



St. Paul Institute of Professional Studies, Indore



An Autonomous Institute Affiliated to Devi Ahilya Vishwavidhyalaya, 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

Programme: Degree		Class: B.B.A. III Year	Session 2025-26
Subject: Advertising and Sales Management			
1	Course Code	BB-303	
2	Course Title	BBA (Group B) - Marketing	
3	Course Type	Core Course	
4	Pre-requisite	The student must have studied this group in 2 nd year (Diploma)	
5	Course Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills required for effective selling. 2. Student will be aware of developing and managing dynamic customers and business relationships. 3. Students will be groomed with customer centric creative thinking and strong communication to be effective in the area of marketing and sales. 4. Open up to the numerous future possibilities of higher education as well as of getting placed with reputed corporate in the country. 	
6	Credit Value	6 Credits	
7	Total Marks	Max marks: 30+70 Minimum Passing Marks 35	

Part B: Content of the course

Total No. of Lectures-Tutorials-Practical (6 lecture per week): 90		
Unit	Topics	No. of lectures
1	Advertising- Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising	18
2	Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal	18
3	Message Design and Development - Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness- Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness	18
4	Personal Selling- Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling. Control	18

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	process- Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.	
5	Sales Organization —Setting up a sales organisation, planning process, principles of determining sales organization. Sales Planning- Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.	18
Keywords/Tags: Sales, Advertising, Personal Selling		

Part C- Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
2. C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
3. Pillai R. S. N., Marketing Management, S Chand & Co Ltd.

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 30 marks and University Exam (UE) 70 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation	30
External Assessment: University Exam Section: 70 Time: 03.00 Hours	Section(A): Six Very Short Questions Section (B): Five Short Questions Section (C): Two Long Questions	06 x 01 = 06 05 x 08 = 40 02 x 12 = 24 Total 70

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Part A: Introduction

Programme: Degree		Class: B.B.A. III Year	Session 2025-26
Subject: Consumer Behaviour			
1	Course Code	BB-304	
2	Course Title	BBA (Group B) - Marketing	
3	Course Type	Core course	
4	Pre-requisite	The student must have studied this group in 2 nd year (Diploma)	
5	Course Learning Outcomes	On successful completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. To create understanding about Consumers Behaviour 2. To impart knowledge regarding process of decision-making motivation and cultural influence 3. To familiarize students, influence with 4. Opinion leadership and consumer protection. 	
6	Credit Value	6 Credits	
7	Total Marks	Max marks: 30+70 Minimum Passing Marks 35	

Part B: Content of the course

Total No. of Lectures-Tutorials-Practical (6 lecture per week): 90		
Unit	Topics	No. of lectures
1	Introduction to Consumer Behaviour, Concept, Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction.	18
2	Consumer Decision Making Process, Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.	18
3	Consumer Motivation, needs and goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception, Conceptual Frame Work. Cultural Influence, Dynamism of culture. Impact of social media and Digital Culture on Consumer Behaviour, Cultural Sensitivity and Global Consumer Behaviour, Sustainability and Ethical Consumer Motivation	18
4	Consumer attitude and change. Influence of personality and self- concept on buying behaviour. Diffusion of innovations, Diffusion Process, the Adoption Process	18
5	Reference group influence, profile of consumer's opinion leadership, Industrial buying behaviour, CRM and Consumer Protection.	18
Keywords/Tags: Consumer Behaviour, attitude and change, Motivation, leadership		



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Part C- Learning Resources

Text Books, Reference Books, Other resources		
Suggested Readings:		
Suggestive digital platforms/ web links		
Suggested equivalent online courses:		
Part D-Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks and University Exam (UE) 70 marks		
Internal Assessment:	Class Test Assignment/Presentation	30
Continuous Comprehensive Evaluation (CCE):30		
External Assessment:	Section(A): Six Very Short Questions	06 x 01 = 06
University Exam Section:	Section (B): Five Short Questions	05 x 08 = 40
70	Section (C): Two Long Questions	02 x 12 = 24
Time: 03.00 Hours		Total 70

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Part A: Introduction

Programme: Degree		Class: B.B.A. III Year	Session 2025-26
Subject: Indian Financial System			
1	Course Code	BB-305	
2	Course Title	BBA (Group C) - Finance	
3	Course Type	Core Course	
4	Pre-requisite	The student must have studied this group in 2 nd year, (Diploma)	
5	Course Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Gain conceptual knowledge of the financial system, with a special focus on India, while understanding its global implications. 2. Develop a comprehensive understanding of the various dimensions of the Indian financial system and its interconnectedness with the global financial landscape. 3. Analyze the complexities of the Indian financial system, equipping students with the ability to navigate its challenges in both local and international contexts. 4. Understand the functioning of stock exchanges in India and compare them with global financial markets to enhance investment and trading acumen. 5. Examine the role of financial intermediaries in capital market development, preparing students for careers in banking, investment, and financial services. 	
6	Credit Value	6 Credits	
7	Total Marks	Max marks: 30+70 Minimum Passing Marks 35	

Part B: Content of the course

Total No. of Lectures-Tutorials-Practical (in hours per week): 06 Lecture L-T-P: 90		
Unit	Topics	No. of lectures
1	Structure of Indian Financial System: An Introduction of Financial System, Meaning, Characteristics, Significance and Components, Evolution of Financial System in India. Main functions of these constituents and respective roles, Money Markets: Functions, Players, and Instruments in Money Market. Money Market Organization.	18
2	Structure and Development: Regulations in Financial System, Role and need of Regulations in Financial System-RBI, SEBI and IRDA.	18
3	Financial Market: Functions and Organization, Primary Market: Activities, Intermediaries and Functions. Secondary Market: Functions, Instruments and Mechanism. Stock Exchanges in India: Objectives, Functions and significance of stock Exchanges, Working of Stock Exchange in India. Financial Intermediaries: Role of Financial Intermediaries, Role of financial intermediaries in capital market.	18
4	Reserve Bank of India: Organization, Management, Role & functions, Credit Control. Commercial Bank: Evolution, Management and Organizational setup, Assets & Liabilities, Theories of Liquidity Management, Management of Primary & Secondary Reserve, Management of Loans.	18
5	Development Banks in India: Types, functions, growth, structure & working of Development Banks. Non-Banking' Financial Companies Importance, Scope,	18

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Characteristics, Functions, Types, Regulations, MBECs. Regional Rural Banks: Objectives, 'Features, RBI Assistance, Evaluation, Major RRBs, Insurance Organizations: Importance, Rationale, Types, Major Players, Important Regulations.	
Keywords/Tags: Insurance, Regulations, Financial System	

Part C- Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Machiraju, 'Indian Financial System' — Vikas Publishing House, 2nd Edition, 2002.
2. Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons, New Delhi. 2002.
3. Indian Financial System: Financial Markets, Institutions and Services | Second Edition

Suggestive digital platforms/ web links

<https://www.geeksforgeeks.org/overview-of-indian-financial-system/>
<https://byjus.com/govt-exams/indian-financial-system/>

Suggested equivalent online courses: Through NPTEL, SWAYAM Portal

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 30 marks and University Exam (UE) 70 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation	30
External Assessment: University Exam Section: 70 Time: 03.00 Hours	Section(A): Six Very Short Questions	06 x 01 = 06
	Section (B): Five Short Questions	05 x 08 = 40
	Section (C): Two Long Questions	02 x 12 = 24
		Total 70

Any remarks/ suggestions:

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Part A: Introduction

Programme: Degree		Class: B.B.A. III Year	Session 2025-26
Subject: International Finance			
1	Course Code	BB-306	
2	Course Title	BBA (Group C) – Finance	
3	Course Type	Core Course	
4	Pre-requisite	The student must have studied this group in 2 nd year, (Diploma)	
5	Course Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> Develop a strong foundation in the most widely used international business terms and concepts, enabling effective communication in both local and global business environments. Identify and evaluate the role and impact of political, economic, social, and cultural variables in international business, fostering adaptability in diverse markets. Analyze international business dynamics from a multicentric perspective, promoting cross-cultural competence and global employability while avoiding ethnocentrism. Understand the interplay between local and global markets, equipping students with the skills to navigate international trade, investment, and business expansion. Enhance employability by developing critical thinking and decision-making skills relevant to global business operations, international trade policies, and cross-border management. 	
6	Credit Value	6 Credits	
7	Total Marks	Max marks: 30+70 Minimum Passing Marks 35	

Part B: Content of the course

Total No. of Lectures-Tutorials-Practical (06 lecture per week): 90		
Unit	Topics	No. of lectures
1	Introduction: International Trade, Its Importance, Principles of International Trade- Theory Comparative Costing, Classical Theory, Absolute Advantage, Heckscher-Ohlin Theory, Free Trade Vs. Security Barriers to Foreign Trade, Tariffs and Nontariff Barriers	18
2	Balance of Payments: Meaning of BOP, Components of BOP, Importance of BOP, Meaning of Deficit and Surplus, Balance, Disequilibrium and Adjustment, Methods of correcting disequilibrium, accounting principles in BOP	18

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3	Forex Market: Defining the Forex market, its 'structure, settlement system, understanding exchange rates, participants, spot and forward rates, forex quotations, premiums and discounts in the forward market, cross rates, inverse rates and arbitrage.	18
4	Exchange Rate Determination: Determination under Gold Standard and Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory, Demand and Supply Theory, Equilibrium Rate of Exchange, Volatile V/S Fixed Exchange Rate, Exchange Control, Exchange Control purpose.	18
5	Instruments: ADR, ' GDR, Euro Currency, International Commercial Papers International Financial Institutions: Introduction to IMF, Its Importance, Functions and Significance.	18
Keywords/Tags: Instruments, Forex market, International Trade		

Part C- Learning Resources

Text Books, Reference Books, Other resources	
Suggested Readings:	
1.	Baker, HK, & Riddick, LA (2013). International Finance: A Survey. Oxford: Oxford University Press.
2.	Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2017). International Finance: Theory and Policy, Global ed. (Vol. Eleventh ed.). Boston: Pearson
3.	Terra, c. (2015). International finance and the principles of the open economy Macroeconomics: principles, ~ applications and policies. ~ London: Academic Pres& http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN:03163
Suggestive digital platforms/ web links	
http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=2096885	
Suggested equivalent online courses: Through NPTEL, SWAYAM Portal	

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks and University Exam (UE) 70 marks		
Internal Assessment:	Class Test Assignment/Presentation	30
Continuous Comprehensive Evaluation (CCE):30		
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
Any remarks/ suggestions:		

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Part A: Introduction

Programme: Degree		Class: B.B.A. III Year	Session 2025-26
Subject: Functional Management			
1	Course Code	BB-307	
2	Course Title	BBA (Finance/Marketing)	
3	Course Type	Minor	
4	Pre-requisite	The student must have studied this group in 2 nd year, (Diploma)	
5	Course Learning Outcomes	On successful completion of this course, the students will be able to: 1. Understand the concept of Financial Management. 2. Understand the concept of Personnel Management. 3. Understand the concept of Production Management. 4. Understand the concept of Marketing Management. 5. Understand the concept of Digital Marketing 6. Understand the need of Business Ethics in Management.	
6	Credit Value	6 Credits	
7	Total Marks	Max marks: 30+70 = 100	Minimum Passing Marks 35

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	Financial Management: Concept, Nature, Scope, Characteristics of sound financial plan, Objectives of sound financial plan, consideration of formulation of financial plan, steps in financial plan Finance Decision: Financing Decisions, Investment Decisions, Working Capital Decisions, Dividend Decision	18
2	Personnel Management: Concept, Duties of Personnel Manager, Scope and Importance, Career Planning-Introduction, Meaning and objectives, career planning vs manpower planning, individual career planning, Self-awareness career management meaning and elements, career models. Benefits of career planning and development, success in career	18
3	Production Management: Concept, Importance, Scope and Functions. Types of Production Systems, Production Planning; Procedure of Production Control, Process of New Product Development, Concept of Product Diversification, Standardisation, Simplification and Specialisation.	18
4	Marketing Management: Concept, Nature and Scope, Marketing Environment, Marketing Information and Research. Marketing Mix, Advertising Management, Media of Advertising. Sales Promotion- Meaning, Importance, Methods and limitations.	18

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5	<p>Digital Marketing: Introduction, Digital Vs. Real Marketing, Digital Marketing Channels, Creating Initial Digital Marketing Plan, Search Engine Optimization (SEO) & Search Engine Marketing (SEM), Social Media Marketing & Influencer Marketing, Ethical Issues in Digital Marketing & Data Privacy, Performance Metrics and Analytics in Digital Marketing</p> <p>Business Ethics: Nature, Characteristics and need. Ethical Practices in Management. Fair Trade Practices.</p>	18
<p>Keywords/Tags: Financial Management, Personnel Management, Production Management, Marketing Management, Digital Marketing, Business Ethics.</p>		

Part C- Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Motihar M.- Functional Management
2. Pandey .M -Financial Management
3. Flippo Edwin B.- Personnel Management
4. Chary S. N.- Production and Operations Management
5. Kotler Philip- Marketing Management
6. Chaffey Dave and Ellis Chadwick- Digital Marketing
7. Maxwell John C. — Ethics 101

Suggested equivalent online courses: Swayam Portal.

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 30 marks and University Exam (UE) 70 marks

Internal Assessment:	Class Test Assignment/Presentation	30
Continuous Comprehensive Evaluation (CCE):30		
External Assessment:	Section(A): Six Very Short Questions	06 x 01 = 06
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Time: 03.00 Hours		Total 70
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