



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

#### BBA401 FUNDAMENTALS OF ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA401	MAJ	Fundamentals of Entrepreneurship Development	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE OBJECTIVE

The objective of the course is to introduce students to the process of venture creation and discuss the core issues in creating a successful business. It also explains the students the major strategic decisions that entrepreneurs must make when creating a business.

#### EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### COURSE OUTCOMES

1. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

#### COURSE CONTENT

##### **UNIT I: Introduction to Entrepreneurship**

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management
5. Future of entrepreneurship.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA401	MAJ	Fundamentals of Entrepreneurship Development	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT II: The Entrepreneur

1. Meaning of entrepreneur
2. Skills required to be an entrepreneur
3. Entrepreneurial decision process and role models
4. Mentors and support system.

#### UNIT III: Business Opportunity Identification

1. Business ideas
2. Methods of generating ideas
3. Opportunity recognition

#### UNIT IV: Preparing a Business Plan

1. Meaning and significance of a business plan
2. Components of a business plan and feasibility study,
3. Financing the New Venture: Importance of new venture financing
4. Types of ownership securities, venture capital, types of debt securities
5. Determining ideal debt-equity mix, and financial institutions and banks

#### UNIT V: Launching the New Venture

1. Choosing the legal form of new venture
2. Protection of intellectual property
3. Marketing the new venture
4. Managing Growth in New Venture, Characteristics of high growth new ventures
5. Strategies for growth and building the new venture capital

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA401	MAJ	Fundamentals of Entrepreneurship Development	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### SUGGESTED READINGS

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD*. McGraw-Hill Higher Education: New York.
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups*. California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study*. Leadership and Organization Development.
5. Berry, M.M.J. and Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

#### BBA402 FUNDAMENTALS OF ADVERTISING MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE OBJECTIVES

The objective of this course is to help the student acquire a basic knowledge of Advertising Management. To enable them to make more efficient decisions in the use of Advertising and product promotion.

#### EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

#### COURSE OUTCOMES

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets.
3. Identify and understand the various advertising media & its creative aspects.
4. To learn the design, development, and implementation of Advertisements
5. To understand the various ethical and social issues in Advertising Management

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### COURSE CONTENT

#### **UNIT I: Introduction**

1. Concept, Nature, Scope of Advertising
2. Significance of Advertising.
3. Setting advertisement objectives, DAGMAR Approach.
4. Legal, Ethical, and social issues in Advertising.

#### **UNIT II: Advertising Media**

1. Media, types of Media
2. Media planning and selection
3. Media choice criteria – reach and frequency of advertisements
4. Media strategy

#### **UNIT III: Advertising Budget**

1. Preparation and Methods of advertising budget
2. Allocation of Budget
3. Recent trends in advertising
4. Impact of advertising on the Indian Economy

#### **UNIT IV: Creative Advertising**

1. Advertising planning and strategies
2. Message development
3. Different types of advertisements
4. Advertising layout and design appeal

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT V: Advertising Agency and Ad Effectiveness

1. Management of advertising agencies
2. The role and working of an advertising Agency.
3. Measurement of Advertisement Effectiveness
4. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.

#### SUGGESTED READINGS

1. Kenneth ClowDonald Baack (2006) “Integrated Advertisements, Promotion and Marketing communication,” Prentice Hall of India, New Delhi.
2. S.H.H. Kazmi, Satish K Batra, (2004) “Advertising & Sales Promotion,” Excel Books, New Delhi
3. George E Belch, Michel A Belch, (2001) “Advertising & Promotion,” McGraw Hill, Singapore
4. Belch M A and Belch G E (2003) Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) . Latest Edition
5. Wells, Moriarity & Burnett (2009) Advertising Principles & Practices, Prentice Hall.
6. Chunawala & Sethia (2001) Foundation of Advertising Management, , Himalaya Publishing House, New Delhi.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

#### BBA403 FINANCIAL SYSTEM AND SERVICES

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA403	MAJ/MIN	Financial System And Services	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ/MIN – Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE OBJECTIVE

To provide students with basic concepts and theories of Finance, its markets and various services provided in the Finance sector.

#### EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### COURSE OUTCOMES

1. Familiarize students with financial system and services and make successful financial decisions at an individual as well as company level.
2. Assess the importance of various traditional and modern financial services.
3. Ascertain the process of merchant banking and venture capital financing for research projects undertaken.
4. Understand concept of mutual funds, leasing, credit rating etc.

#### COURSE CONTENTS

##### **UNIT I: Financial System: An Introduction**

1. Financial System: Meaning, Characteristics, Significance
2. Structure of Indian Financial System
3. Main functions of Indian Financial System and respective roles
4. Role and need of Regulations in Financial System-RBI, SEBI and IRDA

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA403	MAJ/MIN	Financial System And Services	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ/MIN – Major/Minor

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT II: Financial Markets

1. Financial Market: Functions and Organization
2. Money Markets: Functions, Players, and Instruments in Money Market.
3. Capital Market: Functions and Players
4. Primary Market: Activities, Intermediaries and Functions
5. Secondary Market: Functions, Instruments and Mechanism

#### UNIT III: Financial Services

1. Classification: Fund based and non-fund based services
2. Banking financial corporations, non-banking financial corporation's
3. Venture capital
4. Leasing- types of leases

#### UNIT IV: Mutual Funds Services

1. Mutual funds services
2. Concepts and objectives
3. Factoring, forfeiting
4. Debt securitization

#### UNIT V: Merchant Banking

1. Hire Purchase
2. E-banking
3. Credit rating: CRISIL, ICRA
4. Merchant Banking

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA403	MAJ/MIN	Financial System And Services	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### SUGGESTED READINGS

1. Khan, M.Y. (2009). *Financial Services*. Tata McGraw Hill, New Delhi.
2. Pathak, Bharti (2010). *Indian Financial System*. Pearson, India.
3. Gordan & K. Natarajan.(2016). *Financial Markets & Services*, Himalaya Publishing House.
4. Shanmugham (2009). *Financial Services*. Wiley, India.
5. Bhole, L. M. (2009). *Financial Institutions and Markets*. Tata McGraw Hill, New Delhi.
6. Gurusamy,S. (2008). *Financial Markets and Institutions*. Tata McGraw Hill, New Delhi.
7. Gopalswamy,N. (2008). *Capital Market*. Macmillan Publishers, New Delhi.
8. Chary (2008). *Venture Capital: Concepts and Application*. Macmillan Publishers, India.
9. Jadhav, Narendra (2007). *Monetary Policy, financial Stability and Central Banking in India*. Macmillan Publishers, New Delhi.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

#### BBA404 INTRODUCTION TO PSYCHOLOGY

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ/MIN – Major/Minor

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE OBJECTIVE

The course aims to provide students with a comprehensive understanding of the major psychological approaches used to study behavior and mental processes. The course will emphasize the scientific methodology employed in psychology, enabling students to critically evaluate research and understand its limitations.

#### EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

#### COURSE OUTCOME

1. Demonstrate scientific understanding of the human mind.
2. Apply conceptual knowledge in decoding and understanding of human behaviour.
3. Analyze individual functioning of intelligence and personality.
4. Develop understanding of research methods in psychology.
5. Apply psychological principles to personal, social, and organizational issues.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### COURSE CONTENT

#### **UNIT I: Introduction to Psychology**

1. Meaning and Nature of Psychology
2. Historical Background, Schools of Psychology
3. Scope of Psychology, Methods of Study in Psychology
4. Branches of Psychology (with special reference to Industrial/Organizational Psychology).

#### **UNIT II: Biological and Socio-Cultural Bases of Behaviour**

1. The Nervous System (Structure of Nerve Cell, Parts of Nervous System)
2. Socialization and Culture
3. Enculturation
4. Agencies and Mechanisms of Socialization,

#### **UNIT III: Learning Process and Emotion**

1. Factors of Learning
2. Theories of Learning– Connectionism, Classical and Operant Conditioning, Programmed Learning.
3. Meaning and Nature of Emotions, Physiological Correlates of Emotions
4. Theories of Emotions

#### **UNIT IV: Intelligence**

1. Nature and Meaning of Intelligence,
2. Theories of Intelligence
3. Multiple Intelligence, Measuring Intelligence,
4. Individual differences in Intelligence

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020

#### BBA (Marketing/Finance/HR) - IV SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### UNIT V: Memory

1. Encoding, Storage, Retrieval; STM, LTM, Other types.
2. Forgetting – its causes. Emotion: Reaction (types), Physiological basis.
3. Intelligence: Definition, Concept of IQ
4. Emotional Intelligence.

#### SUGGESTED READINGS

1. Feldman, R. S. (1996). Understanding psychology (4th ed.). McGraw-Hill Book Company.
2. Iyer, S. (2006). Introduction to psychology. Premier publishing company.
3. Morgan C. T. King R. A. Weisz J. R. & Schopler J. (1986). Introduction to psychology (7th ed.). McGraw-Hill.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore