



DIGITAL SALES & MARKETING EXECUTIVE

- ☐ Short Term Training (STT) ☒ Long Term Training (LTT) ☐ Apprenticeship
- ☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA
- ☒ General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: 4.5

Submitted By:

Management & Entrepreneurship and Professional Skills Council (MEPSC)
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Section 1: Basic Details

1.	Qualification Name	Digital and Sales Marketing Executive																						
2.	Sector/s	Management																						
3.	Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification:			Qualification Name of existing/previous version:																			
4.	a. OEM Name b. Qualification Name (Wherever applicable)	Digital Sales and Marketing Executive																						
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-4.5-OA-02870-2024-V1-MEPSC, v1			6. NCrf/NSQF Level: 4.5																			
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other) (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate in Principles of Management OR Fundamentals of Commerce and Accounting (exit after Sem 1) Certificate in Digital Sales and Marketing Executive (with electives Web Designing with Sales Management OR Consumer Behaviour) (exit after Sem 2)																						
8.	Brief Description of the Qualification	The Digital Sales and Marketing Executive course prepares individuals to take on key roles in developing and managing digital marketing initiatives. It covers essential topics such as SEO, SEM, content marketing, social media marketing, and data analytics, along with foundational knowledge in management, commerce, and business communication, enabling them to lead and optimize digital marketing efforts.																						
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: 12 th Grade Pass or equivalent b. Age – 17+yrs																						
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	40			11. Common Cost Norm Category (I/II/III) (wherever applicable): III																			
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)																							
13.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☐ Offline ☐ Online ☒ Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>OJT Mandatory (Hours)</th> <th>OJT Recommended (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>-</td> <td>552</td> <td></td> <td></td> <td>552</td> </tr> <tr> <td>Online</td> <td>648</td> <td>-</td> <td></td> <td></td> <td>648</td> </tr> </tbody> </table> Total hours = 1200					Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	-	552			552	Online	648	-			648
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																			
Classroom (offline)	-	552			552																			
Online	648	-			648																			

14.	Aligned to NCO/ISCO Code/s (if no code is available mention the same)	NCO-2015/2432.0201	
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)		
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi	
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:	
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify applicable type of Disability:	
19.	How Participation of Women will be Encouraged	Given the rise in the proportion of educated women in the workforce, it is critical that women are included in the workforce. Notwithstanding advancements in many domains, women continue to encounter noteworthy obstacles and hindrances in their complete involvement in the worksector. Developing policy initiatives for employment creation, skill development, and support services can help with this. Various support measures, such as childcare facilities, close proximity to the office, safe transportation, gender acceleration programs, and return to work (enabling women to re-join the workforce after maternity) should be offered in order to raise the number of women in the workforce. Companies ought to offer flexible work schedules, such as remote or part-time job choices. This benefits the company by retaining talented female employees and also helps women manage their work-life balance.	
20.	Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)	☒ Yes ☐ No	
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☐ Yes ☒ No Colleges ☒ Yes ☐ No	
22.	Name and Contact Details of Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Col. Anil Kumar Pokhriyal Email: ceo@mepsc.in Contact No.: 011-24645100 Website: www.mepsc.in	
23.	Final Approval Date by NSQC: 25/07/2024	24. Validity Duration: 36 months	25. Next Review Date: 25/07/2027

Section 2: Module Summary

Semester I

Semester I																
S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Fundamentals of Marketing Management & Digital Marketing	MEP/N0403, v1	Core	4.5	3	90:00				90:00	70		15	15	100	10
2.	Introduction to Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)	MEP/N0408, v1	Core	4.5	4	30:00	90:00			120:00	100	80	10	10	200	10
3.	Social Media Marketing	MEP/N0410, v1	Core	4.5	3	30:00	60:00			90:00	100	80	10	10	200	10
4.	Elective 1: Principles of Management OR Elective 2: Fundamentals of Commerce and Accounting	MEP/N0401, v1 Or MEP/N0402, v1	Core	4.5	3	90:00				90:00	70		15	15	100	10
5.	Business Communication – I	MEP/N0406, v1	Non-Core	4.5	2	30:00	30:00			60:00	100	80	20		200	5
6.	Computer Skills for Professionals	MEP/N0407, v1	Non-Core	4.5	3	30:00	60:00			90:00	100	80			180	5
7.	Employability Skills- I	DGT/VSQ/N0104, v1	Non-Core	6	2	24:00	36:00			60:00	13	18			31	5
Duration (in Hours) / Total Marks					20	324:00	276:00			600:00	553	338	70	50	1011	55

Semester II

SEMESTER II																
S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/ NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Email and Content Marketing	MEP/N0409, v1	Core	4.5	4	60:00	60:00			120:00	100	80	10	10	200	10
2.	Web Designing with Content Management System (CMS) and Web Analytics	MEP/N0411, v1	Core	4.5	3	30:00	60:00			90:00	100	80	10	10	200	10
3.	Mobile Marketing and Online Reputation Management (ORM)	MEP/N0412, v1	Core	4.5	3	30:00	60:00			90:00	100	80	10	10	200	10
4.	Elective 3: Sales Management OR Elective 4: Consumer Behaviour	MEP/N0404, v1 Or MEP/N0405, v1	Core	4.5	3	90:00				90:00	100		10	10	120	10
5.	Business Communication – II	MEP/N0413, v1	Non-Core	4.5	3	30:00	60:00			90:00	100	80	10	10	200	5
6.	Environment Studies	MEP/N0414, v1	Non-Core	4.5	2	60:00				60:00	100				100	5
7.	Employability Skills- II	DGT/VSQ/N0104, v1	Non-Core	6	2	24:00	36:00			60:00	7	12			19	5
Duration (in Hours) / Total Marks					20	324:00	276:00			600:00	607	332	50	50	1039	55

Assessment - Minimum Qualifying PercentagePlease specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: % (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	- Digital Marketing Diploma (3 year)/Graduate - At least 2 years' experience in digital marketing and social media marketing 1 year Experience as Departmental Trainer/ On the Job Trainer would be essential
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	- Digital Marketing Diploma (3 year)/Graduate - At least 5 years' experience in digital marketing and social media marketing 3 years' experience as Departmental Trainer/ On the Job Trainer would be essential
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	NA

Section 4: Assessment Related

	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	- Digital Marketing Diploma (3 year)/Graduate - At least 2 years' experience in digital marketing and social media marketing 1 year Experience as Departmental Trainer/ On the Job Trainer would be essential
	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate with 3 years of relevant experience
	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	- Digital Marketing Diploma (3 year)/Graduate - At least 5 years' experience in digital marketing and social media marketing 3 years' experience as Departmental Trainer/ On the Job Trainer would be essential
	Assessment Mode (Specify the assessment mode)	Blended
	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 30
5.	Estimated nos. of persons to be trained and employed: 1000
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: No If “No”, why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	<i>Attached</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Attached</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Attached</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Attached</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is “Blended Learning”)</i>	<i>Attached</i>
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	<i>Attached</i>
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	<i>Attached</i>
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	<i>Attached</i>
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	<i>Attached</i>
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	<i>Attached</i>
12.	Any other document you wish to submit:	-

Annexure: Evidence of Level

SEMESTER 1 & 2

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	Specialized knowledge <u>Principles of Management</u> • Develop an understanding of management, its functions and processes. • Explore the evolution of management thought from early philosophies to modern approaches. • Gain expertise in planning & decision making techniques. • Identify the nature of organizational structure and staffing. • Gain knowledge of direction and control • Master the art of leadership and team management. <u>Fundamentals of Commerce and Accounting</u> • Discuss about commerce, accounting and economic theory. • Gain expertise in accounting. principles, taxation, and financial management. • Develop knowledge about business law and ethics. <u>Marketing Management</u> • Exploration of basics of marketing. • Expertise in product and pricing decisions • Gain expertise in marketing mix decisions • Develop understanding of emerging trends in marketing. <u>Business Communication</u> • Discuss tenses, idioms, etc. • Develop expertise in business communication. • Gain knowledge about written and oral communication. • Identify recent trends in business communication. • Explain about etiquettes and manners. • Develop good listening skills and group discussion. <u>Computer Skills for Business Professionals</u> • Analysis of the role of computer systems. • Insights into the strategic uses of computer software. • Expertise in MS windows	Students are expected to apply theoretical knowledge to practical situations. This involves understanding not only the theoretical underpinnings of digital and sales marketing but also the ability to implement these concepts in real-world scenarios	4.5

	- Gain practical knowledge on MS Word, MS Excel, and MS PPT. <u><i>Employability Skills</i></u> - Explain about employability skills - Knowledge of constitutional principles in their professional roles - Strategies to become a professional in 21st century. - Understanding of career development and goal setting - Understanding of financial and legal parameters - Develop digital skills. - Identify food hygiene. - Develop customer service skills. <u><i>Introduction to Search Engine Optimisation and Search Engine Marketing</i></u> - Explain about digital marketing - Identify fundamentals of search engine - Develop knowledge about search engine optimization and search engine marketing - Gain expertise in measuring and analysing performance. <u><i>Email and Content Marketing</i></u> - Explain email of marketing and email campaign strategy. - Develop understanding on the process of email campaign execution and automation. - Expertise in content marketing, content creation and optimization. - Analysis of content and email marketing performance. - Method of integration with overall marketing strategy. <u><i>Social Media Marketing</i></u> - Discuss about social media marketing and social media strategy development. - Gain expertise in content creation and curation for social media. - Develop knowledge of social media advertising. - Implement community management and engagement strategies. - Expertise in social media analytics and management. - Identify social media ethics and best practices. <u><i>Environment Studies</i></u> - Explain about environmental studies, ecology and ecosystems.		
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	• Knowledge about natural resources and conservation. • Understanding of pollution and environmental health. • Identify climate change and global warming. • Define sustainable development, energy and waste conversion.		
Professional and Technical Skills/ Expertise/ Professional Knowledge	Specialized skills In Foundation course of principles of management, they master in functions of management, evolution of management thought, decision making techniques, staffing, and the art of leadership and team management. The fundamentals of commerce and accounting focuses on economic theory, accounting. principles, taxation, financial management, business law and ethics. Marketing management explains about basics of marketing, marketing mix decisions, and emerging trends in marketing. In business communication, students excel in written and oral communication, they learn about trends in business communication, etc. In Computer Skills for Business Professionals, students excel in usage of computer software, MS Office, etc. Employability skills prepare students on necessary skills required for employment. In Search Engine Optimisation and Search Engine Marketing, students expertise in digital marketing and measuring and analysing performance. Email and content marketing, students expertise in email marketing and campaign strategy. In social media marketing, students expertise in social media ethics, analysitcs, etc.	Proficient in management, commerce and accounting, SEO and SEM. Competent in business communication, content marketing, etc.	4.5
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Team readiness, self-entrepreneurship readiness • Interpersonal skills • Critical and creative-thinking skills • Practical skills and knowledge • Problem solving skills • Digital Literacy	This digital and sales marketing diploma enhances employment readiness by providing a comprehensive blend of theoretical knowledge and practical skills tailored to the industry. With a focus on management, business communication, marketing, environment studies, etc.	4.5

Broad Learning Outcomes/Core Skill	• Strong communication skills for collaborating with team members, clients, and stakeholders. • ICT skills for using digital marketing tools, e-commerce platforms, and analytics software. • Basic mathematical and statistical skills for analyzing marketing data and performance metrics. • Understanding of social and environmental impacts related to digital marketing practices. • Employability skills including critical thinking, creativity, and initiative.	Core skills such as communication, ICT proficiency, basic mathematical skills for data analysis, and understanding of social and environmental impacts are essential for this role, fitting the descriptor's emphasis on these skills.	4.5
Responsibility	• Take responsibility for planning and executing digital marketing initiatives independently. • Manage SEO, SEM, email marketing, content marketing, and social media marketing efforts. • Oversee web designing with CMS and web analytics or mobile marketing and ORM, based on elective choice. • Ensure effective business communication and use of computer skills in all marketing activities. • Apply knowledge of environmental studies to promote sustainable marketing practices. • Demonstrate employability skills to enhance workplace effectiveness and career development.	The role requires taking responsibility for planning and executing digital marketing initiatives, managing various marketing efforts, applying knowledge of environmental studies, and demonstrating employability skills, aligning with the descriptor's focus on personal and some level of team responsibility.	4.5

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

Computer lab

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Computers/Laptops	Minimum 8GB RAM, i5 Processor, 256GB SSD	15
2.	Internet Connection	High-speed broadband (minimum 50 Mbps)	1
3.	Projector	HD resolution, 3000 lumens	1
4.	Projection Screen	6x4 feet	1
5.	Whiteboard	6x4 feet with markers and erasers	1
6.	Webcam	HD resolution	1
7.	Microphone	USB or 3.5mm jack, with noise-cancellation	1
8.	Speakers	External speakers with good sound quality	1 set
9.	Headphones	Over-ear, noise-cancelling	15
10.	Desks and Chairs	Comfortable seating and work area	30 sets
11.	Notepads and Pens	Standard size, sufficient pages	30 sets
12.	Printer/Scanner	Multifunction (Print, Scan, Copy)	1
13.	Flip Chart	With stand, markers, and pads	1
14.	Power Backup	UPS/Inverter system	1 unit
15.	Lighting	Adequate indoor lighting for reading and writing	1 set
16.	Seating Arrangement	Flexible for group activities	30 sets
17.	Hand Sanitizers	For hygiene, especially in a blended learning environment	Multiple (as needed)
18.	Temperature Screening Device	For health and safety	1
19.	Mobile Devices (for Mobile Marketing)	Smartphones/Tablets	5
20.	Environment Study Materials	Books, online resources	1 set

Software/Apps

1.	Software for Online Training	Zoom/MS Teams/Google Meet	Free version/ 1 license/ Subscription
2.	Software for Document Creation	Microsoft Office Suite/Google Workspace	Free version/ 1 license/ Subscription
3.	Digital Marketing Software	Google Analytics/ or similar tools	Free version/ 1 license/ Subscription
4.	CMS Software	WordPress, Joomla or similar CMS software	Free version/ 1 license/ Subscription
5.	SEO Tools	SEMrush/ Ahrefs/ or similar tools	Free version/ 1 license/ Subscription
6.	Email Marketing Platform	MailChimp/ Constant Contact/ or similar tools	Free version/ 1 license/ Subscription
7.	Social Media Management Tools	Hootsuite/ Buffer/ or similar tools	Free version/ 1 license/ Subscription
8.	Web Analytics Tools	Google Analytics/ Adobe Analytics/ or similar tools	Free version/ 1 license/ Subscription
9.	Content Creation Tools	Canva/ Adobe Creative Suite/ or similar tools	Free version/ 1 license/ Subscription

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Whiteboard
2. Flip Chart
3. Duster
4. Projector
5. Projector screen
6. Computer/ Laptop with charger
7. PowerPoint Presentation
8. Laptop External Speakers
9. Training kit (Trainer guide, Presentations)
10. Participant Handbook and Related Standard Operating Procedures
11. Markers
12. Chalk

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1.	Aim Skills Educational Trust	Ankit Kumar	President	U.P.	Validation form attached	Validation form attached	--
2.	Vishwa Yuvak Kendra	Uday Shankar Singh	CEO	New Delhi	"	"	--
3.	Kolvin Management Solution Pvt. Ltd.	Raj Vishwakarma	Director	U.P.	"	"	--
4.	Prash Enterprises	Mukesh Kumar	CEO	U.P.	"	"	--
5.	KDS Enterprises	Gulshan Chauhan	Coordinator	H.P.	"	"	--
6.	The Planet Consultancy Services		Proprietor	H.P.	"	"	--
7.	Amrit Consultancy	Sandeep Rai	HR Head	M.P.	"	"	--
8.	Cressida Educare Pvt Ltd	Bushra Khanam	Director		"	"	--
9.	Aegis	Sabir Azam	HR Head	M.P.	"	"	--
10.	Highline Educare India Pvt Ltd	Ayeshwari Mullier	COO	M.P.	"	"	--
11.	Hiraya Technologies Pvt Ltd	Mohammad Azam Saqlin	Director		"	"	--
12.	JBR Group	Pradeep Sahu	HR Head	M.P.	"	"	--
13.	Mcrest Infotech Pvt Ltd	Manoj Patel	Director	M.P.	"	"	--
14.	Shubh Enterprises	Umer Gulzar Malik	Project Head		"	"	--

15.	Tatwa Enterprise	Swati Garade	HR Head	W.B.	"	"	--
16.	Truee Vincom Pvt Ltd	Abhinav Jain	COO		"	"	--
17.					"	"	--
18.					"	"	--
19.					"	"	--
20.					"	"	--
21.					"	"	--
22.					"	"	--
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24.					"	"	--
25.					"	"	--
26.					"	"	--
27.					"	"	--
28.					"	"	--
29.					"	"	--
30.					"	"	--

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities

Data to be provided year-wise for next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☐ Theory/ Lectures - Imparting theoretical and conceptual knowledge	• Books/ e-books • Presentations • Reference Material • Audio / Video Modules	50:50
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	• Self-Learning Videos • Broadcasts • Mobile Learning • Curated Digital content	50:50
3	☐ Showing Practical Demonstrations to the learners	• Video Content • E-Resource library • AR/ VR/ XR	50:50
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	• Training tools (tools list attached) • Video Play • Presentations	50:50
5	☐ Tutorials/ Assignments/ Drill/ Practice	• Online Question Bank • Mobile Quick test app • MCQ based tests	0:100
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	• Assessment engine for Essays • Up-loadable file examinations • Mock test sessions	0:100
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	• Online tests • Offline assessments	100:0

Annexure: Detailed Assessment Criteria

Semester I

Detailed assessment criteria for each NOS/Module are as follows:

MEP/N0403, v1: Fundamentals of Marketing Management & Digital Marketing

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Basics of Marketing	Define and explain the scope of marketing, recognizing its importance in business.	15		3	3
	Identify and describe various marketing philosophies and their implications for business strategies.				
	Analyse the concept of customer value and its significance in building customer relationships.				
	Outline the marketing management process and its components, including planning, implementation, and control.				
	Discuss the elements of the marketing mix (4Ps) and their roles in achieving marketing objectives.				
	Evaluate the marketing environment factors and their impact on marketing decision-making.				
	Understand consumer buyer behaviour and its implications for market segmentation and targeting.				
	Apply market segmentation, targeting, and positioning strategies to reach target customers effectively.				
	Assess competitive marketing strategies and their effectiveness in gaining competitive advantage.				
	Recognize the importance of marketing in driving business success and growth.				
	Explain the concept of digital marketing and its importance in today's business environment.				
	Identify various digital marketing channels and platforms used for promoting products and services.				
	Demonstrate an understanding of the customer journey (awareness, consideration, decision) in the context of digital marketing.				

	Analyze the key components of a digital marketing strategy.	15		3	3
	Evaluate the use of basic digital marketing tools for tracking and measuring performance.				
	Total Marks				
Product and Pricing Decisions	Define the product concept and classify products based on their characteristics.	20		4	4
	Identify product levels and explain the importance of product differentiation in competitive markets.				
	Analyse the product mix and make decisions regarding product line expansion or contraction.				
	Evaluate strategies for managing the product life cycle and sustaining product success.				
	Discuss branding concepts and develop branding strategies to enhance brand equity.				
	Outline the process of new product development and assess its importance in business growth.				
	Determine pricing objectives and factors influencing pricing decisions.				
	Apply various pricing methods and strategies to set prices effectively.				
	Integrate product and pricing decisions into the overall marketing strategy.				
	Recognise and address ethical considerations in product and pricing decisions.				
	Total Marks				
Marketing Mix Decisions	Understand the importance of distribution channels and effectively manage channel relationships.	15		5	5
	Analyse the communication process and select appropriate promotion mix tools to reach target customers.				
	Develop pricing and distribution strategies aligned with marketing objectives and customer needs.				
	Implement and adapt marketing mix elements to respond to changing market conditions.				
	Evaluate the effectiveness of marketing mix strategies using relevant metrics and KPIs.				
	Incorporate technology and innovation to enhance marketing mix decisions and outcomes.				
	Formulate global marketing mix strategies considering cultural, economic, and legal differences.				
	Address ethical considerations in marketing mix decisions and ensure ethical business practices.				

	Respond to market dynamics by adjusting marketing mix elements to meet evolving customer demands.				
	Analyse case studies of successful marketing mix implementation to extract best practices and insights.				
	Total Marks	15		5	5
Emerging Trends in Marketing	Understand the importance of building and maintaining strong customer relationships in relationship marketing.	20		3	3
	Evaluate the role of sustainability in marketing and its impact on consumer perceptions and brand reputation.				
	Implement green marketing strategies to promote environmentally friendly products and practices.				
	Utilise social marketing techniques to address social issues and drive positive behaviour change.				
	Leverage digital marketing channels for reaching and engaging with target audiences effectively.				
	Harness the power of social media platforms for brand promotion, customer interaction, and community building.				
	Explore the applications of AI and bots in marketing for automation and personalised customer experiences.				
	Identify and address ethical issues in marketing, ensuring responsible and transparent business practices.				
	Embrace innovation in marketing to stay ahead of competitors and meet evolving consumer needs.				
	Develop global marketing strategies to expand market reach and adapt marketing efforts to diverse cultural contexts and market dynamics.				
	Total Marks	20		3	3
	GRAND TOTAL	70		15	15

MEP/N0408, v1: Introduction to Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Digital Marketing	Define digital marketing and its significance in contemporary business environments.	10	10	1	1
	Explain the need for digital marketing to reach target audiences effectively.				
	Discuss the scope of digital marketing, including various channels and strategies.				
	Trace the history of digital marketing and its evolution over time.				
	Compare and contrast digital marketing with traditional marketing methods.				
	Total Marks	10	10	1	1
Fundamentals of Search Engines	Understand the basic functioning of search engines and their role in digital marketing.	20	10	2	2
	Explain search engine algorithms and factors influencing website rankings.				
	Analyse the impact of user intent on search engine results.				
	Identify common search engine features and tools used for optimization.				
	Demonstrate knowledge of how search engines index and rank web pages.				
	Discuss the importance of search engine optimization (SEO) in digital marketing strategies.				
	Evaluate the relevance and credibility of search engine results.				
	Recognize the role of keywords in search engine queries and optimization.				
	Interpret search engine results pages (SERPs) and understand their components.				
	Implement basic strategies to improve website visibility and ranking on search engines.				
	Total Marks	20	10	2	2
Search Engine Optimization (SEO)	Discuss on-page SEO techniques, including optimizing content, meta tags, headings, and URLs.	10	20	2	2
	Explore off-page SEO techniques such as link building, social media optimization, and local SEO.				
	Analyse the importance of website structure and navigation in SEO.				
	Identify common technical SEO issues and how to address them.				
	Evaluate the impact of website speed and mobile friendliness on SEO performance.				
	Develop strategies for optimizing website content for search engine visibility.				
	Implement best practices for optimizing images and multimedia content for SEO.				

	Monitor and track SEO performance using analytics tools.				
	Identify opportunities for improving website visibility and rankings through SEO.				
	Stay updated with changes in search engine algorithms and adjust SEO strategies accordingly.				
	Total Marks				
Search Engine Marketing (SEM)	Explain paid search advertising and its role in digital marketing campaigns.	20	20	2	2
	Understand the basics of keyword research and selection for SEM campaigns.				
	Create effective PPC (Pay-Per-Click) campaigns using platforms like Google Ads.				
	Define ad targeting options and budgeting strategies in SEM campaigns.				
	Monitor and optimize SEM campaigns for maximum ROI				
	Analyse the importance of ad copy and landing page relevance in SEM.				
	Implement ad extensions and other advanced features in SEM campaigns.				
	Identify key performance indicators (KPIs) for measuring SEM success.				
	Conduct A/B testing to optimize ad performance and conversion rates.				
	Stay informed about industry trends and updates in SEM platforms and strategies.				
	Total Marks				
Measuring and Analysing Performance	Discuss key performance indicators (KPIs) used to measure SEO and SEM performance.	20	10	2	2
	Utilize tools like Google Analytics to track website traffic, conversions, and other metrics.				
	Set up conversion tracking and goal tracking in Google Analytics.				
	Interpret data to evaluate the effectiveness of SEO and SEM efforts.				
	Generate and analyze reports to identify areas for improvement in digital marketing campaigns.				
	Identify trends and patterns in website traffic and user behavior.				
	Use analytics data to make data-driven decisions and optimize digital marketing strategies.				
	Implement advanced tracking techniques, such as event tracking and custom dimensions.				
	Monitor and address issues related to website performance and user experience.				
	Communicate findings and insights effectively to stakeholders and team members.				
	Total Marks				
Best Practices and Trends	Stay updated with the latest trends and algorithm updates in SEO and SEM.	20	10	1	1
	Analyse case studies and real-world examples illustrating successful SEO and SEM strategies.				

	Discuss ethical considerations and best practices in SEO and SEM, including avoiding black hat tactics.				
	Implement strategies for maintaining a positive online reputation and brand image.				
	Experiment with emerging trends and technologies in digital marketing, such as voice search optimization and AI-driven marketing.				
	Adapt digital marketing strategies to changes in consumer behavior and industry landscape.				
	Engage with industry experts and communities to stay informed about best practices and trends.				
	Collaborate with team members to brainstorm creative ideas and innovative approaches to digital marketing.				
	Monitor competitors' digital marketing strategies and learn from their successes and failures.				
	Continuously evaluate and refine digital marketing strategies based on performance data and feedback.				
	Total Marks	20	10	1	1
	GRAND TOTAL	100	80	10	10

MEP/N0410, v1: Social Media Marketing

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Social Media Marketing	Define social media marketing and its role within the broader digital marketing landscape.	10	10	1	1
	Identify popular social media platforms and their unique features and audiences.				
	Understand the significance of social media in building brand awareness, engagement, and customer relationships.				
	Analyse case studies and examples illustrating successful social media marketing campaigns.				
	Recognize the impact of social media influencers and user-generated content on brand perception and consumer behaviour.				
	Discuss emerging trends and technologies in social media marketing, such as live streaming, augmented reality, and social commerce.				
	Evaluate the advantages and challenges of using social media as a marketing channel.				
	Identify target audiences and demographics for different social media platforms.				
	Recognize the importance of content strategy and audience engagement in social media marketing success.				
	Demonstrate proficiency in using social media management tools and platforms for scheduling, monitoring, and analysing performance.				
	Total Marks	10	10	1	1
Social Media Strategy Development	Set specific, measurable, achievable, relevant, and time-bound (SMART) goals and objectives for social media marketing campaigns.	10	20	1	1
	Perform audience research and segmentation to identify target demographics, interests, and preferences.				
	Develop a comprehensive social media marketing plan outlining tactics, timelines, and resources.				
	Create a content calendar to organize and schedule social media posts and campaigns.				
	Identify key performance indicators (KPIs) for measuring the success of social media marketing efforts.				
	Develop strategies for increasing brand awareness, driving website traffic, and generating leads through social media.				
	Determine appropriate social media platforms and channels based on target audience demographics and marketing objectives.				

	Allocate resources and budget effectively to support social media marketing initiatives.				
	Integrate social media marketing strategies with broader digital marketing initiatives for cohesive brand messaging and customer experience.				
	Continuously evaluate and adapt social media strategies based on performance data, industry trends, and changes in consumer behaviour.				
	Total Marks	10	20	1	1
Content Creation and Curation for Social Media	Develop engaging and relevant content tailored to different social media platforms, audiences, and objectives.	20	10	1	1
	Utilize various content formats, including images, videos, infographics, and text posts, to maximize audience engagement.				
	Understand the principles of visual storytelling and branding in social media content creation.				
	Curate relevant and valuable content from other sources to share with followers and enhance credibility.				
	Develop a consistent brand voice and tone across social media channels.				
	Optimize content for each social media platform, including character limits, image sizes, and posting frequency.				
	Implement strategies for repurposing and recycling content to maximize reach and ROI.				
	Utilize user-generated content and customer testimonials to build trust and authenticity.				
	Incorporate storytelling techniques and emotional appeal to resonate with target audiences.				
	Monitor trends and topics relevant to the industry and audience to inform content creation strategy and capitalize on opportunities for engagement.				
	Total Marks	20	10	1	1
Social Media Advertising	Understand the different types of social media advertising platforms, including Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads, and Pinterest Ads.	20	10	2	2
	Create and optimize social media ad campaigns targeting specific demographics, interests, and behaviours.				
	Define ad objectives, such as brand awareness, lead generation, website traffic, and conversions.				
	Implement targeting options, budgeting strategies, and bidding tactics to maximize return on ad spend (ROAS).				
	Develop compelling ad creatives and copy that resonate with target audiences and drive action.				

	Monitor and analyze ad performance metrics, such as reach, engagement, click-through rate (CTR), and conversion rate.				
	A/B test ad variations to optimize performance and identify the most effective messaging, imagery, and targeting options.				
	Utilize advanced targeting features, such as retargeting and lookalike audiences, to reach high-value prospects.				
	Ensure compliance with advertising policies and guidelines on each social media platform.				
	Continuously iterate and refine advertising strategies based on performance data, audience feedback, and industry best practices.				
	Total Marks	20	10	2	2
Community Management and Engagement	Monitor audience interactions, comments, and messages across social media platforms promptly.	20	10	2	2
	Cultivate and nurture online communities by facilitating discussions and addressing concerns effectively.				
	Implement strategies to encourage user-generated content, such as contests and challenges.				
	Maintain a consistent brand voice and tone in all community interactions and engagements.				
	Identify and leverage real-time engagement opportunities, such as trending topics and events.				
	Utilize social listening tools to monitor brand mentions and sentiment across social media.				
	Develop crisis management protocols to address negative feedback and mitigate reputational damage.				
	Measure community engagement metrics, such as likes, shares, comments, and mentions.				
	Foster brand loyalty and advocacy by recognizing and rewarding loyal customers and brand advocates.				
	Continuously optimize community management strategies based on feedback and changing audience preferences.				
	Total Marks	20	10	2	2
Social Media Analytics and Measurement	Identify key performance indicators (KPIs) for social media marketing, such as reach, engagement, and conversion rate.	10	10	2	2
	Utilize analytics tools to track and measure social media performance across platforms.				

	Set up custom dashboards and reports to monitor KPIs and track progress towards marketing objectives.				
	Analyse audience demographics, interests, and behaviour patterns to inform content and targeting strategies.				
	Evaluate the effectiveness of social media campaigns using metrics like click-through rate (CTR) and conversion rate.				
	Measure the impact of social media marketing on business goals, such as lead generation and brand awareness.				
	Compare performance across different social media platforms to identify strengths and weaknesses.				
	Use data-driven insights to refine targeting, messaging, and content strategy for future campaigns.				
	Conduct competitive analysis to benchmark performance against industry peers.				
	Communicate findings and recommendations effectively to stakeholders using data visualization techniques.				
	Total Marks	10	10	2	2
Social Media Ethics and Best Practices	Understand ethical considerations in social media marketing, including transparency and respect for user privacy.	10	10	1	1
	Comply with legal regulations and industry guidelines governing social media marketing practices.				
	Practice transparency in sponsored content and influencer partnerships, disclosing paid endorsements clearly.				
	Respect user privacy by obtaining consent for data collection and providing options for opting out of targeted advertising.				
	Avoid engaging in deceptive or manipulative tactics, such as fake accounts or misleading claims.				
	Maintain brand integrity and authenticity by aligning social media messaging with core values.				
	Monitor and moderate user-generated content to ensure compliance with community guidelines.				
	Engage in constructive dialogue with followers, addressing concerns and feedback promptly.				
	Stay informed about emerging trends and best practices in social media ethics.				
	Conduct regular audits of social media practices to identify and address any ethical or compliance issues.				
		10	10	1	1
	GRAND TOTAL	100	80	10	10

Elective 1: MEP/N0401, v1: Principles of Management

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Management	Define management and explain its functions and processes.	10		2	2
	Analyze the nature of management and its significance in organizational effectiveness.				
	Identify and differentiate between various managerial roles and essential managerial skills.				
	Compare and contrast management and administration, highlighting their similarities and differences.				
	Evaluate historical developments and contemporary issues in management, understanding their impact on organizational practices.				
	Apply management principles to real-world case studies, demonstrating problem-solving and decision-making skills.				
	Discuss ethical considerations in management practices and their implications for organizational behavior and culture.				
	Examine global perspectives on management, recognizing cultural and contextual differences in management practices.				
	Identify emerging trends in management, such as digitalization, sustainability, and diversity, and their implications for future organisational strategies.				
	Synthesize knowledge of management principles to propose innovative solutions to organisational challenges.				
	Total Marks	10		2	2
Evolution of management thought	Explain the evolution of management thought from early philosophies to modern approaches.	20		3	3
	Evaluate classical management approaches, including scientific management and bureaucratic theory, and their relevance to contemporary organisations.				
	Analyse the significance of the Hawthorne experiments and the human relations movement in shaping management practices.				
	Describe modern approaches to management, such as systems theory and contingency theory, and their applicability in dynamic organisational environments.				
	Discuss recent trends in management thought, including TQM, lean management, and agile management, and their impact on organisational performance.				
	Compare and contrast different management theories, highlighting their strengths, limitations, and applications.				

	Apply management theories to analyse real-world case studies and identify effective management practices.				
	Critically evaluate management theories, considering their practical implications and relevance in diverse organizational contexts.				
	Predict future directions in management thought and anticipate potential shifts in management paradigms.				
	Synthesize knowledge of management theories to propose innovative management strategies for organizational improvement and adaptation.				
	Total Marks	20		3	3
Planning & Decision Making	Define planning and explain its significance in organizational management.	10		3	3
	Outline the planning process and its key stages, from objective setting to plan implementation.				
	Differentiate between various types of plans, including strategic, tactical, operational, and contingency plans, and their roles in organizational planning.				
	Describe decision-making as a critical managerial function and its importance in organizational effectiveness.				
	Analyze the decision-making process, including problem identification, alternative generation, evaluation, and selection.				
	Compare and contrast individual and group decision-making, identifying their respective advantages and disadvantages.				
	Apply decision-making tools and techniques, such as decision trees and SWOT analysis, to solve complex organisational problems.				
	Discuss ethical considerations in decision making and their implications for organisational decision makers.				
	Analyse real-world case studies to understand how planning and decision-making processes are applied in organisational contexts.				
	Synthesize knowledge of planning and decision-making principles to develop effective strategies for organisational planning and problem-solving.				
	Total Marks	10		3	3
Organising & Staffing	Explain the nature and significance of organisational structure in coordinating and directing organisational activities.	10		2	2
	Identify the principles of organisation, including authority, responsibility, and accountability, and their implications for managerial effectiveness.				
	Analyse the concepts of span of control and chain of command and their impact on organisational communication and decision-making.				

	Compare and contrast centralization and decentralization of authority, understanding their effects on organisational flexibility and responsiveness. Evaluate different types of organisational structures, such as functional, divisional, matrix, and network structures, and their suitability for different organisational contexts. Discuss factors influencing span of control and centralization, including organisational size, complexity, and environmental uncertainty. Describe the staffing process, including recruitment, selection, placement, and induction, and their roles in building an effective workforce. Apply job design and job analysis techniques to optimize employee roles and responsibilities for organisational effectiveness. Evaluate employee training and development programs as tools for enhancing employee skills, knowledge, and performance. Analyse real-world case studies to understand the practical implications of organisational structure and staffing practices in organisational management.				
	Total Marks	10		2	2
Direction & Control	Define direction in management and explain its features and principles for effective organizational leadership. Describe techniques for effective communication and motivation to inspire and align organizational members toward common goals. Discuss the meaning and process of control in organizational management, understanding its role in achieving organizational objectives. Differentiate between feedforward, concurrent, and feedback control mechanisms and their applications in organizational control systems. Identify methods of control, such as budgetary control, financial ratios, and performance dashboards, and their roles in monitoring and evaluating organizational performance. Analyze the principles and practices of Total Quality Management (TQM) and continuous improvement initiatives for enhancing organizational effectiveness and efficiency. Identify challenges and barriers to effective control implementation, including resistance to change, information asymmetry, and organizational culture. Apply direction and control principles to real-world scenarios to develop strategies for effective leadership and performance management. Evaluate the effectiveness of direction and control practices through the analysis of case studies in various organisational settings.	10		2	2

	Synthesize knowledge of direction and control principles to propose innovative solutions for addressing organisational challenges and improving performance outcomes.				
	Total Marks	10		2	2
Leadership and Team Management	Define leadership and its importance in organisational management, recognizing its role in inspiring and guiding individuals and teams towards common goals.	10		3	3
	Analyse different theories of leadership, including trait theory, behavioural theory, and contingency theory, to understand the complexities of leadership effectiveness.				
	Identify various leadership styles and their situational applicability in different organisational contexts.				
	Assess the characteristics and qualities of effective leaders, including communication skills, emotional intelligence, and strategic vision.				
	Understand team dynamics and the stages of team development, recognizing the challenges and opportunities associated with team collaboration.				
	Develop strategies for building high-performance teams, including role clarification, goal setting, and fostering a culture of trust and collaboration.				
	Motivate and inspire team members through effective leadership practices, utilizing both intrinsic and extrinsic motivational factors.				
	Manage conflicts and resolve interpersonal issues within teams, employing conflict resolution strategies and negotiation techniques.				
	Demonstrate ethical leadership qualities and responsible decision-making practices, aligning personal values with organisational goals and objectives.				
	Analyse real-world case studies on leadership and team management practices to extract lessons learned and best practices for effective leadership in diverse organisational settings.				
	Total Marks	10		3	3
	GRAND Total	70		15	15

Elective 2: MEP/N0402, v1: Fundamentals of Commerce and Accounting

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Commerce and Accounting	Define commerce and its significance in economic and societal development.	10		2	2
	Analyse the impact of commerce on global trade dynamics, imports, and exports.				
	Explain the role and functions of the World Trade Organisation (WTO) and International Chamber of Commerce in regulating international trade and commerce.				
	Learn about the role and functions of important commercial and accounting bodies in India like Securities and Exchange Board of India (SEBI), Reserve Bank of India (RBI), Institute of Chartered Accountants of India (ICAI), and Ministry of Corporate Affairs (MCA).				
	Discuss emerging trends in commerce and their implications for businesses and economies.				
	Recognise the importance of accounting in commerce and decision-making processes.				
	Interpret basic financial statements, including income statements, balance sheets, and cash flow statements.				
	Evaluate the role of accounting in financial analysis and business decision making.				
	Familiarise with accounting software and tools used for financial recordkeeping and reporting.				
	Discuss ethical considerations in commerce and accounting practices.				
	Total Marks	10		2	2
Economic Theory	Define macroeconomics and its key measurements, such as GDP, GNP, and NNP.	10		3	3
	Analyse the concepts of national income, including gross and net domestic product, and their significance in economic analysis.				
	Explain microeconomics and its fundamental principles of demand and supply.				
	Calculate and interpret elasticity of demand and supply in various market scenarios.				
	Classify markets based on competition levels and analyse their characteristics.				
	Discuss the theory of perfect competition and its implications for market equilibrium.				
	Apply the concept of marginal utility to analyse consumer behaviour and demand patterns.				
	Evaluate market equilibrium and disequilibrium situations and their effects on price and quantity.				

	Compare and contrast different market structures and their impact on market outcomes.	10		3	3
	Interpret real-world economic data and trends to assess market conditions and make informed decisions.				
	Total Marks				
Accounting Principles	Understand the meaning and objectives of accounting and its role in business decision-making.	10		3	3
	Explain the accounting cycle and the steps involved in recording, summarising, and reporting financial transactions.				
	Differentiate between the branches of accounting, including financial accounting, cost accounting, and management accounting.				
	Identify and apply accounting concepts and conventions in preparing financial statements.				
	Discuss the importance of adhering to Generally Accepted Accounting Principles (GAAP) in financial reporting.				
	Prepare and interpret financial statements, including income statements, balance sheets, and cash flow statements.				
	Analyse financial data using ratios and other tools to assess business performance and financial health.				
	Apply accounting principles to record and analyse merchandising transactions.				
	Utilise accounting software and tools effectively for financial recordkeeping and reporting.				
	Total Marks				
Taxation	Define taxation and its significance in government revenue generation and economic management.	10		2	2
	Classify taxes into direct and indirect categories and explain their respective characteristics and implications.				
	Analyse the structure and administration of major taxes, including income tax, corporate taxation, GST, and customs & excise duties.				
	Compare and contrast direct and indirect taxes, understanding their impact on individuals, businesses, and the economy.				
	Identify the objectives of taxation, including revenue generation, redistribution of wealth, and economic stabilization.				
	Discuss the roles and functions of tax authorities such as the CBDT and CBIC in tax administration and enforcement.				
	Develop tax planning and management strategies to optimize tax liabilities and maximize tax benefits.				

	Ensure compliance with tax laws and regulations by understanding reporting requirements and filing obligations.	10		2	2
	Interpret taxation laws and regulations to navigate complex tax scenarios and mitigate tax risks.				
	Stay updated on recent developments and trends in taxation to anticipate changes and adapt tax strategies accordingly.				
	Total Marks				
Financial Management	Understand the role and importance of financial management in organizations.	20		2	2
	Develop financial plans and forecasts to guide decision-making and resource allocation.				
	Evaluate investment opportunities using capital budgeting techniques and investment appraisal methods.				
	Calculate and analyze the cost of capital and determine optimal capital structure for the firm.				
	Manage working capital efficiently to ensure liquidity and operational continuity.				
	Assess risk and return trade-offs in investment decisions and portfolio management.				
	Analyse financial statements to assess the financial health and performance of the organization.				
	Formulate dividend policies to maximize shareholder wealth while balancing the needs of stakeholders.				
	Understand the functioning of financial markets and institutions and their impact on corporate finance.				
	Uphold principles of corporate governance and ethical conduct in financial management practices.				
	Total Marks				
		20		2	2
Business Law and Ethics	Understand the legal framework governing business operations and transactions.	10		3	3
	Analyse contract law principles and apply them to business agreements and transactions.				
	Identify different business entities and their legal characteristics and implications.				
	Recognize the importance of intellectual property rights and mechanisms for their protection.				
	Understand the legal rights and obligations of employers and employees in the workplace.				
	Evaluate consumer protection laws and regulations and their implications for business practices.				

	Discuss environmental laws and corporate social responsibility initiatives in business operations.				
	Apply ethical decision-making frameworks to resolve ethical dilemmas in business situations.				
	Analyse real-world case studies to understand the application of business law and ethical principles in practice.				
	Demonstrate ethical awareness and integrity in business dealings and decision-making processes.				
	Total Marks	10		3	3
	GRAND TOTAL	70		15	15

MEP/N0406, v1: Business Communication – I

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Basic Communication	Explain the structures in present and present continuous tense.	20	10	4	
	Describe the structures in past and past continuous tense.				
	Explain the structure in present perfect and present perfect continuous tense.				
	Identify structures in future tense.				
	Define and apply modals (helping verbs) appropriately.				
	Use prepositions correctly in sentences.				
	Understand and use common idioms in communication.				
	Practice delivering a speech on a given topic.				
	Demonstrate proficiency in delivering an extempore speech.				
	Total Marks	20	10	4	
Introduction to Business Communication	Define communication and its importance in business.	20	10	4	
	Explain downward, upward, horizontal, and lateral communication.				
	Differentiate between formal and informal communication networks.				
	Describe the process of communication, including encoding, transmission, and decoding.				
	Identify barriers to communication and strategies to overcome them.				
	Recognize gateways to effective communication, such as active listening and feedback mechanisms.				
	Understand the role of communication in organisational success and productivity.				
	Total Marks	20	10	4	
Written Communication	Explain the principles of written communication using the 7C's concept (Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous).	20	20	4	
	Draft various types of business letters, including request letters, newsletters, persuasive letters, and sales letters.				
	Demonstrate proficiency in writing job applications and resumes according to industry standards.				
	Apply appropriate formatting and tone in written communication.				
	Utilize language effectively to convey ideas and information clearly.				
	Demonstrate awareness of cultural differences in written communication.				
	Total Marks	20	20	4	

Oral Communication	Explain the principles of effective oral presentations, including organisation, clarity, and engagement.	20	20	4	
	Identify factors that affect presentation effectiveness, such as audience analysis and delivery techniques.				
	Understand the use of video-conferencing and Skype for remote communication.				
	Identify and interpret non-verbal communication cues, including para language, time, space, silence, and body language.				
	Demonstrate effective listening skills in various communication contexts.				
	Deliver informative and persuasive speeches with confidence and clarity.				
	Total Marks	20	20	4	
Recent Trends in Business Communication	Explain the impact of online communication on personal relationships.	20	20	4	
	Describe best practices for conducting online meetings, including technology use and etiquette.				
	Understand the role of social networks in business communication.				
	Demonstrate proficiency in writing social blogs for business purposes.				
	Explain the challenges and strategies of intercultural communication in a globalized business environment.				
	Identify and address ethical and legal issues related to business communication, such as privacy concerns and intellectual property rights.				
	Total Marks	20	20	4	
	GRAND TOTAL	100	80	20	

MEP/N0407, v1: Computer Skills for Professionals

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Basics of Information Technology (IT)	Define the components of IT systems and their functions.	10	10		
	Describe the characteristics of computers and their evolution.				
	Identify various input-output devices and their roles in computing.				
	Differentiate between different types of computer memory and storage devices.				
	Explain the concept of cloud computing and its advantages.				
	Analyse the impact of information technology on business processes.				
	Discuss the importance of data security and privacy in IT systems.				
	Identify emerging trends and technologies in the field of information technology.				
	Demonstrate proficiency in using basic IT tools and applications.				
	Evaluate the ethical considerations in the use of information technology in business.				
	Total Marks	10	10		
Computer Software	Explain the different types of software and their respective functions.	10	10		
	Identify various types of application software and their uses in business.				
	Describe the basic concepts of databases and their role in information management.				
	Define an operating system and its functions in managing computer resources.				
	Differentiate between different types of operating systems.				
	Navigate through the Graphical User Interface (GUI) of an operating system.				
	Understand the role of compilers, interpreters, and assemblers in software development.				
	Explain different types of computer languages and their applications.				
	Demonstrate proficiency in using software tools for business productivity.				
	Analyse the impact of software on business operations and productivity.				
	Total Marks	10	10		
Basics of MS Windows	Navigate through the desktop environment in MS Windows.	20	10		
	Access and manage files and folders using Windows Explorer.				
	Utilize the Control Panel to customize system settings.				
	Perform searches for files and folders using Windows search functionality.				
	Understand the importance of file organisation and management in business.				
	Demonstrate proficiency in using common Windows utilities and tools.				
	Troubleshoot common issues related to Windows operating systems.				
	Customize Windows settings to enhance productivity and user experience.				
	Identify and utilize accessibility features in MS Windows.				

	Evaluate the security features of MS Windows and implement best practices for data protection.				
	Total Marks	20	10		
Introduction to MS Word	Navigate through the MS Word environment and utilize help resources effectively.	20	10		
	Create, edit, and format Word documents according to business requirements.				
	Save documents in different formats and locations.				
	Demonstrate proficiency in text manipulation, including selecting, formatting, aligning, and indenting.				
	Use advanced text editing features such as find and replace, bullets and numbering, and spell checker.				
	Create and format headers and footers in Word documents.				
	Utilize tables effectively for data organisation and presentation.				
	Insert and manipulate graphics, including pictures, clipart, and drawing objects.				
	Set page size, margins, and other document properties.				
	Print documents with appropriate settings and options.				
	Perform mail merge operations to personalize documents for mass distribution.				
	Troubleshoot common issues related to MS Word usage.				
	Total Marks	20	10		
Introduction to MS Excel	Navigate through the Excel environment and utilize help resources effectively.	20	20		
	Create, edit, and format Excel workbooks according to business requirements.				
	Save workbooks in different formats and locations.				
	Enter and edit data in Excel cells accurately.				
	Format cells and data to enhance readability and presentation.				
	Utilize built-in formulas and functions for data analysis and calculations.				
	Sort and filter data to extract relevant information.				
	Create charts and graphs to visualize data trends and patterns.				
	Apply conditional formatting to highlight important data points.				
	Implement data validation rules to ensure data integrity.				
	Protect workbooks and worksheets to prevent unauthorized changes.				
	Print worksheets with appropriate settings and options.				
	Perform practical exercises to reinforce learning objectives.				
	Total Marks	20	20		
Introduction to MS PowerPoint (PPT)	Navigate through the PowerPoint environment and utilize help resources effectively.	20	20		
	Create a new presentation and select appropriate slide layouts.				

	Add and format slides with text, images, and media elements.				
	Apply themes and customize slide layouts to enhance visual appeal.				
	Utilize transitions and animations to add interest and engagement to presentations.				
	Insert speaker notes to provide additional information and guidance.				
	Navigate through the slide show and rehearse presentations effectively.				
	Save presentations in different formats and locations.				
	Share presentations with others using various sharing options.				
	Demonstrate proficiency in creating professional and visually appealing PowerPoint presentations.				
	Total Marks	20	20		
	GRAND TOTAL	100	80		

DGT/VSQ/N0104, v1: Employability Skills

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	understand the significance of employability skills in meeting the current job market requirement and future of work	1	1		
	identify and explore learning and employability relevant portals				
	research about the different industries, job market trends, latest skills required and the available opportunities				
	Total Marks	1	1		
Constitutional values - Citizenship	recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. for personal growth and the nation's progress	2	1		
	follow personal values and ethics such as honesty, integrity, caring and respecting others, etc.				
	follow and promote environmentally sustainable practices				
	Total Marks	2	1		
Becoming a Professional in the 21st Century	recognize the significance of 21st Century Skills for employment	2	3		
	practice the 21st Century Skills such as SelfAwareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life				
	adopt a continuous learning mindset for personal and professional development				
	Total Marks	2	3		
Basic English Skills	use English as a medium of formal and informal communication while dealing with topics of everyday conversation in different contexts	2	3		
	speak over the phone in English, in an audible manner, using appropriate greetings, opening, and closing statements both on personal and work front				
	read and understand routine information, notes, instructions, mails, letters etc. written in English				
	write short messages, notes, letters, e-mails etc., using accurate English	2	3		
	Total Marks				
Career Development & Goal Setting	identify career goals based on the skills, interests, knowledge, and personal attributes	1	2		
	prepare a career development plan with short- and long-term goals				

	Total Marks	1	2		
Communication Skills	follow verbal and non-verbal communication etiquette while communicating in professional and public settings	2	3		
	use active listening techniques for effective communication				
	communicate in writing using appropriate style and format based on formal or informal requirements				
	work collaboratively with others in a team				
	Total Marks	2	3		
Diversity and Inclusion	ensure personal behaviour, conduct, and use appropriate communication by taking gender into consideration	1	2		
	empathize with a PwD and aid a PwD, if asked				
	escalate any issues related to sexual harassment at the workplace in accordance with the POSH Act				
	Total Marks	1	2		
Financial and Legal Literacy	identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	2	3		
	carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook				
	identify common components of salary and compute income, expenses, taxes, investments etc				
	identify relevant rights and laws and use legal aids to fight against legal exploitation				
	Total Marks	2	3		
	GRAND TOTAL	13	18		

Semester II

MEP/N0409, v1: Email and Content Marketing

	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Email Marketing	Define email marketing and articulate its significance within digital marketing strategies.	10	10	1	1
	Explain the benefits of email marketing, such as cost-effectiveness and direct communication with the audience.				
	Identify the challenges associated with email marketing, including deliverability issues and spam filters.				
	Understand email marketing regulations, such as GDPR and CAN-SPAM Act, and adhere to best practices for compliance.				
	Recognize the importance of building and maintaining a quality email list for effective email marketing campaigns.				
	Analyse case studies and examples illustrating successful email marketing campaigns.				
	Demonstrate awareness of emerging trends and technologies in email marketing.				
	Discuss the role of personalization and segmentation in enhancing email marketing effectiveness.				
	Evaluate the role of email marketing in lead generation, customer acquisition, and retention.				
	Demonstrate proficiency in utilizing email marketing tools and platforms.				
	Total Marks	10	10	1	1
Email Campaign Strategy	Establish clear objectives and goals for email marketing campaigns, aligned with broader marketing objectives.	20	10	2	2
	Segment target audiences based on demographics, behavior, and preferences to personalize email content.				
	Develop effective email content that resonates with the target audience and drives desired actions.				
	Design visually appealing and engaging email templates that reflect brand identity and messaging.				
	Implement strategies for building and growing email subscriber lists through opt-in mechanisms and lead magnets.				
	Utilize data analytics and market research to inform email campaign strategy and content creation.				

	Set appropriate frequencies and schedules for email campaigns to optimize engagement and avoid subscriber fatigue.				
	Identify key performance indicators (KPIs) for measuring the success of email marketing campaigns.				
	Plan and execute A/B testing experiments to optimize email subject lines, content, and calls-to-action.				
	Continuously monitor and analyse campaign performance metrics to identify areas for improvement.				
	Total Marks	20	10	2	2
Email Campaign Execution and Automation	Implement email automation workflows to streamline campaign execution and improve efficiency.	10	10	2	2
	Design and deploy drip campaigns to nurture leads and guide them through the sales funnel.				
	Utilize segmentation and personalization to deliver targeted and relevant email content to subscribers.				
	Implement dynamic content and conditional logic to create personalized email experiences.				
	Monitor automated campaigns and make necessary adjustments to improve performance and deliverability.				
	Ensure compliance with email marketing regulations and best practices in all automated campaigns.				
	Integrate email automation with other marketing channels and CRM systems for seamless lead management.				
	Analyse automation performance metrics to measure effectiveness and identify opportunities for optimization.				
	Continuously refine and optimize automation workflows based on data-driven insights and feedback.				
	Provide ongoing training and support to team members involved in email campaign execution and automation.				
	Total Marks	10	10	2	2
Introduction to Content Marketing	Define content marketing and its role in attracting, engaging, and retaining target audiences.	10	10	1	1
	Identify different types of content, including blog posts, articles, videos, infographics, and podcasts.				
	Understand the buyer's journey and how content can be tailored to address different stages of the customer lifecycle.				

	Develop a comprehensive content marketing strategy aligned with business goals and audience needs.				
	Analyze case studies and examples illustrating successful content marketing campaigns across various industries.				
	Recognize the importance of storytelling and brand narrative in content creation.				
	Demonstrate awareness of emerging trends and technologies in content marketing, such as interactive content and user-generated content.				
	Implement strategies for content ideation, creation, and curation to maintain a consistent publishing schedule.				
	Utilize SEO techniques and keyword research to optimize content for search engines and improve discoverability.				
	Measure the effectiveness of content marketing efforts using relevant KPIs and analytics tools.				
	Total Marks	10	10	1	1
Content Creation and Optimization	Generate high-quality and engaging content across various channels and formats, including blog posts, articles, videos, and social media posts.	20	10	1	1
	Tailor content to resonate with target audience personas and address their pain points, interests, and preferences.				
	Utilize storytelling techniques and visual elements to enhance the impact and effectiveness of content.				
	Implement SEO best practices, including keyword research, on-page optimization, and link building, to improve content visibility and search engine rankings.				
	Develop content distribution and promotion strategies to reach and engage target audiences across multiple channels.				
	Repurpose and recycle existing content to maximize reach and ROI.				
	Collaborate with designers, videographers, and other content creators to produce multimedia content assets.				
	Incorporate user-generated content and customer testimonials to build trust and credibility.				
	Monitor content performance metrics, such as traffic, engagement, and conversion rates, to measure effectiveness and identify areas for improvement.				
	Continuously optimize and update content based on audience feedback, industry trends, and performance data.				
	Total Marks	20	10	1	1
	Identify key performance indicators (KPIs) for measuring the success of email marketing campaigns and content marketing efforts.	10	10	1	1

Measuring Content and Email Marketing Performance	Utilize analytics tools, such as Google Analytics, to track and measure website traffic, email open rates, click-through rates, and other relevant metrics.				
	Set up goals and conversion tracking in analytics platforms to measure the impact of email and content marketing on business objectives.				
	Analyse data to identify trends, patterns, and insights related to audience behaviour, content consumption, and campaign performance.				
	Generate and interpret reports to assess the effectiveness of email campaigns and content marketing initiatives.				
	Use data-driven insights to refine and optimize email and content marketing strategies for better results.				
	Conduct A/B testing experiments to test different variables and optimize email and content performance.				
	Monitor and address issues related to email deliverability, open rates, and spam complaints.				
	Communicate performance findings and recommendations to stakeholders and team members effectively.				
	Implement continuous improvement processes to refine email and content marketing strategies based on performance feedback and industry best practices.				
	Total Marks	10	10	1	1
Integration with Overall Marketing Strategy	Understand the importance of integrating email and content marketing into the broader digital marketing strategy.	20	20	2	2
	Recognize the synergies between email marketing, content marketing, and other digital marketing channels, such as social media, SEO, and paid advertising.				
	Identify the role of email and content marketing in achieving overall marketing objectives, such as brand awareness, lead generation, and customer engagement.				
	Analyse case studies and examples illustrating successful integration of email and content marketing with other marketing channels.				
	Develop a strategic approach to aligning email and content marketing initiatives with broader marketing goals and target audience preferences.				
	Coordinate email and content marketing efforts with other marketing channels to ensure consistency and coherence in messaging and branding.				
	Utilize email marketing to support content distribution and promotion efforts, driving traffic to blog posts, videos, and other content assets.				
	Leverage content marketing to enhance email engagement and retention by providing valuable and relevant content to subscribers.				

	Measure the impact of integrated email and content marketing strategies on overall marketing performance using relevant KPIs and analytics tools.				
	Continuously optimize and refine integrated marketing strategies based on data-driven insights and feedback from cross-functional teams.				
	Total Marks	20	20	2	2
	GRAND TOTAL	100	80	10	10

MEP/N0411, v1: Web Designing with Content Management System (CMS) and Web Analytics

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Content Management Systems (CMS)	Define the concept of Content Management Systems (CMS) and articulate its significance in modern web design practices.	5	5		
	Identify and differentiate between various popular CMS platforms such as WordPress, Joomla, Drupal, and Wix.				
	Discuss the advantages and benefits of employing CMS for website development, including ease of content management and scalability.				
	Explore the history and evolution of CMS platforms and their impact on the digital landscape.				
	Analyse case studies and examples demonstrating successful implementations of CMS in web projects.				
	Evaluate the suitability of different CMS platforms based on specific project requirements and objectives.				
	Compare and contrast the features, functionalities, and pricing models of different CMS solutions.				
	Explain the role of CMS in facilitating collaborative content creation and management within organisations.				
	Discuss the security considerations and best practices associated with implementing and managing CMS platforms.				
	Reflect on emerging trends and future developments in CMS technology and its implications for web design professionals.				
	Total Marks	5	5		
Setting Up a Website with WordPress	Install and configure WordPress on a web hosting server, adhering to best practices and security guidelines.	10	10	1	1
	Select and register an appropriate domain name for the WordPress website, considering branding and SEO implications.				
	Choose a reliable hosting provider and set up hosting services for the WordPress site, ensuring compatibility and performance.				
	Navigate the WordPress dashboard proficiently, understanding its various sections and functionalities.				
	Configure basic settings such as site title, tagline, permalink structure, and reading options within WordPress.				

	Install essential plugins and themes to enhance the functionality and appearance of the WordPress website.				
	Explore different WordPress themes and customisation options, selecting a suitable theme for the project.				
	Familiarise oneself with WordPress user roles and permissions, assigning appropriate roles to team members as needed.				
	Troubleshoot common installation and configuration issues that may arise during the setup process.				
	Document the setup process and create user guides or tutorials for future reference and training purposes.				
	Total marks	10	10	1	1
Creating and Managing Content in WordPress	Create and publish pages and posts within the WordPress platform, adhering to content guidelines and best practices.	10	10	1	1
	Utilise the WordPress editor effectively to format and style text content, including headings, paragraphs, and lists.				
	Insert and optimise images and other media files in WordPress posts and pages, ensuring visual appeal and accessibility.				
	Organise and categorise content using categories and tags, improving navigation and user experience.				
	Configure featured images and excerpts for posts, enhancing content visibility and engagement.				
	Schedule and publish content updates regularly, maintaining a consistent publishing schedule and frequency.				
	Manage comments and user interactions on WordPress posts, moderating discussions and responding to feedback.				
	Utilise plugins and tools to automate content creation and distribution processes, improving efficiency and productivity.				
	Implement content governance and version control mechanisms to maintain content quality and consistency.				
	Monitor content performance using analytics tools and metrics, adjusting content strategy based on insights and feedback.				
	Total Marks	10	10	1	1
Customising Website Design with WordPress	Select and install WordPress themes that align with the project's branding, aesthetic, and functional requirements.	10	10	1	1
	Customise theme settings and appearance options within WordPress, including colours, fonts, and layout configurations.				

	Modify and extend theme functionality using child themes, custom CSS, and template overrides.				
	Incorporate and configure widgets to add dynamic content and features to WordPress sidebars and widget areas.				
	Install and activate plugins to enhance website functionality and add new features, such as contact forms, sliders, and galleries.				
	Create custom menus and navigation structures to improve website usability and user experience.				
	Implement responsive design techniques to ensure consistent and optimal display across different devices and screen sizes.				
	Optimise website performance and loading speed by minimising unnecessary elements and optimising code.				
	Test website design and functionality across various browsers and devices, identifying and resolving compatibility issues.				
	Document customisations and design decisions for future reference and collaboration with team members.				
	Total Marks	10	10	1	1
Launching and Maintaining a Website	Conduct comprehensive testing of website functionality and usability across different devices, browsers, and screen sizes.	10	10	1	1
	Evaluate website performance using tools such as Google PageSpeed Insights and GTmetrix, identifying areas for improvement.				
	Implement website security measures such as SSL certificates, firewalls, and regular software updates to protect against cyber threats.				
	Perform regular website backups and establish backup protocols to safeguard against data loss and system failures.				
	Monitor website performance and uptime using website monitoring tools, promptly addressing any downtime or performance issues.				
	Analyse website traffic and user behaviour using analytics tools such as Google Analytics, gaining insights into audience demographics and preferences.				
	Utilise website analytics data to make informed decisions regarding content strategy, user experience enhancements, and marketing initiatives.				
	Develop a website maintenance schedule and checklist, including tasks such as content updates, plugin updates, and security audits.				
	Collaborate with stakeholders and team members to ensure ongoing website maintenance and support.				

	Stay abreast of industry trends and best practices in website maintenance and management, continuously improving website performance and user experience.				
	Total Marks	10	10	1	1
Optimising Website Performance and User Experience	Explain techniques for improving website speed, including image optimisation, caching, and content delivery network (CDN) implementation.	10	10	1	1
	Apply search engine optimisation (SEO) principles to optimise website content and structure for better search engine visibility and ranking.				
	Install and configure SEO plugins such as Yoast SEO or Rank Math to enhance on-page SEO factors and metadata.				
	Implement responsive design practices to ensure a consistent and user-friendly experience across various devices and screen sizes.				
	Discuss user experience (UX) principles such as accessibility, navigation, and readability, and their impact on website engagement and conversion.				
	Conduct usability testing sessions with representative users to identify pain points and areas for improvement in website design and functionality.				
	Gather user feedback through surveys, interviews, and feedback forms to understand user preferences and priorities.				
	Analyse website analytics data to track key performance indicators (KPIs) such as bounce rate, time on page, and conversion rate, identifying opportunities for enhancement.				
	Implement A/B testing experiments to compare different design elements or content variations and determine the most effective option.				
	Iterate and refine website design and functionality based on user feedback and performance metrics, aiming for continuous improvement and optimisation.				
	Total Marks	10	10	1	1
Introduction to Website Analytics	Define website analytics and its role in measuring and evaluating website performance and user behaviour.	10	5	1	1
	Explore the features and functionalities of Google Analytics and other website analytics tools, understanding how to set up and navigate the platforms.				
	Identify and configure key metrics and dimensions within website analytics tools to track and measure website performance effectively.				
	Discuss the importance of data accuracy and integrity in website analytics, implementing best practices for data collection and reporting.				
	Analyse website traffic sources, including organic search, direct traffic, and referrals, to understand how users find and access the website.				
	Interpret audience demographics and user characteristics such as age, gender, location, and device usage to inform marketing and content strategies.				

	Evaluate user behaviour metrics such as bounce rate, session duration, and pageviews to assess engagement and interaction levels on the website.				
	Set up and track goals and conversions within website analytics tools to measure the effectiveness of marketing campaigns and website objectives.				
	Generate and interpret reports and dashboards to communicate website performance insights to stakeholders and decision-makers effectively.				
	Stay informed about emerging trends and developments in website analytics, continuously updating skills and knowledge to leverage new opportunities and technologies.				
	Total Marks	10	5	1	1
Analysing User Behaviour with Website Analytics	Utilise website analytics tools to track and analyse user behaviour on websites, including pageviews, sessions, and user interactions.	10	5	1	1
	Identify and interpret website traffic sources, including organic search, direct traffic, referrals, and social media, to understand user acquisition channels.				
	Analyse user demographics and audience characteristics such as age, gender, location, and device type to tailor content and marketing strategies.				
	Explore user engagement metrics such as bounce rate, session duration, and pages per session to assess the quality of user interactions.				
	Understand behaviour flow reports to visualise the path users take through the website and identify potential drop-off points or conversion barriers.				
	Segment website traffic based on user attributes or behaviour to gain deeper insights into specific audience segments and their preferences.				
	Analyse landing page performance to evaluate the effectiveness of different landing pages in driving conversions or achieving specific goals.				
	Use event tracking and custom dimensions to monitor user interactions with specific website elements or features, such as buttons, forms, or videos.				
	Identify behavioural patterns and trends over time using historical data and trend analysis techniques.				
	Apply insights from user behaviour analysis to inform website design, content strategy, and conversion rate optimisation efforts.				
	Total Marks	10	5	1	1
Conversion Tracking and Optimization	Define conversion tracking goals and objectives aligned with business objectives, such as lead generation, sales, or sign-ups.	10	5	1	1
	Set up conversion tracking mechanisms using website analytics tools to measure and attribute conversions accurately.				
	Analyse conversion funnels to identify potential drop-off points or areas for improvement in the conversion process.				

	Implement conversion rate optimisation (CRO) techniques to improve website performance and maximise conversion rates.				
	Conduct A/B testing experiments to compare different variations of website elements or pages and determine the most effective version.				
	Utilise heatmaps and session recordings to visualise user behaviour and interactions on the website and identify areas for optimisation.				
	Implement targeted messaging and calls-to-action (CTAs) to encourage user engagement and drive conversions.				
	Optimise landing pages and forms to reduce friction and streamline the conversion process.				
	Monitor and analyse conversion data regularly to track progress towards goals and identify opportunities for further optimisation.				
	Iterate and refine conversion strategies based on data-driven insights and ongoing testing and experimentation.				
	Total Marks	10	5	1	1
Setting Up and Analysing Website Traffic with Google Analytics	Create a Google Analytics account and set up website tracking properties to collect data on user interactions and behaviour.	10	5	1	1
	Install and configure the Google Analytics tracking code on the website to ensure accurate data collection and reporting.				
	Define and configure goals and conversion tracking within Google Analytics to measure specific user actions and outcomes.				
	Navigate Google Analytics reports and dashboards to access key website traffic metrics and performance indicators.				
	Analyse audience reports to understand user demographics, interests, and behaviour patterns.				
	Review acquisition reports to identify traffic sources, including organic search, paid search, social media, and referrals.				
	Examine behaviour reports to assess user engagement metrics such as bounce rate, session duration, and pageviews per session.				
	Evaluate content reports to identify top-performing pages, popular content topics, and areas for content optimisation.				
	Utilise event tracking and custom dimensions to monitor specific user interactions and behaviour events on the website.				
	Interpret and communicate insights from website traffic analysis to stakeholders and decision-makers to inform strategic decision-making and website optimisation efforts.				
	Total Marks	10	5	1	1

Using Web Analytics Data for Decision Making	Interpret web analytics data to extract actionable insights and trends regarding website performance and user behaviour.	5	5	1	1
	Utilise web analytics data to make data-driven decisions for website optimisation and improvement, aligning strategies with business objectives.				
	Identify and prioritise areas for improvement based on web analytics findings, focusing on high-impact opportunities.				
	Implement changes and updates to the website based on insights from web analytics data, such as content revisions, design enhancements, or functionality improvements.				
	Conduct A/B testing and experimentation to test hypotheses and validate changes, using web analytics data to measure and compare results.				
	Monitor and evaluate the impact of changes made to the website, tracking key performance indicators (KPIs) and metrics over time.				
	Collaborate with cross-functional teams, including marketing, design, and development, to implement website improvements based on data-driven insights.				
	Continuously monitor website performance and user behaviour using web analytics tools, adapting strategies and tactics as needed.				
	Analyse competitive benchmarks and industry trends to identify opportunities for innovation and differentiation.				
	Communicate findings and recommendations effectively to stakeholders and decision-makers, using data visualisation and storytelling techniques to convey insights and drive action.				
	Total Marks	5	5	1	1
	GRAND TOTAL	100	80	10	10

MEP/N0412, v1: Mobile Marketing and Online Reputation Management (ORM)

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Mobile Marketing	Explain the concept of mobile marketing and trace its evolutionary journey in the digital landscape.	10	10	1	1
	Discuss the significance of mobile optimization for websites and digital content in catering to the growing mobile user base.				
	Understand mobile user behaviour and preferences, including mobile search patterns, app usage trends, and shopping habits.				
	Analyse case studies and examples showcasing successful mobile marketing campaigns and strategies.				
	Evaluate the impact of mobile-first design principles on user experience and engagement metrics.				
	Explore emerging trends and technologies in mobile marketing, such as mobile apps, mobile wallets, and augmented reality.				
	Discuss the challenges and opportunities associated with mobile marketing, including cross-device tracking and attribution modelling.				
	Assess the role of mobile marketing in omnichannel marketing strategies and customer journey mapping.				
	Examine the ethical and legal considerations in mobile marketing, including data privacy regulations and permission-based marketing.				
	Reflect on the future outlook of mobile marketing and its potential impact on the digital marketing landscape.				
	Total Marks	10	10	1	1
Mobile Advertising	Identify different types of mobile advertising formats, including display ads, native ads, and interstitial ads, and their respective advantages and limitations.	10	10	1	1
	Discuss various mobile ad networks and platforms, such as Google Ads, Facebook Ads, and AdMob, and their targeting capabilities and audience reach.				
	Analyse case studies and examples of effective mobile advertising campaigns, highlighting creative strategies and performance metrics.				
	Develop mobile ad campaigns with clear objectives, target audience segmentation, and budget allocation.				
	Optimise mobile ad creatives and copywriting for maximum engagement and conversion rates.				

	Utilise targeting options and ad placements to reach specific demographics, interests, and behaviours.				
	Monitor and measure the performance of mobile ad campaigns using key performance indicators (KPIs) such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS).				
	Implement A/B testing and experimentation to refine ad creatives, messaging, and targeting parameters.				
	Discuss the impact of mobile ad blockers and ad fraud on digital advertising ecosystems and strategies to mitigate risks.				
	Stay updated on industry trends and advancements in mobile advertising technology, such as programmatic advertising and location-based targeting.				
	Total Marks	10	10	1	1
App Marketing	Discuss app marketing strategies, including pre-launch, launch, and post-launch activities, to drive app downloads and user engagement.	20	10	1	1
	Utilise App Store Optimization (ASO) techniques to improve app visibility and discoverability on app stores such as Apple App Store and Google Play Store.				
	Implement promotional tactics for app launches, including influencer partnerships, app review campaigns, and app store featuring opportunities.				
	Analyse app analytics data to measure user acquisition, retention, and engagement metrics and optimise marketing strategies accordingly.				
	Explore app monetisation strategies such as in-app purchases, subscriptions, and advertising to generate revenue and maximise app profitability.				
	Discuss the role of user feedback and ratings in app marketing and strategies for managing app reviews and ratings effectively.				
	Develop cross-channel marketing campaigns to promote apps across various digital channels, including social media, email marketing, and content marketing.				
	Evaluate the effectiveness of app marketing channels and campaigns using key performance indicators (KPIs) such as cost per install (CPI), customer lifetime value (CLV), and retention rate.				
	Discuss app store guidelines and policies governing app promotion and marketing practices, ensuring compliance and ethical marketing practices.				
	Stay informed about emerging trends and innovations in app marketing, such as app indexing, deep linking, and app advertising networks, to stay competitive in the app market.				
	Total Marks	20	10	1	1
SMS Marketing	Explain the concept of SMS marketing and its role in mobile marketing strategies, including its benefits and limitations.	10	10	1	1

	Utilise best practices for creating effective SMS marketing campaigns, including crafting compelling messages, clear calls-to-action, and personalised content.				
	Segment SMS marketing campaigns based on audience demographics, preferences, and behaviour to deliver targeted and relevant messages.				
	Comply with regulations and guidelines for SMS marketing, including opt-in/opt-out requirements, message frequency limits, and data privacy laws.				
	Implement strategies for measuring and evaluating the performance of SMS marketing campaigns, including metrics such as open rates, click-through rates, and conversion rates.				
	Discuss the importance of maintaining a clean and updated SMS subscriber list and strategies for managing subscriber opt-ins and opt-outs.				
	Analyse case studies and examples of successful SMS marketing campaigns, highlighting creative strategies, messaging techniques, and campaign results.				
	Discuss the role of SMS marketing in integrated marketing campaigns and its synergy with other digital channels such as email marketing, social media, and mobile advertising.				
	Explore emerging trends and innovations in SMS marketing, such as rich media messaging, chatbots, and conversational marketing.				
	Reflect on ethical considerations and best practices in SMS marketing, including transparency, consent, and respecting subscriber preferences and privacy.				
	Total Marks	10	10	1	1
Introduction to Online Reputation Management (ORM)	Define online reputation management (ORM) and articulate its significance in shaping brand perception and credibility in the digital age.	20	10	1	1
	Analyse the impact of online reviews, ratings, and user-generated content on brand reputation and consumer purchase decisions.				
	Utilise ORM tools and platforms for monitoring online mentions, reviews, and sentiment surrounding a brand or organisation.				
	Discuss the role of proactive reputation management strategies in mitigating negative publicity and building brand resilience.				
	Explore case studies and examples of successful ORM campaigns, highlighting effective crisis management and reputation repair strategies.				
	Evaluate the effectiveness of ORM strategies in different industry sectors, such as hospitality, retail, healthcare, and finance.				
	Develop strategies for building and maintaining a positive online reputation through authentic brand storytelling, thought leadership, and community engagement.				

	Implement techniques for responding to online reviews and feedback, including addressing customer concerns, resolving issues, and expressing gratitude for positive feedback.				
	Discuss the ethical considerations and legal implications of ORM practices, including compliance with consumer protection laws and regulations.				
	Stay informed about emerging trends and developments in online reputation management, such as online reputation scoring, sentiment analysis, and influencer marketing.				
	Total Marks	20	10	1	1
Monitoring Online Reputation	Explain the various techniques and tools available for monitoring online mentions, reviews, and sentiment about a brand or organisation.	10	10	2	2
	Utilise social listening tools and sentiment analysis algorithms to track brand mentions and conversations across digital platforms.				
	Monitor review websites, forums, social media channels, and news outlets for mentions of the brand, products, or key stakeholders.				
	Set up alerts and notifications to receive real-time updates on brand mentions, emerging trends, and potential reputation threats.				
	Develop customised monitoring dashboards and reports to track key performance indicators (KPIs) related to online reputation metrics.				
	Analyse trends and patterns in online conversations and sentiment to identify emerging issues, sentiment shifts, and areas for proactive engagement.				
	Monitor competitor online reputation and benchmark performance against industry peers and market leaders.				
	Collaborate with cross-functional teams, including marketing, customer service, and public relations, to coordinate responses to online reputation issues.				
	Conduct regular audits and assessments of online reputation management efforts, identifying areas for improvement and refinement.				
	Stay updated on changes in online reputation management landscape, including new tools, platforms, and best practices, to ensure effective monitoring and management strategies.				
	Total Marks	10	10	2	2
Responding to Feedback and Reviews	Discuss the importance of timely and appropriate responses to both positive and negative feedback and reviews.	10	10	1	1
	Develop guidelines and protocols for responding to online reviews and feedback, including tone of voice, response timeframes, and escalation procedures.				
	Craft personalised and empathetic responses to negative reviews, addressing specific concerns and offering solutions or resolutions.				

	Express gratitude and appreciation for positive reviews, reinforcing positive brand sentiment and encouraging further engagement.				
	Implement strategies for managing online reputation crises, including communication protocols, crisis response teams, and media relations strategies.				
	Empower frontline staff and customer service representatives with training and resources for handling online feedback and reviews.				
	Monitor social media channels, review websites, and other online platforms for new feedback and reviews, responding promptly to customer inquiries and comments.				
	Engage in proactive outreach and relationship-building with brand advocates and loyal customers, leveraging positive feedback and reviews for brand promotion.				
	Resolve customer complaints and issues in a transparent and professional manner, demonstrating commitment to customer satisfaction and brand integrity.				
	Monitor the impact of responses to feedback and reviews on overall brand perception and reputation, adjusting strategies as needed to achieve desired outcomes.				
	Total Marks	10	10	1	1
Building and Maintaining a Positive Online Reputation	Discuss proactive strategies for building and maintaining a positive online reputation, including brand positioning, storytelling, and community engagement.	10	10	2	2
	Create valuable and relevant content that showcases brand values, expertise, and unique selling propositions, fostering trust and credibility with online audiences.				
	Engage with customers and followers on digital platforms through active participation in conversations, responding to comments, and soliciting feedback.				
	Establish and maintain a strong online presence across multiple digital channels, including social media, review websites, forums, and industry directories.				
	Develop brand advocacy programs and ambassador initiatives to cultivate loyal customers and brand advocates who can positively influence online reputation.				
	Monitor and manage online reviews, testimonials, and user-generated content, curating positive experiences and amplifying customer success stories.				
	Implement reputation management strategies to address negative publicity and mitigate reputational risks, such as proactive crisis communication planning and stakeholder engagement.				
	Foster a culture of transparency and accountability within the organisation, encouraging open communication and constructive feedback from employees and stakeholders.				

	Leverage social proof and social validation to enhance brand credibility and trustworthiness, showcasing customer testimonials, awards, and endorsements.				
	Continuously evaluate and refine online reputation management efforts based on performance metrics and feedback from stakeholders, iterating on strategies to adapt to evolving market dynamics and consumer expectations.				
	Total Marks	10	10	2	2
	GRAND TOTAL	100	80	10	10

Elective 1: MEP/N0404, v1: Sales Management

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Sales Management	Define sales management and its importance in business.	10		2	2
	Explain the role of sales management in achieving organizational goals.				
	Understand the functions of sales management.				
	Identify the key elements of the sales management process.				
	Describe the relationship between sales management and other business functions.				
	Recognize the significance of effective sales management for business success.				
	Discuss the challenges faced by sales managers in today's business environment.				
	Explain the concept of sales strategies and their alignment with organisational objectives.				
	Identify the various stakeholders involved in the sales management process.				
	Understand the ethical considerations in sales management practices.				
	Total Marks	10		2	2
Sales Planning and Forecasting	Define sales planning and its importance in sales management.	20		2	2
	Explain the steps involved in the sales planning process.				
	Identify the factors affecting sales forecasting.				
	Describe different methods and techniques used for sales forecasting.				
	Understand the role of market research in sales planning and forecasting.				
	Analyse the importance of setting sales objectives and targets.				
	Explain the concept of sales budgeting and its relationship with sales planning.				
	Identify the tools and software used for sales planning and forecasting.				
	Discuss the importance of aligning sales plans with overall business strategies.				
	Evaluate the effectiveness of sales planning and forecasting techniques in achieving sales goals.				
	Total Marks	20		2	2
Sales Organisation and Structure	Define sales organisation and its significance in sales management.	20		2	2
	Explain the types of sales organisation structures.				
	Identify the factors influencing the choice of sales organisation structure.				
	Describe the roles and responsibilities of sales personnel.				
	Understand the concept of territory management in sales organisation.				
	Discuss the advantages and disadvantages of different sales organisation structures.				
	Explain the process of sales force recruitment, selection, and training.				
	Identify the key performance indicators (KPIs) used to evaluate sales personnel.				
	Analyse the importance of motivation and incentives in sales organisation.				

	Discuss the role of technology in enhancing sales organisation efficiency.				
	Total Marks	20		2	2
Sales Techniques and Strategies	Define sales techniques and strategies and their importance in sales management.	30		2	2
	Explain the difference between sales techniques and sales strategies.				
	Identify different types of sales techniques, such as consultative selling, solution selling, etc.				
	Describe the steps involved in the sales process.				
	Understand the importance of customer relationship management (CRM) in sales techniques.				
	Discuss the concept of value proposition and its role in sales strategies.				
	Explain the importance of effective communication skills in sales techniques.				
	Identify common objections in sales and techniques to overcome them.				
	Discuss the role of negotiation skills in sales strategies.				
	Analyse successful sales strategies used by companies in different industries.				
	Total Marks	30		2	2
Key Account Management (KAM)	Define Key Account Management (KAM) and its importance in sales management.	20		2	2
	Explain the difference between key accounts and regular accounts.				
	Identify the characteristics of key accounts.				
	Understand the benefits of implementing a Key Account Management strategy.				
	Describe the key principles of successful Key Account Management.				
	Discuss the role of relationship-building in Key Account Management.				
	Explain the process of identifying and prioritizing key accounts.				
	Identify strategies for effectively managing key account relationships.				
	Discuss the importance of cross-functional collaboration in Key Account Management.				
	Total Marks	20		2	2
	GRAND TOTAL	100		10	10

Elective 2: MEP/N0405, v1: Consumer Behaviour

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Consumer Behaviour	Define consumer behaviour and its significance in marketing.	15		1	1
	Explain the factors that influence consumer behaviour.				
	Identify the stages of the consumer decision-making process.				
	Understand the difference between individual and group influences on consumer behaviour.				
	Describe the role of demographics, psychographics, and socio-economic factors in consumer behaviour.				
	Recognize the importance of understanding consumer needs and wants.				
	Discuss the impact of culture, subculture, and social class on consumer behaviour.				
	Identify the various sources of information used by consumers in decision-making.				
	Explain the concept of consumer perception and its role in shaping buying decisions.				
	Discuss the ethical considerations in studying and influencing consumer behaviour.				
	Total Marks	15		1	1
Consumer Motivation and Personality	Define consumer motivation and its importance in understanding consumer behaviour.	15		2	2
	Explain the theories of consumer motivation, including Maslow's hierarchy of needs and Freudian theory.				
	Identify the different types of consumer needs and motives.				
	Understand the role of emotions and feelings in consumer decision-making.				
	Describe the concept of personality and its influence on consumer behaviour.				
	Discuss the relationship between self-concept and consumer behaviour.				
	Identify the various personality traits and how they affect consumer preferences.				
	Analyse the impact of consumer perception of risk on purchase decisions.				
	Explain the concept of brand personality and its role in consumer loyalty.				
	Discuss the implications of consumer motivation and personality for marketing strategies.				
	Total Marks	15		2	2
Consumer Perception and Learning	Define consumer perception and learning and their significance in consumer behaviour.	10		2	2

	Explain the process of perception and the factors that influence it.				
	Identify the principles of perceptual organisation, including figure-ground, closure, and grouping.				
	Understand the concept of selective attention and its implications for marketing.				
	Describe the role of sensation and sensory marketing in influencing consumer perception.				
	Discuss the concept of cognitive learning and its relevance to consumer behaviour.				
	Identify the different types of learning theories, such as classical conditioning and operant conditioning.				
	Explain the process of consumer memory and its impact on brand recall and recognition.				
	Discuss the role of advertising and branding in consumer learning.				
	Analyse the ethical considerations in influencing consumer perception and learning.				
	Total Marks	10		2	2
Consumer Attitudes and Decision Making	Define consumer attitudes and their importance in consumer behaviour.	10		2	2
	Explain the components of attitudes, including cognitive, affective, and behavioural components.				
	Identify the factors that influence the formation and change of consumer attitudes.				
	Understand the concept of attitude-behaviour consistency and its implications for marketing.				
	Describe the role of consumer involvement in decision-making.				
	Discuss the different types of consumer decision-making processes, such as routine, limited, and extensive decision-making.				
	Identify the various decision-making heuristics and biases that influence consumer choices.				
	Explain the concept of post-purchase dissonance and its impact on consumer satisfaction.				
	Discuss the role of word-of-mouth and social influence in consumer decision-making.				
	Analyse the ethical considerations in influencing consumer attitudes and decision-making.				
	Total Marks	10		2	2
	Define the post-purchase process and its significance in consumer behaviour.	25		2	2

Post-purchase Process and Dissonance	Explain the concept of post-purchase dissonance and its impact on consumer satisfaction.				
	Identify factors that contribute to post-purchase dissonance, such as expectations vs. perceived performance.				
	Understand the role of post-purchase communication and customer feedback in managing dissonance.				
	Describe strategies for reducing post-purchase dissonance, including effective after-sales service and warranties.				
	Discuss the importance of customer loyalty and repeat purchases in mitigating post-purchase dissonance.				
	Analyse case studies or examples of successful post-purchase management strategies in different industries.				
	Identify the implications of post-purchase dissonance for marketing and customer relationship management.				
	Explain the concept of customer lifetime value and its relationship with post-purchase satisfaction.				
	Evaluate the ethical considerations in managing post-purchase dissonance and customer satisfaction.				
	Total Marks	25		2	2
Consumer Rights & Protection	Define consumer rights and their significance in consumer protection, with a specific focus on Indian consumer laws.	25		1	1
	Identify the fundamental consumer rights enshrined in the Consumer Protection Act, 2019, including the right to safety, information, choice, and redressal.				
	Understand the role of Indian consumer protection laws and regulations, such as the Consumer Protection Act, 2019, and the Consumer Protection (E-Commerce) Rules, 2020, in safeguarding consumer rights.				
	Explain the concept of consumer advocacy in the Indian context and its role in promoting consumer welfare and rights awareness.				
	Describe the responsibilities of businesses under Indian consumer laws to ensure consumer rights protection, including fair trade practices, product safety standards, and transparent pricing policies.				
	Discuss the consequences of non-compliance with Indian consumer protection laws on businesses, including penalties and legal liabilities.				
	Identify the various mechanisms available to Indian consumers for redressal of grievances, such as consumer courts, consumer helplines, and online dispute resolution platforms.				

	Analyse case studies or examples of consumer rights violations in India and the legal recourse available to affected consumers.				
	Discuss the importance of consumer education and awareness programs in India for empowering consumers to assert their rights effectively.				
	Evaluate the ethical considerations in marketing practices and consumer protection initiatives in the Indian business context, aligning with legal requirements and societal expectations.				
	Total Marks	25		1	1
	GRAND TOTAL	100		10	10

MEP/N0413, v1: Business Communication – II

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Etiquettes and Manners	Demonstrate an understanding of college etiquettes, including classroom conduct, respect for faculty and peers, and appropriate attire.	30	20	3	3
	Explain the importance of conversation etiquettes in professional and social settings, including active listening, eye contact, and non-verbal communication cues.				
	Discuss social etiquettes for various occasions, such as formal events, networking functions, and informal gatherings, including table manners and greetings.				
	Outline telephone etiquettes for effective communication, including answering calls professionally, taking messages, and managing phone conversations.				
	Identify cultural differences in etiquettes and manners and demonstrate sensitivity and adaptability in diverse social and professional environments.				
	Role-play scenarios to practice applying etiquettes and manners in different situations, such as introductions, meetings, and social interactions.				
	Analyse case studies and examples of breaches in etiquettes and manners and discuss the potential consequences for relationships and reputations.				
	Develop strategies for handling challenging situations and conflicts with diplomacy, tact, and professionalism.				
	Reflect on personal etiquettes and manners and identify areas for improvement and development through self-assessment and feedback.				
	Collaborate with peers to create a code of conduct outlining expected etiquettes and manners within the academic and professional community.				
	Total Marks	30	20	3	3
Listening Skills	Explain the concept of active listening and its importance in effective communication and interpersonal relationships.	35	30	3	3
	Demonstrate the do's and don'ts of listening, including maintaining eye contact, avoiding interruptions, and showing empathy and understanding.				
	Discuss guidelines for active listening, such as paraphrasing, summarising, and asking clarifying questions to demonstrate engagement and comprehension.				
	Practice active listening techniques through interactive exercises, role-plays, and real-life scenarios.				
	Analyse barriers to effective listening, such as distractions, biases, and preconceptions, and develop strategies for overcoming them.				

	Explore the impact of non-verbal communication cues, such as body language and facial expressions, on the listening process.				
	Reflect on personal listening habits and behaviours and identify strengths and areas for improvement through self-assessment and peer feedback.				
	Engage in reflective listening activities to deepen understanding and empathy in interpersonal interactions.				
	Discuss the role of listening in conflict resolution and negotiation, including active listening strategies for de-escalating tension and finding common ground.				
	Collaborate with peers to create a listening skills toolkit with practical tips and techniques for enhancing listening effectiveness in various contexts.				
	Total Marks	35	30	3	3
Group Discussion (GD)	Explain the purpose and objectives of a group discussion (GD) in academic and professional settings.	35	30	4	4
	Outline the do's and don'ts of participating in a group discussion, including active participation, respecting others' viewpoints, and avoiding dominating the conversation.				
	Provide examples of useful words and phrases for initiating, elaborating, agreeing, disagreeing, and concluding during a group discussion.				
	Facilitate practice sessions on basic group discussion topics, allowing participants to express their opinions, listen to others, and engage in constructive dialogue.				
	Analyse the structure and dynamics of a group discussion, including the roles of the moderator, participants, and observers.				
	Discuss strategies for effective communication in a group discussion, such as clarity, relevance, and persuasiveness of arguments.				
	Evaluate group discussion performances based on criteria such as content, communication skills, teamwork, and leadership.				
	Provide constructive feedback to participants on their strengths and areas for improvement in group discussion techniques.				
	Foster an inclusive and collaborative environment in group discussions, encouraging participation from all members and valuing diverse perspectives.				
	Reflect on personal experiences and insights gained from participating in group discussions, identifying strategies for enhancing future performance.				
	Total Marks	35	30	4	4
	GRAND TOTAL	100	80	10	10

MEP/N0414, v1: Environment Studies

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Environmental Studies	Define environmental studies and articulate its significance in addressing contemporary global challenges related to sustainability and conservation.				
	Understand the interconnectedness of ecosystems and the intricate relationships between living organisms and their environment.				
	Discuss various environmental issues and challenges, including climate change, deforestation, biodiversity loss, and pollution.				
	Explore the laws governing environmental protection and conservation.				
	Reflect on personal attitudes and behaviours towards the environment and identify opportunities for individual and collective action.				
	Total Marks	10			
Ecology and Ecosystems	State the basic principles of ecology.				
	Explain the structure and function of ecosystems.				
	Describe biodiversity and its importance in maintaining ecosystem stability, resilience, and productivity.				
	Discuss the impact of human activities, such as deforestation, habitat destruction, and pollution, on ecosystem health and biodiversity.				
	Total Marks	10			
Natural Resources and Conservation	Discuss various natural resources, including renewable (e.g., sunlight, wind, water) and non-renewable (e.g., fossil fuels, minerals), and their significance for human well-being and economic development.				
	Practice sustainable use and management of natural resources through concepts such as 3Rs (Reduce, Reuse, Recycle).				
	Explore conservation methods for preserving biodiversity, forests, water bodies, and energy resources.				
	Discuss the concept of sustainable development and its integration of environmental, social, and economic considerations for long-term prosperity.				
	Investigate the role of technology and innovation in resource conservation, such as renewable energy technologies, efficient farming practices, and waste management systems.				
	Total Marks	10			
Pollution and Environmental Health	Discuss the different types and sources of pollution, including air pollution, water pollution, soil contamination, and noise pollution.				
	Describe the impacts of pollution on environmental quality, human health, and ecosystems.				

	State few methods for reducing pollution.	10			
	Investigate emerging issues in environmental health, such as chemical contamination, indoor air pollution, and electronic waste disposal.				
	Engage in community service projects and advocacy efforts aimed at raising awareness about pollution issues and promoting environmental stewardship and sustainability.				
Climate Change and Global Warming	Identify and explain the causes of climate change, including natural processes and human activities such as deforestation, burning fossil fuels, and industrial emissions.	20			
	Understand the greenhouse effect and the role of greenhouse gases in trapping heat in the Earth's atmosphere, leading to global warming.				
	Discuss the impacts of climate change on ecosystems, weather patterns, sea levels, biodiversity, and human societies.				
	Discuss ways to reduce greenhouse gas emissions.				
	Explore adaptation measures for coping with the effects of climate change.				
	Identify few international efforts to address climate change				
Sustainable Development	Explain sustainable development as identified in Sustainable Development Goals (SDGs) adopted by the United Nations.	20			
	Practice the use of sustainable energy sources such as solar, wind, hydroelectric, and biomass energy, promoting energy efficiency and reducing reliance on fossil fuels.				
	Explore ways of managing non-renewable resources such as minerals, metals, and fossil fuels.				
	Investigate sustainable agriculture practices such as organic farming, agroforestry, and permaculture, promoting soil health, biodiversity conservation, and food security.				
	Identify sustainable transportation options such as public transit, cycling, and electric vehicles, reducing carbon emissions and promoting urban mobility.				
	Discuss the role of green buildings and sustainable urban planning in reducing energy consumption, mitigating climate change, and enhancing quality of life in cities.				
	Engage in community-based sustainability projects, such as eco-villages, community gardens, and renewable energy cooperatives, promoting grassroots innovation and social change.				

Energy and waste conversion	Explain different types of energy, including renewable (solar, wind, hydro, geothermal) and non-renewable (coal, oil, natural gas) sources, and their conversion into usable forms such as electricity and heat.				
	Describe energy utilization and conservation measures.				
	Explore innovative technologies for renewable energy generation such as solar energy.				
	Discuss the use of new technology in conserving energy and reducing waste.				
	Engage in hands-on activities and demonstrations to explore energy conversion processes and waste management techniques.				
		20			
	GRAND TOTAL	100			

DGT/VSQ/N0104, v1: Employability Skills

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Essential Digital Skills	operate digital devices and use their features and applications securely and safely	2	3		
	carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc				
	display responsible online behaviour while using various social media platforms				
	create a personal email account, send and process received messages as per requirement				
	carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications				
	utilize virtual collaboration tools to work effectively				
	Total Marks	2	3		
Entrepreneurship	identify different types of Entrepreneurship and Enterprises	2	3		
	use research and networking skills to identify and assess opportunities for potential business				
	develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion				
	identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity				
	Total Marks	2	3		
Customer Service	identify different types of customers	1	2		
	identify and respond to customer requests and needs in a professional manner				
	use appropriate tools to collect customer feedback				
	follow appropriate hygiene and grooming standards				
	Total Marks	1	2		
Getting ready for apprenticeship & Jobs	create a professional Curriculum vitae (Résumé)	2	4		
	search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively				
	apply to identified job openings using offline /online methods as per requirement				
	answer questions politely, with clarity and confidence, during recruitment and selection				
	identify apprenticeship opportunities and register for it as per guidelines and requirements				
	Total Marks	2	4		

	GRAND TOTAL	7	12		
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Annexure: Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

On the Job:

1. Each module (which covers the job profile of Digital Marketing Executive will be assessed separately.
2. The candidate must score 70% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
 - Videos of Trainees during OJT
4. Assessment of each Module will ensure that the candidate is able to:
 - Effective engagement with the customers
 - Understand the working of various tools and equipment

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
OS	Occupational Standards

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above.