

DEEN DAYAL UPADHYAY KAUSHAL KENDRA, DAVV INDORE

OBJECTIVES:

- To create work ready skilled manpower for industry requirements at various levels.
- To execute courses at PG level as per need of industry in various sectors.
- To undertake R&D in the areas related to skill education & development, entrepreneurship, employability, labor market trends etc. at PG & research level also.

SALIENT FEATURES:

- Syllabuses of various courses are designed by Senior Academicians and related Industry Experts.
- Classes are held regularly by inviting Senior Academicians and Professionals.
- Weightage of skill component in each course is 60% whereas of general component is 40%.
- Industry visits and expert lectures are regular features in teaching-learning process.
- Pursuing project in each semester is mandatory.
- Encouraging students to participate in short term courses.
- Internship is an essential and indispensable part of each course.

PROGRAMME OUTCOMES (POs):

PO1: To produce skilled human resources in respective sector by ensuring the attainment of related skills.

PO2: To provide vertical mobility for aspirants/ graduates and encourage them for Higher studies and research career.

PO3: To endow with the platforms for employment and efforts for entrepreneurship as well.

PROGRAMME SPECIFIC OUTCOMES (PSOs):

PSO1: By Introduction of General Education Credits and Skill Component Credits in suitable ratio, the students will be groomed for inculcating skills with expected theoretical base.

PSO2: Visits to the Industries regularly, practical's on sites and internship/ project by the end of each semester will enhance the skill orientation and capabilities to work the respective sectors.

PSO3: Assessment of the students by Institution as well as by related Sector Skill Council (SSC) will ensure us about the level of skills achieved thereby employing the students and encouraging them for entrepreneurship also.

❖ DIPLOMA IN DIGITAL MARKETING

PROGRAMME CODE: DD1C

PROGRAMME TITLE: Diploma in Digital Marketing (DM)

ELIGIBILITY:

Minimum (10+2) pass or equivalent in any stream.

AGE LIMIT:

No age limit for candidates.

ADMISSION PROCEDURE:

The admissions will be done as per merit in 12th.

SEATS: 20 (reservation as per state Govt. rules).

DURATION: Two Semesters (One Years).

After successfully completing first semester and second semester, a candidate will be eligible for a CERTIFICATE and DIPLOMA degree respectively in Fitness Nutrition.

JOB ROLES: Digital Marketing Executive, Content Writer, Strategist, Service Engineer, E-commerce Marketing, Analyst Digital Marketer, SEO Executive, Social Media Planner/ Manager/ Handler, Digital Marketing Manager, Social Media Ad Specialist, Business Development Manager, Associate Manager in DM, Digital Marketing Head,... and many more.

FEE STRUCTURE (2021-22):

Semester	Academic Fee	Development & maintenance Fee	Students' Services Fee		Exam Fee	Total (Rs.)		Caution Money (Refundable)	Alumni
			Boys	Girls		Boys	Girls		
First	10500	3000	3300	3111	2500	19300	19111	4000	500
Second	10500	3000	2911	2722	2500	18911	18722	--	--

- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2021-22):

First Semester:

Code	Title	Credits
CORE COURSES		
DD1C - 101	Business Communication (English)	4
DD1C - 103	Basic Computer Application	4
DD1C – 105	Fundamentals of Digital Marketing	6
DD1C – 107	Fundamentals of Analytics - I	6
DD1C – 109	Basics of Designing	4
DD1C - 111	Search Engine Optimization - I	6

Second Semester:

Code	Title	Credits
CORE COURSES		
DD1C – 102	Basic of Accounting & Entrepreneurship	4
DD1C – 104	Social Media Marketing & Videography	6
DD1C – 106	Legal Compliances & Licensing	4
DD1C – 108	Strategies & Modeling in Marketing	6
DD1C – 110	Environmental Studies	4
DD1C – 112	Visual Creation	6

Note:

1. The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.
2. विश्वविद्यालय के आगामी आदेशानुसार शुल्क में संशोधन किया जा सकता है।