
Faculty of Management

First Semester, 2021 – 22
BBA Course Handouts

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The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout
BBA- I Year I Semester

Course Code	Course Title	L	P	U
MG 131	Principles of Management	3	0	3

Course Instructor: Dr. SANJAY KUMAR YADAV

Course Type: Regular

Learning Outcomes:

This course is designed to familiarize students with the necessary background about marketing, advertising and sales , product lines and new product development, branding, pricing, channels of marketing, marketing promotion

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Books	Author/Publication	References
Rovwer J.C. & Daniel : Management & Practice	John Wiley & Sons	R1
Koontz & Eldritch : Management, International Student	Edn. Tokyo 1980)	R2
R.D Agrawal : Organization & Management	McGraw Hill, New Delhi	R2
Diwan&Agrawal : Management, Principle and Practices, Excel Books	Subroto Sengupta / Tata McGraw Hill	R3
Principles of Business Management	SBPD Publication	R4

Session	Topics	References
1	Concept of Management: Definition Management, ,	R1 Study material
2	Functions and Responsibilities of Management, Levels of Management	R2,R1Study material
3	Levels of Management	R2, R1Study material
4	Management Thought and Thinkers	R1Study material
5	Robert Owen, F.W.Taylor,	R1Study material
6	Henry Fayol etc.	R3, (study material-02)
7	Neo Classical Theories	R2, R4Study material
8	Planning: Objective,	R2, R3Study material
9	Types and level of planning,.	R1, R4Study material
10	Strategies and Policies,	R1,R3Study material

11	SWOT analysis	R1,R4,R3,R2Study material
12	Decision Making-Meaning, Importance	R1,R4,R3,R2,Study material
13	Organizing:	R4,R4,R2Study material
14	Nature and purpose of organizing	R3,Study material , R2, R1
15-16	Nature& Scope of Staffing,	R3Study material
17-18	Manpower Planning	R3Study material
19-22	Organization structure	Study material , R1
23	Organization -	Study material , R1, R4
24	Line and Staff authority,	Study material , R2
25	Delegation of authority	Study material , R1, R3
26	Directing:	Study material ,R2
27	Controlling	R1, R2,(study material
28	Creativity	Study material , R1, R4, R2
29	Innovation Motivation-	Study material , R1, R4, R2
30	Motivation Theories	Study material , R1, R4, R2
31	Motivation Theories	Study material , R4, R2,
32	Leadership,.	Study material , R3, R2, R1
33	Leadership theories	Study material , R1, R2, R3
34	Leadership theories	Study material , R1, R3, R2,
35	Communication,	Study material , R1, R2, R3
36	Organization Culture	Study material , R1, R4, R2
37	Diversity.	Study material , R1, R1, R3,
38	Controlling:	Study material , R1, R2
39	Meaning, Process and Control Techniques,	Study material R1
40	Process and Control Techniques	Study material , R1, R2

** The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.*

Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date*	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	20.11.2021	1-10	*CB
Test 2	50 Minutes	17	11.12.2021	11-20	*CB
Test 3	50 Minutes	17	21.01.2022	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	09.02.2022	1-40	*CB

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date-10th October 2021



Dr. SANJAY KUMAR YADAV
Course Instructor

The ICFAI University, Raipur

Faculty of Management

First Semester, 2021 – 2022

Course Handout

Course Code	Course Title	L	P	U
SS201	Soft Skills - I	3	0	3

Course Instructor: : Ms. RASHMI KULKARNI

Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the concept, importance and types of soft skills.
2. Learn the usage of effective soft skills and draw benefit from it.
3. Develop listening, writing and speaking skills.
4. Personality development and attributes of success.
5. Prepare students for interviews, group discussions and make them ready for corporate life.

Text books	
T1	Professional Communication by Aruna Koneru (Tata McGraw Hill)
Reference books	
R1	You can win by Shiv Khera (Bloomsbury)

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1,2	Learning basic concepts & definitions	Introduction to soft skills, Basics of Communication	PC-Unit1-chapter1
3,4	Develop effective speaking skills	Speaking skills - Theory & Concept, Practical (Extempore)	PC-Unit4-chapter26
5,6	Develop effective listening skills	Listening - Concept & Techniques, Practical Orientation	PC-Unit4-chapter22
7,8	Develop effective writing skills	Language Fluency, abstract and summary	PC-Unit3-chapter17
9,10	Importance and build Postive attitude	Attitude - Concept & Techniques, Positive attitude	YCW-chapter1,2
11,12	Motivation	Motivation-importance, process, benefits	YCW-chapter6
13,14,15	Personality development	Grooming, development, positive personality	YCW-chapter10
16,17,18	Attributes of success	Adaptability, habits-develop and maintain	YCW-chapter3,4
19,20,21	Written official comm	Office circulars & notices, Report writing	PC-Unit2-chap10, Unit3-chap13
22,23	General awareness-methods to develop	General Awareness - Building & Importance	NA

24,25,26	Build effective presentation skills	Presentation Skills - Concept, Techniques, Class activity	PC-Unit4- chapter26
27,28	Personal Interview	Professional Self-introduction, Specific Skills for PI	Practical
29,30	Effective interview skills	Mock Interviews & GD	Practical
31,32	Profile writing and explaining	Role of CV in Selection, Defending & Validating CV	PC-Unit4- chapter24
33,34	Internships-learning and expectations	Sectoral Interest, Company Updates, Achievements, Learnings	Practical
35,36	Prepare for interviews and GD	Mock Interviews & GD	Practical
37,38	Self awareness	Self Evaluation, Career Expectations, Goal Setting & Initiatives	YCW-chapter4
39,40	Corporate overview	Corporate Expectations, Demand-Supply Dynamics	Current state

Classroom Practical

S.No	Name of the Practical
1	Professional Self-introduction, Specific Skills for PI
2	Presentation and pitch delivery
2	Mock Interviews & GD
3	Sectoral Interest, Company Updates, Achievements and Internship Learnings

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weight age	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	17	27.09.2021	1-15	CB
Test 2	60 Minutes	17	19.11.2021	16- 30	CB
Test 3	60 Minutes	16	09.12.2021	31- 40	CB
Practical's	Throughout the Semester	10	---	---	CB
Comprehensive Exam	3 Hours	40	12.01.2022	1- 40	CB

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Ms. RASHMI KULKARNI
Instructor-In-charge

The ICFAI University, Raipur

Faculty of Management

First Semester, 2021 – 2022

Course Handout

Course Code	Course Title	L	P	U
TA204	Technical Report Writing	3	0	3

Team of Instructors: Ms. RASHMI KULKARNI

Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the concept, importance and types of technical written communication.
2. Learn the usage of effective technical report writing and draw benefit from it.
3. Explore skills and ability to develop career in technical writing.
4. Understanding the application of various technical reports writing.
5. Nuances, legal aspects and ethics in technical writing

Text books	
T1	Technical Report Writing by Kieran Morgan
Reference books	
R1	Managing Your Documentation Projects by JoAnn T Hackos
R2	The Insider's Guide to Technical Report Writing by Krista Van Laan
R3	Technical Report Writing and Research Methodology (English, Paperback, Dr. Naushad Alam, Dr. Quadri Javeed Ahmad Peer, Dr. BanarsiLal)

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Understanding technical comm	Technical report Writing - Definition & Purpose	“Chapter 1 - Introduction to Technical Writing” in “Open Technical Communication” on OpenALG (manifoldapp.org)
2,3	Nature of technical comm	Charateristics of Technical report writing	https://alg.manifoldapp.org/read/open-technical-communication/section/0debb16b-f623-4033-a47b-973d65ab0961
4	Focused technical comm	Qualities of good technical report	Microsoft Word - The qualities of a good technical report..doc (tamu.edu)
5	Rhetorical awareness	Rhetorical Awareness in Tech Comm	1.3 Understanding the Rhetorical Situation – Technical Writing Essentials (bccampus.ca)
6,7	Correctness of technical comm	Legal & Ethical Communication	“Chapter 3 - Ethics in Technical Communication” in “Open Technical Communication” on OpenALG (manifoldapp.org)
8,9	Understand oral	Oral & Presentation	“2.12 - Oral Presentations” in “Open

	technical comm		Technical Communication” on OpenALG (manifoldapp.org)
10,11	Technical documents-details	Parts/ Components of Tech Documents	Components of a Technical Document Technical Communication Center
12,13	Why is technical comm important?	Description & Importance of Tech Comm	What is the importance of technical report writing? – MV Organizing
14,15	Detailed rules of technical comm	Implicit & Explicit Rules of Comm: Definition & Examples	“2.14 - Technical Definitions and Descriptions” in “Open Technical Communication” on OpenALG (manifoldapp.org)
16	Know the types of tech documents	Types of Tech Documents	“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)
17,	Understand need of technical comm	Establishing Goals in Tech Writing	SMART Goals for Technical Writers by Kesi Parker Technical Writing is Easy Medium
18,19,20	Process orientation of technical comm	Technical Writing Process: Pre-writing, Writing and Re-writing	https://study.com/academy/lesson/the-technical-writing-process-prewriting-writing-rewriting.html
21	Practical presentation	Project Work & Presentation	Practical session
22,23	Process orientation of technical comm	Technical re-writing & Editing	Ten Best Practices for Technical Writing and Editing PerfectIt™ Proofreading Software for Professionals. (intelligentediting.com)
24	Technical writing - user orientation	Usability Testing & Tech Writing	Usability Testing Usability.gov
25	Usage of reusables in tech writing	Prototypes & Wireframes	A Comprehensive Guide To Wireframing And Prototyping — Smashing Magazine
26,	Understand types of tech reports	Formal & Informal Tech Reports	“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)
27,28,29	Practical presentation	Project Work & Presentation	Practical session
30,31	Understand business reports	Business Reports & Proposals	“2.3 - Business Plans” in “Open Technical Communication” on OpenALG (manifoldapp.org)
32	Tech writing- customer orietation	Technical Correspondence	“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on OpenALG (manifoldapp.org)
33,34	Tech writing- resumes/ cover letters	Writing Resumes & Cover Letters	“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on OpenALG(manifoldapp.org)
35,36,37,38	Types of tech documents	Technical Instructions, Manual Writing, Proposal Writing	“2.6 - Instructions” in “Open Technical Communication” on OpenALG (manifoldapp.org)
39,40	Practical presentation	Project Work & Presentation	Practical session

Classroom Practical

S.No	Name of the Practical
1	Applications and types of technical documents
2	Preparation and presentation of various technical documents
3	Projects and presentations on the basis of technical report writing structure

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	17	24.09.2021	1-15	CB
Test 2	60 Minutes	17	18.11.2021	16- 29	CB
Test 3	60 Minutes	16	09.12.2021	30- 40	CB
Practicals	Throughout the Semester	10	---	---	CB
Comprehensive Exam	3 Hours	40	08.01.2022	1- 40	CB

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Ms. RASHMI KULKARNI
Instructor-In-charge

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout
BBA- II Year I Semester

Course Code	Course Title	L	P	U
MG 231	Marketing Management	3	0	3

Course Instructor: Dr.JAYANT ISAAC

Course Type: Regular

Learning Outcomes:

1. This Introductory course in marketing is designed to help students learn the basic concepts and practices of modern marketing as used in a wide variety of situations in product and service firms, consumer and business markets, profit and non-profit organizations, domestic, global, small and large companies.
2. The focus of this course is to understand marketing and marketing processes, analyzing market opportunity and selecting target markets.

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book	Author/Publication	Remarks
Marketing Management	IUP	T1
Reference Books / Magazines	Author/Publication	
Marketing Management: Analysis, Planning, Implementation & Control	Philip Kotler & Kevein Keller/ Prentice Hall of India	R1
Marketing Management Planning, Implementation & Control	V.S Ramasamy & S.Namakumary/ McMillan India Ltd	R2
Cases In Marketing Management	Luiz Moutinho/ Addison Wesley Longman	R3
Principles of Marketing	Philip Kotler and Gary Armstrong / Pearson Education	R4
Brand Positioning: Strategies for competitive advantage	Subroto Sengupta /Tata McGraw Hill	R5
Marketing Management	S.A Sherlekar / Himalaya publishing House, Bombay	R6
Principles and Practice of Marketing in India	C.B Mamoria& R.L Joshi / Kitab Mahal, Allahabad	R7

Session	Topics	Reference
01	Marketing : The Development of a concept: Definition of marketing, concept of exchange, Needs and wants	(study material-01) , T1, R1, R2
02	Evolution of marketing-Production era, sales era, marketing era, marketing concept, Societal marketing concept(SMC)	(study material-01) , T1, R1, R2

03	Marketing myopia	(study material-01) , T1, R1, R2
04	Marketing dynamic	(study material-01) , T1, R1, R2
05	Significance of marketing-airline industry, banking industry	(study material-01) , T1, R1, R2
06	Delivering customer values and satisfaction-Introduction	(study material-01) , T1, R1, R2
07	Business components- Stakeholders, processes, resources ,organization	(study material-01) , T1, R1, R2
08	Customer satisfaction	(study material-01) , T1, R1, R2
09	Concept of value-value chain	(study material-01) , T1, R1, R2
10	Attracting and retaining customers, Relationship marketing	(study material-01) , T1, R1, R2
11	Marketing Environment-Introduction	(study material-01) , T1, R1, R2
12	Business environment of a firm	(study material-01) , T1, R1, R2
13	Types of competitive structures-Monopoly , oligopoly, monopolistic competition , pure competition	(study material-01) , T1, R1, R2
14	Macro environmental factors- Demographic Environment, political environment, economic environment	(study material-01) , T1, R1, R2
15	Technology , impact of technology	(study material-01) , T1, R1, R2
16	Indian business environment and MNCs in India-presentation	(study material-01) , T1, R1, R2,R3
17	Understanding consumer buying behavior-Introduction	(study material-02) , T1, R1, R2
18	Factors influencing consumer buying behavior-cultural factors, social factors , personal factors ,psychological factors(study material-02)	(study material-02) , T1, R1, R2
19	Buying Decisions- Buying Roles, Buying Behavior(study material-02)	(study material-02) , T1, R1, R2
20	Buying decision process(study material-02)	(study material-02) , T1, R1, R2
21	The Product Life Cycle(study material-02)	(study material-02) , T1, R1, R2, R4,R5
22	Market Segmentation and Market targeting-Introduction(study material-02)	(study material-02) , T1, R1, R2, R4,R5
23	Need for segmenting markets(study material-02)	(study material-02) , T1, R1, R2, R4,R5
24	Market segmentation levels-segment marketing, Individual marketing(study material-02)	(study material-02) , T1, R1, R2, R4,R5
25	Niche Marketing, Local marketing(study material-02)	(study material-02) , T1, R1, R2
26	The selection of segmentation variables(study material-02)	(study material-02)
27	Effective segmentation(study material-02)	(study material-02) , T1, R1, R2
28	Target market selection process(study material-02)	(study material-02) , T1,

		R1, R2, R4,R5
29	Ethical choice of market targets, segment interrelationships and super segments(study material-02)	(study material-02) , T1, R1, R2, R4,R5
30	Presentation and discussion(study material-02)	(study material-02) , T1, R1, R2
31	Communication mix in marketing-Introduction(study material-02)	(study material-02) , T1, R1, R2, R4,R5
32	Communication and promotion process-the communication process(study material-02)	(study material-02) , T1, R1, R2
33	Types of communication channels(study material-02)	(study material-02) , T1, R1, R2, R4,R5
34	Promotional tools –advertising and sales promotion(study material-02)	(study material-02) , T1, R1, R2, R4,R5
35	Publicity , public relations , personal selling, direct marketing (study material-02)	(study material-02) , T1, R1, R2, R4,R5
36	Developing a communication program-target audience identification(study material-02)	(study material-02) , T1, R1, R2
37	Determination of communication objectives(study material-02)	(study material-02) , T1, R1, R2, R4,R5
38	Developing an advertising plan(study material-02)	(study material-02) , T1, R1, R2, R4,R5
39	Ad agencies in India(study material-02)	(study material-02)
40	Ad agencies in India(study material-02)	(study material-02) , T1, R1, R2, R4,R5

* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

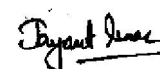
Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	24.09.2021	1-10	*CB
Test 2	50 Minutes	17	18.11.2021	11-20	*CB
Test 3	50 Minutes	17	11.12.2021	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	22.01.2022	1-40	*CB

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



Dr.JAYANT ISAAC
Course Instructor

Date:11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

Course Code	Course Title	L	P	U
MG301	Business Strategy and Policy	3	0	3

Course Instructor: Mr. BHUWAN SHRIVASTAVA

Course Type: Regular

Course Objectives:

To help students understand the strategy implementation and importance of vision and mission in business.

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Reference Books	Author/Publication
Strategic Management	P SubbaRao/ Himalaya Publishing House
Various Research Paper and Article	Misc / HBSP

Session	Reading
01	Introduction to Strategic Management
02	Introduction to Strategic Management – Understanding the importance of subject in corporate world
03	strategic management process
04	environment scanning
05	environment scanning
06	Industrial analysis
07	Industrial analysis
08	Linking the concept of strategic management to real life corporate world
09	Formulating the strategy
10	Company Vision
11	Company Mission
12	Company Values
13	Company objective / targets / goals
14	Using Vision / Mission / Values
15	Using Vision / Mission / Values
16	External analysis
17	External analysis – Michael Porter’s Five Forces Model (Basic Understanding)
18	External analysis – Michael Porter’s Five Forces Model (Basic Understanding)
19	Importance of External Analysis
20	Importance of External Analysis

21	Internal analysis of company and SWOT
22	Internal analysis – Mc Kinsey 7S Framework (Basic Understanding)
23	Core Competency (Basic Understanding)
24	Outsourcing
25	Outsourcing and Core Competency relationship
26	Strategic Choices
27	Strategic Choices and decision making
28	Strategic Choices, decision making and opportunity
29	Relationship with long term strategy of company
30	Analyzing Internal structure of company
31	Integration of structure
32	Integration of structure with leadership
33	Integration of structure with culture
34	Applying strategy
35	Making vision, mission , objective work
36	Guiding strategy
37	Evaluating strategy
38	Controlling strategy
39	Strategy in real corporate world
40	Strategy in real corporate world

* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	23.09.2021	1-10	*CB
Test 2	50 Minutes	17	17.11.2021	11-20	*CB
Test 3	50 Minutes	17	08.12.2021	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		continuous	*CB
Comprehensive Exam	3 Hrs	40	06.01.2022	1-40	*CB

* CB- Closed Book Exam

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date: 11-10-2021

Mr.BHUWAN SHRIVASTAVA
Course Instructor

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

Course Code	Course Title	L	P	U
MG321	Business Environment	3	0	3

Course Instructor: Dr. SANJAY KUMAR YADAV

Course Type: Regular

Learning Outcomes:

This Introductory course in Business Environment is designed to help students learn the basic concepts and practices of modern Business as used in a wide variety of situations in ionizations,. Understand the scope and practice of business etc.

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Books	Author/Publication	References
Macroeconomics	Rudiger Dornbusch / TMH	T1
Lectures on Macroeconomics	Blanchard and Fischer / Prentice – Hall India	T2
Indian Economy Problems of Development and Planning, 19e Managerial Economics	A N Agarwal / Wiley Eastern Limited	T3
Macroeconomic Analysis	Edward Shapiro, Harcourt Brace Jovanovich Inc New York	R1
Business Environment and Policy	Francis Cherunilam, 4 th Edition 2005/ Himalaya Publishing House	R2

Session	Topics	References
1	Introduction of BE	R2) T1, ,Notes, (study material-02)
2	Definition and feature of BE	R2) T1,(study material-02)
3	Business environment,	R2, T1,Notes, (study material-02)
4	Demographic Environment	R2,(study material-02)
5	Social Environment	T1,(study material-02)
6	Cultural Environment	R2, Notes,(study material-02)
7	Political Environment	R2, T2,(study material-02)
8	Political Systems,	R2, T3,(study material-02)
9	Political Risk	R2, T2,(study material-02)

10	Presentation on Business Environment	R3,R1,R2,R1,(study material-02)
11	Case Studies In Business Studies 2– Business Environment	T3,R1,R2,R1,(study material-02)
12	Economic environment, Classification of economy,	T3,R1,R2, ,(study material-02)
13	Different sectors	R3,R1,R2,R1,(study material-02)
14	Foreign exchange	R3,(study material-02) , T1, R1, R2
15	Financial environment	R3,(study material-02)
16	Financial System	R3,(study material-02)
17	Financial Markets, Financial Institutions	(study material-02) , T1, R1, R2
18	Case Study	(study material-02) , T3, R1, R2
	Financial Intermediation	(study material-02) , T2, R1, R2
19	Trade Environment	(study material-02) , T2, R1, R2
20	Liberalization	(study material-02) , T1, R1, R2,
21	Liberalization	(study material-02) , T1, R1, R2,
22	Globalization,	(study material-02) , T2, R1, R2,
23	Globalization,	(study material-02)
24	EXIM Policy,	(study material-02) , T1, R1, R2
25	WTO	(study material-02) ,R2
26	MFN Status	(study material-02) , T1, R1, R2
27	Technological Environment	T1, R1, R2, R1,R2,(study material-02)
28	Technological Environment	(study material-02) , T1, R1, R2,
29	Legal Environment	(study material-02) , T1, R1, R2
30	Legal Environment	(study material-02) , T2, R1, R2,
31	Forms Of Organization,.	(study material-02) , T3, R1, R2
32	Forms Of Organization	(study material-02) , T1, R1, R2,
33	Incorporation Of Joint Stock	(study material-02) , T1, R1, R2,
34	Incorporation Of Joint Stock	(study material-02) , T1, R1, R2,
35	Company,	(study material-02) , T1, R1, R2
36	Insurance Act,	(study material-02) , T3, R1, R2,

37	Regulatory Environment,	(study material-02) , T2, R1, R2,
38	Consumer Protection,	(study material-02)
39	Environmental Analysis	(study material-02) , T1, R1, R2,
40	Case Study On Technological Environment	study material-02) , T2, R1, R2,

The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	24.09.2021	1-10	Closed Book exam
Test 2	50 Minutes	17	18.11.2021	11-20	Closed Book exam
Test 3	50 Minutes	17	09.12.2021	21-40	Closed Book exam
Quizzes (2)	20 Minutes each	5 each		Continuous	Closed Book exam
Comprehensive Examination	3 Hrs	40	10.01.2022	1-40	Closed Book exam

Make-up Policy: Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date-1st October 2021



Dr. SANJAY KUMAR YADAV
Course Instructor

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout
BBA- III Year I Semester

Course Code	Course Title	L	P	U
MG341	Advertising & Sales Promotions	3	0	3

Course Instructor: Dr. SANJAY KUMAR YADAV

Course Type: Regular

Learning Outcomes:

This course is designed to familiarize students with the necessary background about marketing, advertising and sales, product lines and new product development, branding, pricing, channels of marketing, marketing promotion

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Books	Author/Publication	References
Marketing Management	FedUni	T1
Marketing Management: Analysis, Planning Implementation and Control, 11e, (Millennium Edition)	Philip Kotler / Prentice Hall Of India	R2
Services Marketing, 3e	Christopher P Lovelock / Prentice Hall	R2
Brand Positioning: Strategies for competitive advantage	SubrotoSengupta / Tata McGraw Hill	R3
Marketing Management	S.A Sherlekar/ Himalya publishing House, Bombay	R4
Fundamentals of Marketing	William J. Stanton and Charles Futrell / Tata McGraw Hill, New York	R5

Session	Topics	References
1	Introduction of Advg & sales promotion	R1 ,T1, ,(study material-02)
2	Communication process Introduction, uses and abuses of Advertising Meaning, scope and importance of advertising,	R2, T1,(study material-02)
3	Advertising and Consumer; Advertising and Society;	R2, T1,(study material-02)
4	Objections leveled against advertising; Is advertising	R1,(study material-02)

5	a wasteful expenditure; Economic objections;	T1,(study material-02)
6	Social objections; Ethical objections	R3, ,(study material-02)
7	Benefit of advertising: Distinction between advertising & publicity and propaganda, types of advertisement	R2, R4,(study material-02)
8	Advertising and Consumer; Advertising and Society	R2, R3,(study material-02)
9	Typography in advertising	R1, R4,(study material-02)
10	Role and importance of media/advertising agency,	T1,R4,R5,R2,(study material-02)
11	Types of media,	T1,R4,R5,R2,(study material-02)
12	Their weaknesses and strengths	T1,R4,R5,R2,(study material-02)
13	a) Media planning	R3,R4,R5,R2,(study material-02)
14	b) Media schedule,	R3,(study material-02) , T1, R2, R1
15	Preparing advertising budget	R3,(study material-02)
16-18	Advertising budget	R3,(study material-02)
19-22	Sales promotion	(study material-02) , T1, R3, R2
23	Types of Sales promotion	(study material-02) , T1, R3, R2, R4,R1
24	Techniques, of Sales promotion	(study material-02)
25	Sales promotion strategy,	(study material-02) , T1, R3, R2
26	Measuring of Sales promotion:.,	(study material-02) ,R2
27	Effectiveness of promotional program,	(study material-02) , T1, R4, R2
28	Regulations of advertising and communication	T1, R2, R1, R4,R5,(study material-02)
29	Extending marketing .	(study material-02) , T1, R4, R2, R4,R5
30	Communication to social	(study material-02) , T1, R5, R2
31	Communication,	(study material-02) , R4, R5, R2, R4,R5
32	Personal selling,	(study material-02) , R3, R2, R1
33	International advertising	(study material-02) , T1, R2, R3, R4,R5
34	Interactive advertising,	(study material-02) , T1, R3, R2, R4,R5
35	Advertising laws	(study material-02) , T1, R2, R3, R4,R5
36	Social value	(study material-02) , T1, R4, R2
37	Ethical value	(study material-02) , T1, R1, R3, R4,R5
38	Moral issues	(study material-02) , T1, R2, R2, R4,R5
39	Social issues	(study material-02)
40	Legal issues	(study material-02) , T1, R2, R2, R4,R5

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Evaluation Scheme:

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Test 1	50 Minutes	16	27.09.2021	1-10	*CB
Test 2	50 Minutes	17	19.11.2021	11-20	*CB
Test 3	50 Minutes	17	11.12.2021	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	22.01.2022	1-40	*CB

***CB- Closed Book exam**

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General: It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date-10th October 2021



Dr. SANJAY KUMAR YADAV
Course Instructor