



St. Paul Institute of Professional Studies, Indore
An Autonomous Institute Affiliated to Devi Ahilya Vishwavidyalaya, Indore
Accredited by NAAC with 'A' Grade
Phone No. 0731-2499911, 49661355, 4961356
E-mail: info@spipsindore.ac.in, Website: www.spipsindore.com



Part A Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
Subject: HUMAN RESOURCE MANAGEMENT			
1	Course Code	BB-201	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/General Elective/Vocational/.....)	Group I Paper I - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none">• Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations.• Formulate human resources policies and practices that help promote the organization's strategic goals.• Students will understand how organizations link training programs to organisational needs.• Students will learn how organizations evaluate jobs and design salary structure based on that.• Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.• Demonstrate an understanding of key terms, theories, concepts and practices within the field of Human Resources Management• Demonstrate competence in development and problem solving in the area of Human Resources Management.	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Marks:35

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Part B Content of Course

Total No. of Lectures' (in hours per week): 6 hours

Total Lectures: 90 Hours

Unit	Topics	No. of Lectures
1	Concept and functions of Human Resource Management, Structure & Role of Personnel Management in an Organization, implementation of Personnel policy, The Future Challenges of HRM, International HRM.	18
2	Strategic Management of Human resource, Staffing Policy, and process; Management Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, remotion, and transfer.	18
3	Manpower Training & Development. Employment training and Development, Employee training, performance appraisal and Potential appraisal. Employee morale and Productivity.	18
4	Wage & Salary Administration, Job evaluation & designing, Salary Structure. Compensation management and benefits.	18
5	Management of organizational climate & Industrial relations, Industrial disputes and participative management, grievance Vs dispute, Grievance handling procedure, Disciplinary Action, conflict management and negotiation.	18

Part C Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Himalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo & Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13th Edition)
- Gary Dessler & Biju Varrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, Kailash Pustak Sadan, Bhopal

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Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025- 2026
1	Subject	ORGANISATIONAL BEHAVIOUR	
2	Course Code	BB-202	
3	Course Title	BBA	
4	Course Type	Group I Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none">1. Understand organizational behavior, its significance, and key theories, enabling students to compare various management frameworks and develop essential managerial skills for effective leadership in local and global workplaces.2. Examine leadership, power, and politics, analyzing real-world scenarios where these concepts impact organizations both positively and negatively, preparing students for leadership roles in diverse business environments.3. Analyze stress management techniques and coping strategies, equipping students with skills to enhance personal well-being and workplace productivity, improving employability across industries.4. Compare different organizational cultures, explore their local and global implications, and assess strategies for creating and sustaining a positive work environment, fostering adaptability and cultural intelligence for global career opportunities.5. Understand the concept of Organizational Behaviour, demonstrate an understanding of key terms, theories, concepts and practices of Organizational Behaviour6. Analyze the key issues related to administrating the human elements such as perception, learning, motivation, leadership, team building and others.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30 Min. Passing Marks: 35	

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PART B- Content of the Course

Total no. of Lectures (in hours per week): 6 Hours-

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Concept of Organizational Behavior, Contributing disciplines to Organizational Behavior; Background/historical perspective and framework of OB.	18
II	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement.	18
III	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
V	International dimensions of organizational behavior, New trends in employment, equal employment opportunities, organizational culture, managing cultural diversity, learning organization.	18
Note	<ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list	

PART C- Learning Resources

Textbooks/ Reference Books:

1. Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010- International Edition)
2. Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18th Edition)
3. Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
4. French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
5. K. Chitale, Avi nash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

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Suggested Digital Platforms, Web Links:

1. <https://www.economicdiscussion.net/management/organisational-behaviour/31869>
2. <https://openstax.org/books/organizational-behavior/pages/3-1-the-perceptual-process>
3. <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group>
4. <https://www.globalswasthyam.com/blog/what-is-stress-management-in-organizational-behaviour/>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	Marketing Management	
2	Course Code	BB-203	
3	Course Title	BBA	
4	Course Type	Group II Paper I - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ul style="list-style-type: none">• Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.• Differentiate between categories of consumer criteria for determining value.• Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.• List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.• The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.• Understand the dynamics of Marketing in Business• Relate Marketing concepts to practical situation	
	Expected Job Role/ career opportunities	Job roles include Marketing Manager, Brand Manager, Sales Executive, Market Analyst, Digital Marketing Specialist, Retail Manager, Service Marketing Executive, Public Relations Officer, and E-commerce Strategist. Scope in India includes in all sector FMCG, banking, healthcare, hospitality, education, logistics, and startups.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing. Market segmentation, Marketing Mix, Marketing Environment, Marketing System	18
II	Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion mix: Advertising, publicity, Selling, Sales Promotion and Public Relations.	18
III	Pricing decision, methods of setting prices, pricing strategies, product promotion Rural marketing. Steps for taking lead in Startups, Trends in marketing, Modern Marketing, Social Media Marketing Strategies, Omnichannel Marketing, future marketing.	18
IV	Service marketing - Introduction, Growth of service sector, Concept, Characteristics, Classification of service designing, Developing Human Resources. Marketing of services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels, and tourism 4. Professional services 5. Public unity service 6. Educational services.	18
V	Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Nonprofit Marketing.	18
Keywords/ Tags	Marketing, Distribution Services, Channel of distribution, Logistics, Product Mix, Promotion Mix,	
Note: <ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list.		

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PART C- Learning Resources

Textbooks/ Reference Books:

1. Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019- 6th Edition)
2. S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
3. Philip Kotler, Marketing Management Pearsons Education (2015).
4. Krishna K. Havaldar & Shailendra Dasari B2B Marketing Text & Cases Mc Graw, New Delhi. (2021- 5th Edition)
5. Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018)

Suggested Digital Platforms, Web Links:

1. study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html
2. <https://study.com/learn/lesson/the-promotional-mix-elements-examples-what-is-promotion-mix.html>
3. <https://egyankosh.ac.in/bitstream/123456789/11481/1>
4. <https://www.techtarget.com/searchchannel/definition/distribution-channel>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24
		Total 70

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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	MARKETING RESEARCH	
2	Course Code	BB-204	
3	Course Title	BBA	
4	Course Type	Group II Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none">1. Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.2. Provide a detailed overview of the stages in the market research process.3. Develop research questions and objectives that can be addressed in a research design.4. Develop an appropriate market research design for the clients.5. Manage the data collection process .Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data Interpret data analysis in the context of the identified business problem.6. Communicate research results in written report and oral presentation formats.7. Develop data collection instruments according to underlying theoretical framework8. Understand the steps of conducting Marketing Research and preparing the Research Report	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30 Min. Passing Marks: 35	

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Definition, Concept and Objectives of Marketing research, Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18
II	Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research, Digital Marketing Research, Big Data Analytics in Market Research, Sustainable & Green Marketing Research, Ethical Issues & Data Privacy in Marketing Research	18
III	Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research, and experimental research designs. Decision Theory and decision Tree.	18
IV	Methods of data collection - observational and survey methods. Questionnaire, Design attitude measurement techniques.	18
V	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	18
Note	<ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list	

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PART C- Learning Resources

Textbooks, Reference Books, Other resources

1. Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4th Edition)
2. Cooper DR and Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi latest edition
3. Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
4. Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019th Edition)
5. Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
6. G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

Suggested Digital Platforms, Web Links:

1. <https://www.yourarticlelibrary.com/marketing/marketing-research-concept-objective-advantages-and-limitations/22286>
2. <https://egyankosh.ac.in/bitstream/123456789/93287/1/Unit-2.pdf>
3. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session:2025- 26
Subject: FINANCIAL MANAGEMENT			
1	Course Code	BB-205	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generi c Elective/Vocational/)	Group III Paper I - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none">• Students will have the awareness about the various types of support rendered by the institutions to the entrepreneurs.• The students will be able to do the financial analysis and interpretation of any business concern independently.• The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. They will be also able to design the combination of debt and equity used to finance a firm.• The students will learn to make decisions regarding the purchase of long-term assets or the start of a business project.• The students will be able to differentiate between the different models of dividend payout policy and their calculations.• Understand Financial Management, sources of finance and describe basic financial decisions• Analyze the investment decisions by using various financial tools and understanding of working capital	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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PART B- Content of the Course

Total No. of Lectures-Tutorials-Practical (in hours per week): 6 hours L-T-P: 90		
Unit	Topics	No. of Lectures
1	Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.	18
2	Ratio analysis: Meaning, Interpretations of ratios, classification of ratio, funds flow and cash flow analysis.	18
3	Working capital management: Classification of working capital. factors determining the adequate working capital. Requirement management of working capital, Cost of capital- Types of Sources of Capital. Leverage Analysis - operating, financial and combined leverage.	18
4	Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation, dividend payment Venture Capital and valuation of firms, dividend policy of the firm, Determinants of dividend policy & Types of dividend policy. Hire Purchase and venture capital.	18
5	Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, Net Present Value Method - discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.	18
Note: <ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list.		

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PART C- Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

- R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi (2021)
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019)
- M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 — 8th Edition)
- C.Paramasivan (Author), T. Subramanian (Author): Financial Management and Policy, New Age International Publishers, New Delhi (2018)

Suggested web links:

Suggested equivalent online courses:

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
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External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	FINANCIAL MARKETS AND FINANCIAL SERVICES	
2	Course Code	BB-206	
3	Course Title	BBA	
4	Course Type	Group III Paper II - Major	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none">1. To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.2. They will be able to know various money market and capital market instruments.3. They will be able to understand the functions and organisation of capital market and money market in India.4. They will be able to know about various financial services provided in the financial market.5. They will understand various financial institutions and their role in financing of the business.6. Describe the role and structure of Indian Financial System and Financial Markets7. Understand the core concept of various Financial Services	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: -90

Unit	Topic	No. of Lectures
I	Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system. Financial Inclusion.	18
II	Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market — An overview Capital Markets — functions, organisation, and instruments. Indian debt market; Indian equity market — primary and secondary markets; Role of stock exchanges in India.	20
III	Financial Institutions: Commercial banking — introduction, its role in project finance and working capital finance; Development Financial Institutions (DFIs) — An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds — Introduction and their role in capital market development, Types of Mutual Funds. Non-banking financial companies (NBFCs), its type and their role in economic development.	20
IV	Financial Services: Overview of financial services industry: Merchant banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	10
V	Leasing and hire—purchase, Consumer, and housing finance; Angel Investor, Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counselling.	22

Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.
- References from Updated Journals in UGC Care list

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PART C- Learning Resources

Textbooks/ Reference Books:

1. L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
2. Phathak. Indian Financial System, Pearsons Education. (2014)
3. Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11th Edition)
4. Sidharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
5. Pathak Bharti Indian Financial System, Pearsons Education (2018)
6. Annual Reports of Major Financial Institutions in India.

Suggested Digital Platforms, Web Links:

1. <https://www.investopedia.com/terms/f/financial-system.asp>
2. <https://www.shiksha.com/online-courses/articles/financial-institutions-types-roles-and-advantages/>
3. <https://egyankosh.ac.in/bitstream/123456789/91372/1/Unit-2.pdf>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24
		Total 70

Handwritten signatures and initials in blue ink, including a circled 'MK' and various scribbles.



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E-mail: info@spipsindore.ac.in, Website: www.spipsindore.com



PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025- 2026
1	Subject	ORGANISATIONAL BEHAVIOUR	
2	Course Code	BB-207	
3	Course Title	BBA	
4	Course Type	Group Marketing/Finance Minor	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ol style="list-style-type: none">1. Understand organizational behavior, its significance, and key theories, enabling students to compare various management frameworks and develop essential managerial skills for effective leadership in local and global workplaces.2. Examine leadership, power, and politics, analyzing real-world scenarios where these concepts impact organizations both positively and negatively, preparing students for leadership roles in diverse business environments.3. Analyze stress management techniques and coping strategies, equipping students with skills to enhance personal well-being and workplace productivity, improving employability across industries.4. Compare different organizational cultures, explore their local and global implications, and assess strategies for creating and sustaining a positive work environment, fostering adaptability and cultural intelligence for global career opportunities.5. Understand the concept of Organizational Behaviour, demonstrate an understanding of key terms, theories, concepts and practices of Organizational Behaviour6. Analyze the key issues related to administrating the human elements such as perception, learning, motivation, leadership, team building and others.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Concept of Organizational Behavior, Contributing disciplines to Organizational Behavior; Background/historical perspective and framework of OB.	18
II	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement.	18
III	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
V	International dimensions of organizational behavior, New trends in employment, equal employment opportunities, organizational culture, managing cultural diversity, learning organization.	18
Note	<ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list	

PART C- Learning Resources

Textbooks/ Reference Books:

1. Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill. (2010- International Edition)
2. Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18th Edition)
3. Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
4. French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
5. K. Chitale, Avi nash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

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Suggested Digital Platforms, Web Links:

1. <https://www.economicdiscussion.net/management/organisational-behaviour/31869>
2. <https://openstax.org/books/organizational-behavior/pages/3-1-the-perceptual-process>
3. <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group>
4. <https://www.globalswasthyam.com/blog/what-is-stress-management-in-organizational-behaviour/>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
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External Assessment:	Section(A) : Six Very Short Questions	06 x 01 = 06
University Exam Section: 70	Section (B) : Five Short Questions	05 x 08 = 40
Time : 03.00 Hours	Section (C) : Two Long Questions	02 x 12 = 24 Total 70

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PART A- Introduction

Program: Diploma		Class: BBA II Year	Session: 2025-26
1	Subject	Marketing Management	
2	Course Code	BB-208	
3	Course Title	BBA	
4	Course Type	Group I Minor	
5	Pre-Requisite	Not Required (Open for All)	
6	Course Learning Outcomes	<ul style="list-style-type: none">• Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.• Differentiate between categories of consumer criteria for determining value.• Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.• List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.• The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.• Understand the dynamics of Marketing in Business Related Marketing concepts to practical situation	
	Expected Job Role/ career opportunities	Job roles include Marketing Manager, Brand Manager, Sales Executive, Market Analyst, Digital Marketing Specialist, Retail Manager, Service Marketing Executive, Public Relations Officer, and E-commerce Strategist. Scope in India includes in all sector FMCG, banking, healthcare, hospitality, education, logistics, and startups.	
7	Credit value	6	
8	Total Marks	Mix. Marks: 70+30	Min. Passing Marks: 35

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6 Hours

Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing. Market segmentation, Marketing Mix, Marketing Environment, Marketing System.	18
II	Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion mix: Advertising, publicity, Selling, Sales Promotion and Public Relations.	18
III	Pricing decision, methods of setting prices, pricing strategies, product promotion Rural marketing. Steps for taking lead in Startups, Trends in marketing, Modern Marketing, Social Media Marketing Strategies, Omnichannel Marketing, future marketing.	18
IV	Service marketing - Introduction, Growth of service sector, Concept, Characteristics, Classification of service designing, Developing Human Resources. Marketing of services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels, and tourism 4. Professional services 5. Public utility service 6. Educational services.	18
V	Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Nonprofit Marketing.	18
Keywords/ Tags	Marketing, Distribution Services, Channel of distribution, Logistics, Product Mix, Promotion Mix,	
Note: <ul style="list-style-type: none">Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.References from Updated Journals in UGC Care list.		

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