



UNIVERSITY OF CALCUTTA

Notification No. CSR/85/2026

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 28.07.2026, approved the following amendments and addendums in the Syllabus of **Advertising Sales Promotion & Sales Management (ASPV- Core Vocational)**, as Published under CSR/64/2024, dt.30.08.2024 under CCF, 2022.

1. Amendments in Semester-7 syllabus

In the detail syllabus the codes of the 'Internship' and 'Organizational Behaviour' are printed as DSC/CC-16 and DSC/CC-17 respectively. It is incorrect.

It is amended and now code of the 'Internship' shall be DSC/CC-17 and code of 'Organizational Behaviour' shall be DSC/CC-16, as mentioned in the course structure of the said CSR.

2. Examination Modalities for Internship (DSC/CC-17), taught at Semester-7

Total Credits : 16 and Total Marks :400 It has 2 components Internship Report & Viva-voce

For Internship Report : 12 credits/300 marks

For Viva-Voce: 4 credits/ 100 marks

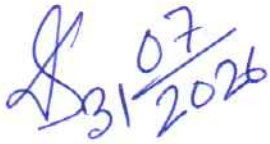
The duration for Internship shall be not less than 12 weeks.

3. Examination Modalities for Project (DSC/CC-18), taught at Semester-8

The duration for Project shall be not less than 90 days.

The above shall take effect from the Odd Semester Examinations, 2026, and onwards.

**SENATE HOUSE
Kolkata-700073
31.07.2026**


**Prof.(Dr.) Debasis Das
Registrar**