



ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+' Grade by NAAC(CGPA:3.68/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. III Semester

Group B- Marketing

Subject- Marketing Management

Paper-Major

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Student will be able to identify the marketing process and its applicability in business operations and list best practices for responsible marketing and how to manage marketing efforts	C, A
CO 2	Recognize how to identify target markets and environments by analysing demographics and consumer behaviour.	A,S
CO 3	Understand and critically evaluate the key analytical frameworks and tools used in marketing	U, E
CO 4	Apply key marketing theories, frameworks and tools to solve marketing problems	A
CO 5	Utilize information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies	C,A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Nature and Scope of Marketing, Selling V/s Marketing, Marketing management philosophies, Market segmentation, Marketing Mix, Marketing Environment	10
II	Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication-Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations	10
III	Pricing Decision- Pricing Strategies, Rural Marketing, Modern & future Marketing – Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing	10
IV	Service marketing: Introduction, growth of service sector, characteristics, classification of service designing, services marketing in reference- Financial Services ,Health Services Hospitality Services, Professional Services, Public Utility Services ,Educational Services	10
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)	10

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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B.B.A. III Semester

Group B- Marketing

Subject- Financial Market & Financial Services

Paper-Minor

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.	U
CO 2	They will be able to know various money market and capital market instruments.	A,S
CO 3	They will be able to understand the functions and organisation of capital market and money market in India.	U
CO 4	They will be able to know about various financial services provided in the financial marketing	K
CO 5	To understand and analyse the role of stock exchanges in India	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	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.	10
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	10
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	10
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; Venture capital finance; Factoring services, bank guarantees and letter of credit Credit rating; Financial counselling	10

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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B.B.A. III Semester

Group B- Marketing

Subject- Organizational Behaviour

Paper-Elective

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students will be able to know the organizational behavior, its importance and comparison of various theories of organizational behavior.	C, A
CO 2	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	A,S
CO 3	Analyze various Stress management and coping strategies.	A
CO 4	Compare different organizational cultures, examine characteristics of cultures, explore global implications	A
CO 5	Examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.	A, E

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	40	60	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB	10
II	Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement	10
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	10
IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development	10

Reference Books:

- 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 & Vehra 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)



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Faculty of MANAGEMENT

Bachelor of Business Administration (B.B.A.)

B.BA. IV Semester

Group- Marketing

Subject-MARKETING RESEARCH

Paper-Major

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Discuss the scope and managerial importance of market research and its role in the development of marketing strategy	U,C
CO 2	Provide a detailed overview of the stages in the market research process.	C
CO 3	Develop an appropriate market research design for the clients.	A
CO 4	Manage the data collection process use contemporary statistical packages to calculate and report descriptive statistics from quantitative data	A
CO 5	Interpret data analysis in the context of the identified business problem.	S,A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)



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Content of the Course

Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Definition , Concepts and objectives of marketing , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology	10
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.	10
III	Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.	10
IV	Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire and schedule Questionnaire designing, Design attitude measurement techniques, scaling techniques	10
V	Administration of surveys, sample design, (selecting an appropriate statistical technique), Hypothesis, concepts, need objectives of hypothesis, Types of hypothesis and its uses. Report writing	10

Reference Books:

- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill s
- 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 & Vehra Veena, Organization Development: Behavioral
- Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition)
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Group - Marketing

Subject-HUMAN RESOURCE MANAGEMENT

Paper-Minor

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	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.	A
CO 2	Students will understand how organizations link training programs to organizational needs.	A,S
CO 3	Students will learn how organizations evaluate jobs and design salary structure based on that.	U
CO 4	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.	K
CO 5	Understanding of the challenges of human resources management and successfully manage and resolve conflicts.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
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Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM	10
II	Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer	10
III	Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity	10
IV	Wage & Salary Administration, Job Evaluation & Designing, Salary Structure. Compensation Management and Benefits	10
V	Management Of Organizational Climate & Industrial Relations, Industrial Disputes Employee Relations and Participative Management, Grievance Vs Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict	10

Reference Books:

- 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. De Cenzo& Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13th Edition)
- Gary Dessler&BijuVarrkey, Human Resources Management, Persons Education, (2020- 16th Edition)



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Group - Marketing

Subject-FINANCIAL MANAGEMENT

Paper-Elective

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students will have an understanding of basic of Finance and analysis and interpretation	U,C
CO 2	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	E
CO 3	The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.	A
CO 4	Acquire techniques of Financial Management and their applications for business decision making	A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	40	60	100

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Theory

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Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.	10
II	Working Capital Management, Factors determining the adequate working capital. Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage	10
III	Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation dividend payment and valuation of firms, dividend policy of the firm, Hire Purchase and Venture Capital.	10
IV	Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.	10

Reference Books:

- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010 R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi)
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi
- M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 — 8th Edition)



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