

Format for syllabus development of Skill development course

Title of course: Digital marketing "Learning with earning"
 Parental Department of HEI to run course: Commerce
 Broad Area/Sector: Digital marketing
 Sub Sector: Both
 Nature of course: Independent / Progressive
 Name of suggestive Sector Skill Council: -
 Aligned NSQF level: -
 Expected fees of the course - Free/Paid: -
 Spend to student expected from industry: -
 Number of Seats: -
 Course Code: -
 Max Marks: 100 Minimum Marks: -
 Name of proposed skill Partner (Please specify, Name of industry/ company): -
 Site for Practical training/ internship/OJT: -
 Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.): Self working and Related Firms.

Unit	Topics	General/Skill component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total-15 Hours=1 credit)	No of skill Hours (Total-60 Hours=2 credits)
I	Accounting	General	Th + Pract	3	10
II	GST (Goods service tax)	"	"	3	10
III	Insurance (Health, Wealth, Life)	"	"	3	10
IV	online banking	"	"	2	10
V	stock marketing	"	"	2	10
VI	Investment banking	"	"	2	10

Suggested Readings:
 Suggested Digital platforms/ web links for reading: www.eliasmarkets.com/courses
 Suggested OJT/ Internship/ Training/ Skill partner:
 Suggested Continuous Evaluation Methods: objective

Course Pre-requisites:
 • No pre-requisite required; open to all
 • To study this course, a student must have the subject **open to All** in class/12th/ certificate/diploma
 • If progressive, to study this course a student must have passed previous courses of this series.

Suggested equivalent online courses:
 Any remarks/ suggestions:
 Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-3 (it can be more credits, but students will get only 3 credit/ semester or 6 credits/ year)
- Credits for Theory = 01 (Teaching Hours = 15)
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)