



VIDYA PRASARK MANDAL'S K.G. JOSHI & N.G. BEDEKAR COLLEGE OF ARTS & COMMERCE, THANE (AUTONOMOUS)

**ADMISSIONS
OPEN**

**50 SEATS
ONLY...**

**UGC NEW DELHI (NSQF SCHEME) & UNIVERSITY
OF MUMBAI APPROVED**

**B.Voc (Bachelor of Vocational Course)
in Sales & Marketing Management (3 Years Full Time Degree Course)
Academic Year 2021-22**

About B.Voc. (Batchelor of Vocational Course)

B.Voc. is a 3 Years full time Degree Programme launched by Government of India under UGC-NSQF (National Skill Qualification Framework) to expand a scope of vocational education. In order to make education more relevant and to create "industry fit" skilled workforce, the B.Voc. degree programme aims a constant dialogue with the Industry and Sector Skill Council(SSC). Through a crisp blend of vocational skills and core trade supportive curriculum, B.Voc. offers excellent job opportunities and holistic development of student.

About B.Voc. Sales & Marketing Management

From Academic year 2020-21, Joshi-Bedekar College has started with B.Voc. in Sales & Marketing. It imparts a perfect combination of skills and knowledge of two ubiquitous fields, Sales & Marketing. The overall design of the course, leads to comprehensive specialisation in the Sales and Marketing domains which offers excellent placements in job market. Well designed curriculum under the guidance of NSDC, Industry Partners and Sector Skill Council assures gainful employment including self employment and entrepreneurial development in real terms.

Highlights of the Programme

- Guaranteed Excellent Placement Opportunities
- Well designed Internship Programmes in the areas of Sales and Marketing
- Industry Endorsed Curriculum with blend of Practical and Theory Component
- Self Employment opportunities through Start-ups
- Guidance from Industry Experts, Professionals, Academicians
- Inculcation of values for holistic development and character building

Eligibility Criteria

Student Completing (10+2) H.S.C from Arts / Commerce / Science / Other Stream can apply for this course.

For Admission Login to : www.joshibedekar.org

Incase of any queries : Course Co-ordinator Dr. Archana Kedar Prabhudesai

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