

BBA III Sem (Session 2023)

Group B - Marketing

Subject : Marketing Management

Paper: Major

Code- M2-BBAA1T

Credit Value: 6

Max. Marks:100

(External:60 +Internal:40)

Course Learning Outcomes:

- Examine the concept and application of marketing principles.
- Identify and analyze the market segmentation followed by companies.
- Explain various dimensions of marketing mix.
- Prepare the proper blend of promotional tools for marketing of goods and services
- Understand and formulate marketing strategies with respect to service designing

Unit I

Nature and Scope of Marketing, Selling V/s Marketing, Marketing Management philosophies, Market segmentation, Marketing Mix, Marketing Environment.

Unit II

Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication, Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations.

Unit III

Pricing Decision - Pricing Strategies, Rural Marketing, Modern & future Marketing –Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing

Unit IV

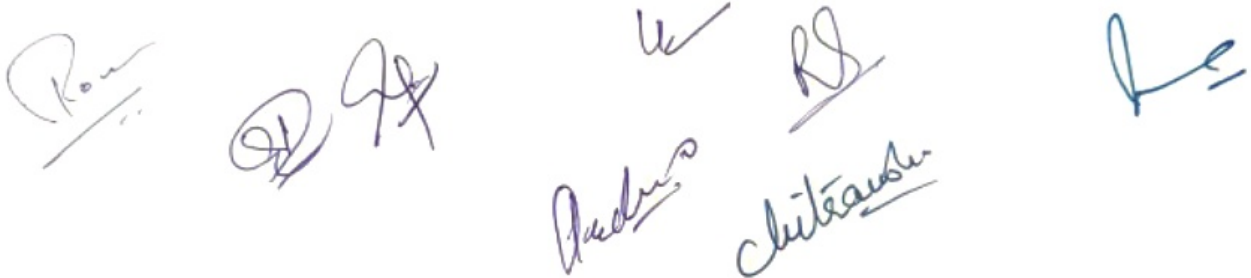
Service marketing – Introduction, growth of service sector, concept, characteristics, classification of service designing, marketing of services with special reference to –(1. Financial Services 2. Health Services 3. Hospitality Services (travel, hotel, tourism) 4. Professional Services 5. Public Utility Services 6. Educational Services)

Unit V

Channel of Distribution ,Types of Intermediaries and their roles, Factors affecting choice of channel, Introduction to Logistics Supply Chain Management , Retail Management (Definition, types).

Reference Books:

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

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BBA III Sem

Group B - Marketing

Financial Market & Financial Services

Paper: Minor

Code- M2-BBAC2T

Credit Value: 6

Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Assessing students with the structure and components of the Indian Financial System and types of financial institutions and their place in the Indian Financial System.
- Understand the financial market working under the central bank and SEBI.
- Elaborating students with an overview of commercial banking and non-banking financial institutions in India .
- Explaining students to fee-based financial services provided by financial companies and regulatory of merchant banking, in the Indian financial sector .

Unit 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.

Unit 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.

Unit 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. Non-banking financial companies (NBFCs). Role of IRDA and AFFI

Unit IV

Financial Services: Overview of financial services industry: Merchant Banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.

UNIT-V

Leasing and hire-purchase , consumer , and housing finance ; venture capital finance ; Factoring services , bank guarantees and letter of credit ; Credit rating ;Financial counselling .

Reference Books

- L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11th Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGrawHill Education. (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)

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BBA III Sem
Group B - Marketing
Organizational Behaviour
Paper: Elective
Code- M2-BBAA2T

Credit Value: 4

Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers, and manager's jobs.
- Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively
- Analyze various Stress management and coping strategies.
- Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.

Unit I

Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB

Unit II

Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement

Unit 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

Unit IV

Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development

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Books Reference:

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

