling strategies, and advertising budget formulation for effective campaign execution.
- **CO3- Evaluate Advertising Effectiveness:** Understand pre-testing and post-testing methods to assess advertising impact, and apply various techniques for measuring advertising effectiveness.
- **CO4- Analyze the Structure and Role of Advertising Agencies and Departments:** Examine the functions of advertising agencies and in-house departments, their services, campaign management, and the criteria for selecting agencies, including commission structures and account handling.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code : DSC C/CC 4	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	H	H	M	M	H	M	M	–	H	H	M	M	L	M
CO2	H	H	M	M	H	H	L	–	H	M	H	M	L	M
CO3	M	H	L	M	H	H	M	–	H	M	M	H	L	M
CO4	M	M	M	H	M	M	L	–	H	M	M	L	M	M

• **Semester 3: Paper- SEC 3- Business Communication & Personality Development**

- **CO1- Demonstrate Effective Communication Skills and Overcome Communication Barriers:** Students will understand the nature, process, and types of communication (verbal and non-verbal), identify various forms and channels of communication, and analyze barriers such as linguistic, psychological, interpersonal, cultural, physical, and organizational to enhance clarity and efficiency in business interactions.
- **CO2- Apply Business Correspondence Techniques in Professional Settings:** Students will be able to draft professional business documents such as letters for quotations, orders, tenders, and sales, while following proper formats and presentation styles suitable for various corporate communication needs.
- **CO3- Develop Structured Reports and Professional Business Etiquette:** Students will acquire the skills to write clear, concise, and well-structured sales reports and practice appropriate business manners, including body language, telephone etiquette, and behavior during meetings, to maintain professionalism in workplace communication.
- **CO4- Deliver Effective Oral Presentations and Practice Active Listening:** Students will learn to plan and deliver impactful oral presentations using tools like PowerPoint and visual aids, understand audience engagement strategies, manage presentation anxiety, and demonstrate active listening skills—particularly in job interviews and interactive settings.

	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code: SEC 3	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical	Environmental awareness and action						

							value s)							
CO 1	M	H	M	H	H	M	M	–	M	H	M	L	M	M
CO 2	M	M	L	H	M	M	L	–	L	H	M	L	M	M
CO 3	M	M	M	H	M	M	M	–	L	H	M	L	M	M
CO 4	M	M	M	H	M	H	L	–	L	H	M	L	L	M

• **Semester 4: Paper- DSCC/CC5 : Personal Selling & Salesmanship**

- **CO1- Understand the Fundamentals and Strategic Importance of Personal Selling-** Students will gain a comprehensive understanding of the nature, characteristics, and significance of personal selling, including door-to-door sales and the role of professional salesmanship in marketing. They will also be able to identify scenarios where personal selling is more effective than advertising.
- **CO2- Apply Selling Theories and Differentiate Sales Roles in Practical Contexts-** Students will be able to apply the AIDA model and analyze diverse selling situations, distinguish between different types of salespersons (peddlers, professional, and industrial), and understand the dynamics of the buyer-seller relationship in varied selling contexts.
- **CO3- Analyze Market Types and Buyer Behaviour in Sales Strategies-** Students will differentiate between consumer and industrial markets, understand organizational buying behavior, and assess the implications of buyer behavior for developing effective selling strategies.
- **CO4- Develop Sales Competencies and Personal Skills for Effective Selling-** Students will acquire essential background knowledge related to products, company, and competition; learn the stages of the selling process; and cultivate personal selling skills such as goal setting, persuasive communication, time management, and maintaining a positive attitude—especially in the context of consumer services.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cour se Code : DSC C/CC 5	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivit y	Comm unicati on Skills	Analytic al reasonin g/thinkin g	Digita l and techn ologic al skills	Valu e incul catio n (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	H	M	L	M	–	H	M	M	L	M	M
CO2	H	H	M	H	H	M	L	–	H	M	H	L	L	M
CO3	H	H	L	M	H	M	M	–	H	L	H	M	L	M
CO4	H	M	M	H	M	M	M	–	H	H	H	M	M	H

• **Semester 4: Paper- DSCC/CC6 : PR & Event Management**

- **CO1- Understand the Role and Strategic Importance of Public Relations in Marketing-** Students will be able to explain the meaning, features, and growing importance of Public Relations, and evaluate its role and strategic use in building and maintaining favorable public and market perceptions.
- **CO2- Apply Tools and Techniques of Effective Public Relations and Publicity-** Students will gain practical knowledge of major PR tools such as press releases, speeches, special



events, audio-visual materials, and public service activities, and differentiate between PR and publicity while assessing their goals and practical applications.

- **CO3- Develop Knowledge of Event Management Principles and Planning-** Students will understand the core principles, historical evolution, and definitions of event management, and will be able to apply foundational knowledge to plan and organize events aligned with organizational goals.
- **CO4- Implement Event Marketing, Team Leadership, and Safety Practices-** Students will acquire skills in event marketing, advertising, team coordination, and communication. They will also understand the importance of safety, security, and leadership in ensuring the successful execution of events.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code : DSC C/CC 6	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	H	M	H	M	M	M	L	H	H	M	M	M	M
CO2	H	H	M	H	M	M	M	–	M	H	M	M	L	M
CO3	H	M	M	M	M	M	L	M	M	M	H	M	M	H
CO4	H	M	H	H	M	H	M	M	H	H	H	M	H	H

#### ● Semester 4: Paper- DSCC/CC7 : Sales Promotion

- **CO1- Understand the Role and Significance of Sales Promotion in Marketing-** Students will be able to explain the nature, objectives, and growing importance of sales promotion, and analyze its strategic role in enhancing brand awareness, customer engagement, and overall marketing effectiveness.
- **CO2- Differentiate Among Various Forms of Sales Promotion-** Students will gain the ability to distinguish between consumer-oriented, trade-oriented, and sales force-oriented sales promotion techniques, and understand how each form influences different target groups within the marketing channel.
- **CO3- Apply Tools and Techniques of Sales Promotion Effectively-** Students will become proficient in identifying and utilizing major tools of sales promotion—such as free samples, point-of-purchase displays, contests, lotteries, rebates, and trade shows—and in designing and managing effective sales promotion campaigns including pre-testing, implementation, and performance evaluation.

- **CO4- Integrate Sales Promotion with Advertising Strategies-** Students will understand how to align sales promotion efforts with advertising strategies to ensure message consistency, maximize promotional impact, and achieve integrated marketing communication objectives.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code : DSC C/CC 7	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	H	H	M	M	H	M	M	–	H	M	M	M	L	M
CO2	M	H	M	M	H	M	L	–	H	M	M	L	L	M
CO3	H	H	H	H	H	H	M	–	H	M	H	M	L	H
CO4	H	H	H	H	M	H	M	–	H	H	M	M	L	H

● **Semester 4: Paper- DSCC/CC8 : Logistics & Supply Chain Management (SCM)**

- **CO1- Understand the Fundamentals and Evolution of Supply Chain Management (SCM)** - Students will be able to explain the concept, origin, definitions, and core functions of Supply Chain Management, along with understanding its historical development and growing importance in the global business environment.
- **CO2- Analyze Supply Chain Networks and Integration of Business Processes-** Students will gain knowledge of how business processes are integrated within a supply chain, understand the structure of supply chain networks, and evaluate the flow of goods, services, and information across supply chain entities.
- **CO3- Identify Key Components and Global Applications of SCM-** Students will be able to describe the major components of SCM, including logistics and reverse supply chains, and assess their practical applications in both domestic and global contexts.
- **CO4- Develop Skills and Knowledge Required for SCM Professionals-** Students will understand the skills, roles, and competencies required of supply chain professionals and will be able to link theoretical knowledge with practical responsibilities in logistics and SCM-related job functions.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code : DSC C/CC 8	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	H	L	M	H	M	M	M	H	L	M	M	L	M
CO2	H	H	M	M	H	H	M	M	H	L	H	H	L	H
CO3	H	H	M	M	H	H	M	H	H	L	H	M	M	H
CO4	H	M	M	H	M	H	M	M	H	L	H	M	L	H

• **Semester 5: Paper- DSCC/CC9: Integrated Marketing Communications & Brand Management**

- **CO1- Understand and Analyze the Integrated Marketing Communication (IMC) Process** Students will be able to explain the concept and components of IMC, analyze the communication process in marketing, and evaluate the effectiveness of promotional programs across different media and platforms.
- **CO2- Apply IMC Tools and Strategies in Real-world Marketing Scenarios-** Students will develop the ability to design and implement IMC programs using various tools such as advertising, sales promotion, direct marketing, digital media, and public relations, and understand how product, price, place, and promotion serve as marketing communication cues.
- **CO3- Develop Foundational Knowledge of Brand Management Concepts-** Students will gain in-depth understanding of key brand management concepts including brand identity, brand image, brand equity, brand positioning, and brand loyalty. They will also explore the role of social media and customer experience in shaping modern brand strategies.
- **CO4- Evaluate Branding Decisions and Global Brand Strategies-** Students will be equipped to make informed branding decisions related to brand naming, sponsorship, repositioning, and extensions. They will also examine contemporary brand challenges such as global branding, digital branding, luxury brand management, and strategic brand communication in a competitive environment.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cour se Code : DSC C/CC 9	Co mpl ex pro ble m-solv ing	Crit ical thin kin g	Crea tivit y	Comm unicati on Skills	Analytic al reasonin g/thinkin g	Digita l and techn ologic al skills	Valu e incul catio n (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	H	H	H	M	–	H	M	M	H	L	H
CO2	H	H	H	H	H	H	M	–	H	H	M	H	L	H
CO3	M	H	H	M	M	H	M	–	H	M	M	H	L	M
CO4	H	H	H	H	H	H	M	M	H	M	M	H	M	H

• **Semester 5: Paper- DSCC/CC10 : Media Management& Film Studies**

- **CO1- Understand the Evolution, Types, and Contemporary Role of Media-** Students will be able to describe the history, origin, and types of media—including print, electronic, and social media—along with their respective advantages and disadvantages. They will also

analyze the current role of media in society and its impact on public opinion and communication.

- **CO2- Analyze Media Structures, Organizations, and Legal Frameworks-** Students will gain insights into the functioning of media organizations and develop an understanding of media laws and ethical considerations essential for responsible media management and communication.
- **CO3- Develop Practical Skills in Media Research and Management Functions-** Students will be introduced to media research techniques and acquire knowledge in managing different types of media platforms—print, electronic, social media—as well as advertising management practices in dynamic media environments.
- **CO4- Apply Theoretical Knowledge to Real-world Media Scenarios through Case Studies-** Students will evaluate practical media situations through case studies, enabling them to apply theoretical frameworks to analyze media strategies, organizational decisions, legal issues, and audience engagement in real-life contexts.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Course Code: DSCC/CC10	Complex problem-solving	Critical thinking	Creativity	Communication Skills	Analytical reasoning/thinking	Digital and technological skills	Value inculcation (Ethical values)	Environmental awareness and action						
CO1	M	H	M	H	M	M	M	M	M	H	L	M	L	M
CO2	H	H	L	M	H	M	H	M	M	H	M	M	H	H
CO3	H	H	M	M	H	H	M	M	M	H	M	M	L	H
CO4	H	H	M	H	M	M	M	M	M	H	M	M	M	H

• **Semester 5: Paper- DSCC/CC11 : Sales force Management**

- **CO1- Understand the Fundamentals and Strategic Role of Sales Force Management-** Students will gain foundational knowledge of sales force management, including its importance in achieving marketing and organizational goals, and understand the planning and operational functions performed by sales managers in guiding and supervising sales teams.
- **CO2- Apply Recruitment, Selection, and Training Processes for Building an Effective Sales Team-** Students will learn and evaluate various sources and methods of recruitment and selection, assess the challenges in hiring the right sales personnel, and design training programs with appropriate content, methods, and evaluation tools to enhance the capabilities and performance of sales teams.
- **CO3- Develop Skills in Leadership, Motivation, and Compensation Strategies-** Students will understand the principles of effective sales leadership and motivational techniques, including financial and non-financial incentives, job clarity, and recognition. They will also

explore different leadership styles and how to foster a motivating work environment that enhances sales force productivity and morale.

- **CO4- Evaluate Sales Performance Using Quantitative and Qualitative Metrics-** Students will acquire the ability to conduct performance appraisals based on various standards such as sales quotas, expense ratios, call frequency, and profitability. They will also understand how to develop evaluation systems using company data and apply these insights to improve sales effectiveness.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cours e Code: DSC C/CC 11	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivity	Comm unicati on Skills	Analytic al reasonin g/thinki ng	Digita l and techn ologic al skills	Valu e incul cation (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	H	M	M	M	—	H	M	M	L	L	H
CO2	H	H	M	H	H	M	M	—	M	M	H	L	M	H
CO3	M	M	M	H	M	M	H	—	H	M	H	L	M	H
CO4	H	H	L	M	H	H	M	—	H	L	H	M	L	H

● **Semester 5: Paper- DSCC/CC12: Graphics Designing & Photography**

- **CO1- Understand the Foundations and Principles of Graphic Design-** Students will gain knowledge of the history and evolution of graphic design, the elements and principles of two-dimensional design, effective layout creation, font selection, logo development, and the application of color theory. They will also explore graphic design as a professional career path and understand its relevance in print media.
- **CO2- Apply Design Concepts and Visual Communication Skills-** Students will be able to apply core design principles—such as balance, contrast, hierarchy, alignment, and proximity—to create visually appealing layouts and logos. They will also understand how to critique visual designs using art criticism techniques and apply color psychology effectively in various design projects.
- **CO3- Demonstrate Technical Knowledge and Skills in Photography-** Students will develop an understanding of the fundamentals of photography, including camera types, parts, accessories, and key controls such as lenses, shutter speed, exposure, and sensors. They will learn to operate both film and digital cameras and apply appropriate settings for capturing high-quality images.
- **CO4- Analyze and Apply Aesthetic and Lighting Principles in Photography-** Students will explore the aesthetics of photography through principles of lighting, reflection, shadows, and composition. They will learn to work with natural and artificial light sources, understand

the role of lighting in subject visualization, and apply principles of perspective and design to create artistically composed photographs.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cours e Code: DSC C/CC 12	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivity	Comm unicati on Skills	Analytic al reasonin g/thinki ng	Digita l and techn ologic al skills	Valu e incul cation (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	M	H	H	M	M	H	L	–	M	H	M	L	L	M
CO2	M	H	H	M	M	H	L	–	M	H	M	M	L	M
CO3	M	M	M	L	M	H	L	–	L	H	L	M	L	M
CO4	M	H	H	M	H	M	L	M	L	H	L	M	L	M

● **Semester 6: Paper- DSCC/CC13: Entrepreneurship Development**

- **CO1- Develop an In-Depth Understanding of Entrepreneurship and Its Socio-Economic Role-** Students will be able to define entrepreneurship and its key features, understand various forms of entrepreneurship including small business ventures, and analyze the evolution of entrepreneurship in India. They will evaluate the role of entrepreneurs in economic development, and recognize the importance of ethics, innovation, and environmental awareness in business practices.
- **CO2- Formulate and Evaluate Business Projects and Financial Viability-** Students will acquire the ability to design and formulate detailed project reports, including components such as project cost estimation, break-even analysis, working capital management, and financial feasibility. They will also apply techniques like PERT and CPM for effective project planning and execution.
- **CO3- Apply Functional Management Skills in HR, Finance, and Marketing for Entrepreneurial Success-** Students will develop core managerial skills including recruitment, training, motivation, stress management, financial analysis, cost and pricing strategies, marketing planning, and market research. They will also assess opportunities in demand-based, resource-based, and service-based industries using SWOT analysis and decision-making frameworks.
- **CO4- Understand Legal and Institutional Frameworks Supporting Entrepreneurship-** Students will gain knowledge of essential business laws including the Factory Act, Partnership Act, Consumer Protection Act, and Environmental Protection Act. They will also understand the procedures for licensing, registration, and tax compliance, and become familiar with the role of financial institutions such as SIDBI, TFCI, and commercial banks in supporting entrepreneurial ventures.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cours e Code: DSC C/CC 13	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivity	Comm unicati on Skills	Analytic al reasonin g/thinki ng	Digita l and techn ologic al skills	Valu e incul cation (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	M	M	M	H	H	M	L	H	M	H	M
CO2	H	H	M	M	H	H	M	M	M	L	H	H	M	H
CO3	H	H	H	H	H	H	M	M	H	M	H	H	M	H
CO4	M	H	L	M	M	M	H	H	L	L	M	L	H	M



• **Semester 6: Paper- DSCC/CC14 :Digital Marketing**

- **CO1- Understand the Evolution and Strategic Importance of Digital Marketing-** Students will learn the history and transformation of marketing into a non-linear, customer-driven digital approach. They will be able to evaluate the role of digital marketing in building brand awareness, gaining competitive advantage, and improving marketing effectiveness in the modern era.
- **CO2- Analyze Digital Marketing Channels and Multi-Channel Communication-** Students will gain insights into various digital marketing channels such as search engines, social media, email, and mobile platforms. They will also assess the advantages and limitations of multi-channel communication strategies for reaching and engaging target audiences.
- **CO3- Design and Implement Effective Digital Marketing Strategies-** Students will be able to create comprehensive digital marketing plans using the Opportunity-Strategy-Action (OSA) framework. They will understand how to align digital initiatives with organizational goals and develop stage-wise actionable strategies.
- **CO4- Apply Digital Tools and Techniques for Online Marketing Success-** Students will acquire hands-on knowledge of key digital marketing tools and practices, including SEO, social media marketing, mobile marketing, affiliate marketing, email marketing, online advertising, podcasting, and Google platforms. They will also learn about digital copywriting, web accessibility, and managing online payment systems.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cours e Code: DSC C/CC 14	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivit y	Comm unicati on Skills	Analytic al reasonin g/thinki ng	Digita l and techn ologic al skills	Valu e incul catio n (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	M	H	M	M	M	H	M	M	H	M	M	H	M	H
CO2	H	H	M	H	H	H	M	M	H	H	M	H	L	H
CO3	H	H	H	H	H	H	M	M	H	M	H	H	L	H
CO4	H	H	H	M	H	H	M	M	H	H	M	H	L	H

• **Semester 6: Paper- DSCC/CC15: Advance Sales Force Management**

- **CO1- Understand and Analyze Sales Force Structuring and Sizing-** Students will gain knowledge of the concept and need for determining sales force size, explore quantitative models such as the marginal and sales potential models, and critically evaluate their application and limitations in real-world sales management.

- **CO2- Develop and Organize an Effective Sales Department Structure-** Students will learn the principles and processes of structuring a sales organization, understand different organizational models (line and staff, geographic, product-based, and market-based), and assess how organizational design affects sales efficiency and market coverage.
- **CO3- Apply Sales Planning, Control, and Forecasting Techniques-** Students will understand the significance of sales planning and control, including setting objectives, analyzing markets, and implementing sales control processes. They will also learn various sales forecasting methods, their influencing factors, and limitations to ensure accurate and informed sales strategy development.
- **CO4- Design and Manage Sales Territories and Quotas-** Students will acquire skills to create and manage sales territories and assign appropriate sales quotas. They will understand how these tools contribute to better workload distribution, performance evaluation, and sales force motivation.

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Cours e Code: DSC C/CC 15	Co mpl ex pro ble m- solv ing	Crit ical thin kin g	Crea tivity	Comm unicati on Skills	Analytic al reasonin g/thinki ng	Digita l and techn ologic al skills	Valu e incul cation (Ethi cal valu es)	Enviro nment al aware ness and action						
CO1	H	H	M	M	H	H	L	–	H	L	M	M	L	H
CO2	H	H	M	M	H	H	M	–	H	L	H	M	L	H
CO3	H	H	M	M	H	H	L	–	H	L	H	H	L	H
CO4	H	H	M	M	H	H	M	–	H	L	M	H	L	H

## **PROGRAMME SPECIFIC OUTCOMES (PSO) DETAILS**

- **PSO1- Develop Core Competencies in Marketing and Sales Management-** Students will acquire in-depth knowledge of marketing fundamentals, integrated marketing communication, personal selling, sales promotion, and customer behavior, enabling them to plan and execute effective marketing and sales strategies across different sectors.
- **PSO2- Demonstrate Practical Skills in Business Communication, Media, and Design-** Students will gain proficiency in verbal and non-verbal business communication, graphic design, photography, and digital media management, preparing them for creative and strategic roles in corporate communication, branding, and advertising.
- **PSO3- Apply Entrepreneurial and Managerial Skills in Business Operations-** Students will understand the dynamics of entrepreneurship, small business management, human resource functions, financial and legal aspects, and project formulation, enabling them to launch, manage, or grow sustainable business ventures.
- **PSO4- Use Digital Marketing and Analytical Tools for Strategic Decision-Making-** Students will be able to utilize digital platforms, SEO, email marketing, social media tools, and web analytics to design and implement performance-driven marketing campaigns and make data-informed business decisions.
- **PSO5- Understand Legal, Ethical, and Sustainable Business Practices-** Students will develop awareness of business laws, ethical standards, consumer rights, environmental protection regulations, and corporate social responsibility, fostering integrity and responsible decision-making in professional contexts.
- **PSO6- Integrate Theoretical Knowledge with Industry Practices-** Through practical exposure via case studies, real-time project work, presentations, and simulations, students will bridge the gap between theory and practice, enhancing their employability and readiness for corporate or entrepreneurial roles.