

INDIRA PRIYADARSHINI COLLEGE, CHHINDWARA (M.P.)

CONSPECTUS

CLASS- **B.B.A. III Sem.**

SUBJECT- **Sales Management**

Date	Unit	Proposed Contents	Remark
01 Aug 14 - 06 Aug 14	I	Introduction, Objectives,	
07 Aug 14 – 12 Aug 14		Functions and Classification of Sales Management,	
13 Aug 14 - 18 Aug 14		Selling under the Marketing Concept,	
19 Aug 14 - 24 Aug 14		Interdependent of Salesmanship and advertising.	
25 Aug 14 - 31 Aug 14	II	The sales organization: Purpose,	
01 Sep 14 - 06 Sep 14		Principles and policies of sales organization setting up of the sales organization,	
07 Sep 14 – 12 Sep 14		typical sales organization structure,	
13 Sep 14 - 18 Sep 14		planning of the selling factor.	
19 Sep 14 - 24 Sep 14	III	Sales forecasting and Sales Budget, Meaning of Sales Forecasting, importance of sales forecasting,	
25 Sep 14 - 30 Sep 14		limitation of sales forecasting,	
01 Oct 14 - 06 Oct 14		factor affecting sales forecasting in Indian context factors to consider while preparing sales budget.	
07 Oct 14 – 12 Oct 14	IV	The Management of Sales Force: Personnel problems of Sales Management,	
13 Oct 14 - 18 Oct 14		recruiting and selection,	
19 Oct 14 - 24 Oct 14		Training and	
25 Oct 14 - 31 Oct 14		Development.	
01 Nov 14 - 06 Nov 14	V	Motivating salesman,	
07 Nov 14 – 12 Nov 14		Sales meeting and contest,	
13 Nov 14 - 18 Nov 14		Compensating sales personnel,	
19 Nov 14 - 30 Nov 14		evaluating and supervising salesmen.	

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CLASS- **B.B.A. III Sem.**

SUBJECT- **Environmental Management**

Date	Unit	Proposed Contents	Remark
01 Aug 14 - 06 Aug 14	I	Values of biodiversity : Consumptive use,	
07 Aug 14 – 12 Aug 14		productive use, social,	
13 Aug 14 - 18 Aug 14		Ethical aesthetic and option values, Biodiversity at global,	
19 Aug 14 - 24 Aug 14		National and local levels, India as a meg-diversity nation.	
25 Aug 14 - 31 Aug 14	II	Natural Resources Water Resources : Use and over-utilization of surface and	
01 Sep 14 - 06 Sep 14		ground water floods,	
07 Sep 14 – 12 Sep 14		Drought,	
13 Sep 14 - 18 Sep 14		Management of water resources.	
19 Sep 14 - 24 Sep 14	III	Energy Resources : Growing energy needs	
25 Sep 14 - 30 Sep 14		Land Resources : Land as a resource,	
01 Oct 14 - 06 Oct 14		land degradation.	
07 Oct 14 – 12 Oct 14	IV	Air Pollution, Definition,	
13 Oct 14 - 18 Oct 14		Effects, Air Quality Management,	
19 Oct 14 - 24 Oct 14		Water Pollution : Effect and control measures,	
25 Oct 14 - 31 Oct 14		Marine pollution, Thermal pollution.	
01 Nov 14 - 06 Nov 14	V	Solid Waste management,	
07 Nov 14 – 12 Nov 14		Solid Waste management Causes,	
13 Nov 14 - 18 Nov 14		Effects and control measures of urban and	
19 Nov 14 - 30 Nov 14		Industrial wastes.	

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CLASS- **B.B.A. III Sem.**

SUBJECT- **Advertising Management**

Date	Unit	Proposed Contents	Remark
01 Aug 14 - 06 Aug 14	I	Introduction to Advertising : Advertising,	
07 Aug 14 – 12 Aug 14		Publicity propaganda and sales promoters,	
13 Aug 14 - 18 Aug 14		Role of Advertising in modern business world.	
19 Aug 14 - 24 Aug 14		Role of Advertising in modern business world.	
25 Aug 14 - 31 Aug 14	II	Advertising goals & objectives,	
01 Sep 14 - 06 Sep 14		Advertising as a social and business process.	
07 Sep 14 – 12 Sep 14		Advertising and cultural value of society Ethics and truth in advertising.	
13 Sep 14 - 18 Sep 14		Ethics and truth in advertising.	
19 Sep 14 - 24 Sep 14	III	Essentials of advertising programme : Advertising Copy,	
25 Sep 14 - 30 Sep 14		Advertising Theme, Advertising Appeals,	
01 Oct 14 - 06 Oct 14		Advertising Response.	
07 Oct 14 – 12 Oct 14	IV	Advertising Research : Methods & Techniques of Advertising Research,	
13 Oct 14 - 18 Oct 14		Advertising Media : Newspapers,	
19 Oct 14 - 24 Oct 14		Magazines, Poster Advertising,	
25 Oct 14 - 31 Oct 14		Sampling.	
01 Nov 14 - 06 Nov 14	V	Functions of Advertising Department, Advertising Organization,	
07 Nov 14 – 12 Nov 14		Advertising Agencies, Agency Relationship,	
13 Nov 14 - 18 Nov 14		Advertising Budget,	
19 Nov 14 - 30 Nov 14		Advertising Regulation.	

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CONSPECTUS

CLASS- B.B.A. III Sem.

SUBJECT- Financial Management

Date	Unit	Proposed Contents	Remark
01 Aug 14 - 06 Aug 14	I		
07 Aug 14 – 12 Aug 14			
13 Aug 14 - 18 Aug 14			
19 Aug 14 - 24 Aug 14			
25 Aug 14 - 31 Aug 14			
01 Sep 14 - 06 Sep 14	II		
07 Sep 14 – 12 Sep 14			
13 Sep 14 - 18 Sep 14			
	III		
19 Sep 14 - 24 Sep 14			
25 Sep 14 - 30 Sep 14			
01 Oct 14 - 06 Oct 14			
	IV		
07 Oct 14 – 12 Oct 14			
13 Oct 14 - 18 Oct 14			
19 Oct 14 - 24 Oct 14			
25 Oct 14 - 31 Oct 14	V		
01 Nov 14 - 06 Nov 14			
07 Nov 14 – 12 Nov 14			
13 Nov 14 - 18 Nov 14			
19 Nov 14 - 30 Nov 14			