



2.6.1: Teachers and students are aware of the stated Programme and course outcomes of the Programmes offered by the institution.

The programme outcomes (POs), programme-specific outcomes (PSOs), and course outcomes (COs) play an important instrument to define and make students understand that what skills they will acquire post completion of any course and further the entire programme in which they are enrolled.

The faculty instructor prepares the lesson plans aligned with the Programme Outcomes (POs) and Course Outcomes (COs) outlined in the university syllabus. This is done well in advance before the commencement of the session. Faculty instructor plans all lecture scheduled as per laid down syllabus content and integrate activities, assignments in such manner that the students course outcome is high, this ensures effective teaching learning environment in each course taught in said session.

The Programme and Course Outcomes for all Programmes offered by the institution are clearly articulated and made accessible through multiple channels. These include the institution's website, ERP system, official WhatsApp groups for students, also in the beginning of every session the subject teacher sensitizes the student regarding the course outcome, objective and course content in the very first class. Additionally, hard copies are available in the library for reference.


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Bachelor of Business Administration (BBA) is designed to ensure that each student acquires the desired competencies after graduating with a degree, as stated below. To attain the same, Programme Outcomes (POs) for both the courses are identified and described as follows:

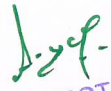
Programme Outcomes (POs) for BBA

After the program the students will be able to:

- PO1. Apply knowledge of various functional areas of business.
- PO2. Develop communication and professional presentation skills.
- PO3. Demonstrate critical thinking and Analytical skills for business decision making.
- PO4. Illustrate leadership abilities to make effective and productive teams.
- PO5. Explore the implications and understanding the process of starting a new venture.
- PO6. Imbibe responsible citizenship towards sustainable society and ecological environment.
- PO7. Appreciate inclusivity towards diverse culture and imbibe universal values.
- PO8. Foster Creative thinking to find innovative solutions for diverse business situations.

Program Specific Outcomes (PSOs) for BBA

- PSO1: Apply reflective thinking and research skills using latest technological tools.
- PSO2: Assimilate technical functional knowledge of operations in business organization.
- PSO3: Demonstrate strategic and proactive thinking towards business decision making
- PSO4: Illustrate negotiation skills and networking abilities.


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Course Outcomes of BBA Programme

The course outcomes of various courses of BBA are mentioned below:

First Semester

BBA 101: Management process and Organizational Behaviour

- CO1. Explore the evolution of the concepts of management
- CO2: Examine the relevance of the theories of Motivation
- CO3: Analyze the significance of Organization and Individual Behavior
- CO4: Analyse and relate individual, team and group behavior
- CO5: Exhibit leadership qualities by building effective teams
- CO6: Comprehend dynamics of human behavior

BBA-103: Business Mathematics

- CO1: Ability to solve the problems of counting
- CO2: Proficiency in solving the problems of Matrix Algebra
- CO3: Ability to solve the problems of Differential calculus
- CO4: Capability to solve the problems of Integral calculus
- CO5: Analyzing business research problems

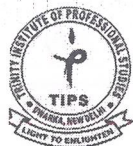
BBA 105: Financial Accounting & Analysis

- CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards
- CO2: Preparation of company final accounts with adjustments
- CO3: Appreciate contemporary issues and challenges in accounting
- CO4: Examine the concept and the methods of depreciation
- CO5: Comprehension about accounting for shares and debentures
- CO6: Explore the role of Stock exchanges and SEBI as a regulator
- CO7: Conduct comprehensive financial analysis of companies

BBA 107: Business Economics

- CO1: Understand the fundamental concepts of Business Economics
- CO2: Analyze the relationship between consumer behavior and demand
- CO3: Explore the theory of production and through the use of ISO-QUANTS
- CO4: Understand the concept and relevance of short term and long-term cost

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CO5: Examine pricing decisions under various market conditions

CO6: Analyse economic challenges posed to businesses

BBA 109: IT Applications in Business

CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).

CO2: Analyze the usage of IT product and services.

CO3: Use internet web services and resources for learning and discovery.

CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems.

CO5: Comprehend the role of databases in IT applications.

BBA 111: IT Applications in Business (Lab)

CO1: Explore the utility of applications provided by MS Office

CO2: Proficiency in MS Advanced Excel and Powerpoint

CO3: Effective and professional presentation and communication skills

CO4: Use Tables and Charts from Excel to create interactive and animated presentations

BBA-113: Entrepreneurial Mindset (NUES)

CO1: Exhibit entrepreneurial skills and abilities

CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects

CO3: Explore the laws and government assistance available for new entrepreneurs.

CO4: Explore ways to achieve entrepreneurial success

Second Semester

BBA 102: Cost Accounting

CO1: Comprehensive understanding on objectives and scope of cost accounting in business

CO2: Explore cost control through various material controlling techniques

CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost

CO4 : Examine overhead cost through overhead functional analysis

CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss

CO6: Prepare contract accounts using escalation clause.

BBA-104 —Decision making Techniques in Business

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CO1: Understand the basic concepts of Statistics

CO2: Apply Correlation and Regression concepts in business and research problems

CO3 : Explore the use of linear programming in business problem solving

CO4: Analyze transportation and assignment problems

CO5: Evaluate alternatives before taking business decisions.

BBA -106-Business Environment

CO1: Explore the Business Environment and its relevance

CO2: Comprehend the structure of Indian Economy

CO3: Analyze the planning system and economic development in India

CO4: Examine the concept of Macro Economics and determination of National Income

CO5: Explore the Macro Economic framework.

BBA 108: E-Commerce

CO1: Examine strengths and weaknesses of digital profiles of business organizations

CO2: Explore ways to enhance online visibility of business

CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce

CO4: Examine the barriers to successful online positioning of businesses.

BBA 110: Business Communication

CO1: Proficiency in formal written communication

CO2: Appreciate diversity and adapt to multicultural communication

CO3: Analyze the forms and methods of formal and informal mode of communication

CO4: Ability to make effective and well-articulated presentations

CO5: Explore the significance of effective listening.

BBA 112: E-Commerce Lab

CO1: Design, develop and maintain a basic website.

CO2: Create static HTML web pages

CO3: Formulate controls for developing web sites

CO4: Demonstrate basic animation using HTML.

BBA 114: Minor Project - I

CO1: Identify a business problem or a field of study

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CO2: Explore the environment to identify potential research areas

CO3: Crystallize a business concern into a concrete business research problem

CO4: Explore alternative ways to resolve a business problem.

BBA 116: MOOC

A student is required to earn 3 credits by completing quality – assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

Third Semester

BBA 201: Business Laws

CO1: Examine various aspects of contract and implications of various types of contracts.

CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.

CO3: Understand and analyse Companies Act 2013 with latest amendments.

CO4: Examine the concepts of Negotiable Instrument Act, 1881.

CO5: Comprehend the concepts of valid contract regarding business transactions.

BBA-203: Marketing Management.

CO1: Explore the concepts of Marketing Management

CO2: Appraise in New Product Development, product Line and width and also product pricing.

CO3: Understand the role and relevance of Place and Intermediaries.

CO4: Acquire skills to understand the factors which influence the promotional mix.

CO5: Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.

CO6: Acquire skills to handle marketing related business and research issues.

BBA 205: Human Resource

CO1: Examine the concepts and relevance of HR. Management

CO2: Explore the various dimensions of Human Resource Planning.

CO3: Analyze the needs, methods and designing of training and development programmes.

CO4: Exhibit the career planning and career development.

CO5: Acquire skills for employees' performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.

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BBA 207: Management Accounting

- CO1: Understand the nature and scope of Management Accounting.
- CO2: Analyse and interpret the accounting financial statements of a company and its limitations.
- CO3: Executing skills to prepare various Budgets.
- CO4: Examining the impact of different ratios on the financial performance of a company.
- CO5: Compute cash flow analysis and its likely impact on the company.

BBA 209: Production and Operations Management

- CO1: Interpret the basic concept and functions of production and operations management.
- CO2: Able to understand the process of design and development of production systems.
- CO3: Explore the various factors in deciding location and plant layout.
- CO4: Articulate inventory management and JIT with quality management systems and TQM.
- CO5: Identify critical factors for plant maintenance.

BBA-211: Business Research Methodology

- CO1: Outline the significance of research and research methodology.
- CO2: Understand the basic concepts and scope of Business research.
- CO3: Formulate research process for solving the business-related problems.
- CO4: Examine the concept of measurement, sampling and hypotheses testing.
- CO5: Prepare a research report.

BBA-213: Business Research Methodology Lab

- CO1: Acquire skills to use software (Advance Excel/ SPSS).
- CO2: Examine research tools for solving business problems.
- CO3: Implement statistical tests for resolving an issue.
- CO4: Demonstrate skills for decision making.

BBA-215: NSS/NCC/NSO/other skills notified by university (NUES) :

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.

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BBA-217: Environmental Studies

- CO1: Explore ecosystem, sustainability and international efforts for environmental protection and also understands how ecosystems work.
- CO2: Examine water pollution and air pollution and acquire skills to resolve the issue.
- CO3: Demonstrate skills to manage solid waste concern.
- CO4: Acquire skills to assess the impact of environment and environmental management system.
- CO5: Contribution towards environment protection and ecological balance.

Fourth Semester

BBA-202: Business Analytics

- CO1: Demonstrate skills for computation and aggregation of data using different software.
- CO2: Present data with the help of charts etc.
- CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.
- CO4: Analyze data and interpret the results.

BBA-204: Financial Management

- CO1: Explain the nature and scope of Financial Management.
- CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.
- CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions.
- CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.
- CO5: Acquire skills to manage profitability and take sound financial decision for a business

BBA 206: Corporate Governance, Human Values & Ethics

- CO1: Exhibit the relevance of Corporate Governance in present times.
- CO2: Examine the concept of Human values and their relevance in Business.
- CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business.
- CO4: Discuss the issues related to whistle blowing and moral issues in business

BBA 208: Income Tax Law and Practice

- CO1: Comprehend the concepts of taxation and determine the residential status of person.

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CO2: Compute income and deductions under different heads.

CO3: Examining the provisions of clubbing of income and set off and carry forward of losses.

CO4: Determine the Tax Liability.

CO5: Ability to file income tax return.

BBA-210: MOOC:

A student will have the option to earn 3 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.

BBA 212: Training & Development Elective

CO1: Examine the concepts of training and development.

CO2: Analyse the trends in employees and organization development programmes.

CO3: Identify training needs of an individual by conducting training need analysis.

CO4: Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.

BBA 214: Sales Management Elective

CO1: Explore the nature and importance of sales management, types and skills of sales manager.

CO2: Demonstrate the personal selling process.

CO3: Analyze the ethical and legal issues in sales management.

CO4: Designing the Motivational and Compensation Plans of Sales Personnel.

BBA 216: Financial Markets and Institutions Elective

CO1: Analyze the functioning of financial markets and Institutions in India.

CO2: Examine the functioning of money market and capital market.

CO3: Assess the impact of initiatives on financial inclusion.

CO4: Understand the Role and Functions of Financial Institutions.

BBA-218: MINOR PROJECT – II

CO1: Identify a field of study or a business problem.

CO2: Examine the environment to identify the potential research areas.

CO3: Crystallize a business concern into a concrete business research problem.

CO4: Explore alternative ways to resolve a business problem.

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Fifth Semester

BBA-301: Goods and Services Tax

- CO1: Understand the concept of GST. CO2: Undertake Assessment of GST.
CO3: Recognize the steps to file GST returns.
CO4: Understand offences and penalties under GST.
CO5: Comprehends the role of GST Practitioner.

BBA 303: Business Policy and Strategy

- CO1: Describe the concept of Business Policy, its evolution and strategic management.
CO2: Perform the SWOT analysis.
CO3: Develop skills to formulate various strategies in different Business portfolio models.
CO4: Discover the issues in Strategy Implementation.

BBA-305: Information Systems Management

- CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models.
CO2: Provide the theoretical models used in database management systems to answer business questions.
CO3: Relate the basic concepts and technologies used in field of management information systems.
CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.

BBA-307: Information Systems Management Lab

- CO1: Select the relevant data for decision making using SQL.
CO2: Understand the relevance of E-R Models.
CO3: Create and Manipulate Databases.

BBA 309: Marketing Analytics Elective

- CO1: Assess Market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
CO2: Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives

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CO3: Measure the effectiveness of marketing efforts.

CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.

BBA 311: Performance Management Elective

CO1: Identify the essential characteristics of performance management

CO2: Analyze the problems associated with the performance appraisal process

CO3: Compare and contrast different organizational performance.

CO4: Identify the attributes of effective performance management system.

BBA 313: Financial Modeling Elective

CO1: Develop spreadsheet-based models, tools and techniques.

CO2: Create linked spreadsheets for decision making models.

CO3: Apply financial models for Decision Making.

BBA 315: SUMMER TRAINING REPORT

CO1: Work & gain practical experience of working in a real business setting and environment.

CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios.

CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.

CO4: Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.

Sixth Semester

BBA-302: Project Management

CO1: Explain the concept of Project Management and Techniques to manage the projects.

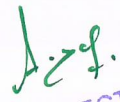
CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas.

CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.

CO4: Explore various sources of projects financing.

CO5: Understand the skills required to evaluate and control the projects

CO6: Analyze the emerging concepts in project management.


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BBA-304: Digital Marketing

CO1: Interpreting the concept of Digital Marketing.

CO2: Assess the online buyer behavior and models.

CO3: Explore Digital promotional techniques.

CO4: Acquire skills to take various decisions related to online marketing.

CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.

BBA 306 -HR Analytics Elective

CO1: Explain the concept of HR analytics and strategic role of HR manager

CO2: Examine the different HR metrics and HR valuation being followed.

CO3: Assess the work force planning and its use in analyzing HR

CO4: Understand, analyse and communicate the theories of HR analytics.

BBA 308 - Advertising and Sales Promotion Elective

CO1: Connect the importance and role of advertising in Marketing Mix.

CO2: Evaluate the advertising effectiveness.

CO3: Analyse the different sales promotion strategies and their evaluation.

CO4: Appraise various means of testing effectiveness of sales promotion.

BBA 310 - Investment Analyses and Portfolio Management Elective

CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio

CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns.

CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio.

CO4: Evaluate and compare the Intrinsic and Market Value of a share.

CO5: Examine the portfolio management techniques of Mutual Funds.

CO6: Analyze contemporary trends in Investment options available.

BBA-312 Entrepreneurship Development

CO1: Describe the concept of Entrepreneur and its emergence.

CO2: Identify how to go about the promotion of a venture.

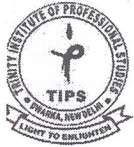
CO3: Recognize Entrepreneurial Behaviour.

CO4: Explain Development programmes for entrepreneur.

CO5: Interpret the role of Entrepreneur in economic growth.

CO6: Acquire skills regarding starting up their own business unit

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BBA-314: Major Project

- CO1: Apply all theoretical concepts learned in research methodology.
- CO2: Articulate a clear research objective with accurate scope and limitations of the study.
- CO3: Identify an appropriate sample size for a study.
- CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection.
- CO5: Study the data using techniques appropriate to the Research Design.
- CO6: Analyze data using parametric techniques and conduct Univariate analysis.
- CO7: Draw conclusions based on the results from the analysis

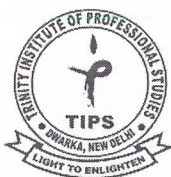
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Sample Lesson Plan



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LECTURE PLAN

Programme: BBA

SUBJECT NAME: Marketing Management

PAPER CODE: BBA203

Class: BBA IIIrd Semester, Section-A, 1st Shift

Faculty Name: Dr Neha Arora

A. Arora
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Lesson Plan for Marketing Management

Programme: BBA Semester: III

Paper Code: BBA 203

Academic Session: 2023-2024

No of hours allotted to complete the syllabi: 42Hrs

Course Objectives:

1. To Provide understanding of marketing concepts and to familiarize with emerging trends in Marketing

Course Outcomes:

CO1. Explore the concept of Marketing management

CO2. Appraise in New Product Development, product line and width and also product pricing

CO3. Understand the role and relevance of place and intermediaries

CO4. Acquire skills to understand the factors which influence the promotional mix

CO5. Understand the concept importance of direct marketing, public relations and digital marketing.

CO6. Acquire skills to handle marketing related business and research issues.

Mapping of the Course Outcomes with the given Programme Outcomes

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO1	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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Lecture No.	Understand the concept of topic/ module details with subtopics	Topic/ Module Details with subtopics	BLT Levels and Cos covered	Methodology	Ref. Book	Date on which Delivered
1	Understand the concept of marketing meaning,	marketing meaning	CO1	LECTURE	R1,R2,R3	
2	Understand the concept of scope and importance.	scope and importance	CO1	LECTURE	R1,R2,R3	
3	Understand the concept of concepts of marketing,	concepts of marketing	CO1	LECTURE	R1,R2,R3	
4	Understand the concept of philosophies of marketing, .	philosophies of marketing	CO1	LECTURE	R1,R2,R3	
5	Understand the concept of marketing environment, .	marketing environment	CO1	LECTURE	R1,R2,R3	
6	Understand the concept of macro and micro environment, .	macro and micro environment	CO1	LECTURE	R1,R2,R3	
7	Understand the concept of consumer decision making process, .	consumer decision making process	CO1	LECTURE	R1,R2,R3	
8	Understand the concept of market segmentations, .	market segmentations	CO 2	LECTURE	R1,R2,R3	
9	Understand the concept of levels of segmentation, .	levels of segmentation	CO 2	LECTURE	R1,R2,R3	
10	Understand the concept of basis of segmentation, .	basis of segmentation	CO 2	LECTURE	R1,R2,R3	
11	Understand the concept of consumer market, .	consumer market	CO 2	LECTURE	R1,R2,R3	
12	Understand the concept of market targeting, .	market targeting	CO 2	LECTURE	R1,R2,R3	
13	Understand the concept of concepts and criteria, .	concepts and criteria	CO 2	LECTURE	R1,R2,R3	
14	Understand the concept of product positioning, .	product positioning	CO 2	LECTURE	R1,R2,R3	



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15	Understand the concept of marketing mix decision, .	marketing mix decision	CO 2	LECTURE	R1,R2,R3	
16	Understand the concept of product decision, .	product decision	CO 3	LECTURE	R1,R2,R3	
17	Understand the concept of concepts and classification, .	concepts and classification	CO 3	LECTURE	R1,R2,R3	
18	Understand the concept of levels of products, .	levels of products	CO 3	LECTURE	R1,R2,R3	
19	Understand the concept of product strategies, .	product strategies	CO 3	LECTURE	R1,R2,R3	
20	Understand the concept of branding decisions, .	branding decisions	CO 3	LECTURE	R1,R2,R3	
21	Understand the concept of new product development, .	new product development	CO4	LECTURE	R1,R2,R3	
22	Understand the concept of product life cycle, .	product life cycle	CO4	LECTURE	R1,R2,R3	
23	Understand the concept of pricing decision, .	pricing decision	CO4	LECTURE	R1,R2,R3	
24	Understand the concept of factors effecting pricing, .	factors effecting pricing	CO4	LECTURE	R1,R2,R3	
25	Understand the concept of pricing methods, .	pricing methods	CO4	LECTURE	R1,R2,R3	
26	Understand the concept of pricing strategies, .	pricing strategies	CO4	LECTURE	R1,R2,R3	
27	Understand the concept of distribution decision, .	distribution decision	CO4	LECTURE	R1,R2,R3	
28	Understand the concept of channel of distribution, .	channel of distribution	CO4	LECTURE	R1,R2,R3	
29	Understand the concept of types and functions, .	types and functions	CO4	LECTURE	R1,R2,R3	
30	Understand the concept of delivering value, .	delivering value	CO4	LECTURE	R1,R2,R3	



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31	Understand the concept of factor effecting choice of distribution channel, .	factor effecting choice of distribution channel	CO5	LECTURE	R1,R2,R3	
32	Understand the concept of channel management, .	channel management	CO5	LECTURE	R1,R2,R3	
33	Understand the concept of promotion decision, .	promotion decision	CO5	LECTURE	R1,R2,R3	
34	Understand the concept of communication process, .	communication process	CO5	LECTURE	R1,R2,R3	
35	Understand the concept of decision about promotion mixtools, .	decision about promotion mixtools	CO5	LECTURE	R1,R2,R3	
36	Understand the concept of advertisng, .	advertisng	CO5	LECTURE	R1,R2,R3	
37	Understand the concept of personal selling, .	personal selling	CO5	LECTURE	R1,R2,R3	
38	Understand the concept of sales promotion, .	sales promotion	CO5	LECTURE	R1,R2,R3	
39	Understand the concept of public relations, .	public relations	CO5	LECTURE	R1,R2,R3	
40	Understand the concept of integrated marketing communication, .	integrated marketing communication	CO5	LECTURE	R1,R2,R3	
41	Understand the concept of relationship marketing, .	relationship marketing	CO 6	LECTURE	R1,R2,R3	
42	Understand the concept of sustainbale marketing, .	sustainbale marketing	CO 6	LECTURE	R1,R2,R3	
43	Understand the concept of green marketing, .	green marketing	CO 6	LECTURE	R1,R2,R3	
44	Understand the concept of social marketing, .	social marketing	CO 6	LECTURE	R1,R2,R3	

45	Understand the concept of digital marketing, .	digital marketing	CO 6	LECTURE	R1,R2,R3
46	Understand the concept of social media marketing, .	social media marketing	CO 6	LECTURE	R1,R2,R3
47	Understand the concept of role of ai and robotics in marketing, .	role of AI and robotics in marketing	CO 6	LECTURE	R1,R2,R3
48	Understand the concept of ethical issues in marketing, .	ethical issues in marketing	CO 6	LECTURE	R1,R2,R3

Suggested readings (latest edition)

R1 Kotler ,P., Keller ,K L ., Marketing Management ,Pearson Education.

R2. ramaswamy,V.S and Namakumari,. S marketing Management : A strategic decision Making approach
Global Perspective Indian Context , TMH Education Company

R3.Charles W. Lamb, Joe F. Hair, Carl McDaniel (Jr.) Marketing -A south Asian Perspective Edition

Methodology:

Lecture (L), Case Study (CS), Presentation (P) - individual or group, Assignment (A) - individual or group Class Discussion (CD)

Other Sources:

- <https://www.youtube.com/watch?v=65MQnEMf-uI>
- <https://www.youtube.com/watch?v=LbYv2RWE4Tk>

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Bloom's taxonomy Levels	Marks Allotted	Marks Scored
BL1 & BL2 Section A Remembering & Understanding		
BL3 Section B Applying		
BL4 Section C Analyzing		
BL5 & BL6 Section D Evaluating & Creating		
Total		
Evaluator Sign.		

	Marks Allotted	Marks Scored
CO1		
CO2		
CO3		
CO4		
CO5		
CO6		
CO7		
Total		
Evaluator Sign.		