



University of Engineering and Management

Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



2nd Semester Syllabus for BBA Admission Batch 2024

Syllabus Structure:

COURSE 1st Year Course Structure: 2025 – Even Semester

COURSE 2025 Course structure										
SEMESTER 2										
SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS	
THEORY										
1.	CC	BBABB201	Human Behavior & Organization	3	1	0	0	4	4	
2.	CC	BBABB202	Marketing Management	3	1	0	0	4	4	
3.	CC	BBABB203	Business Economics II	3	1	0	0	4	4	
4.	AEC	BBABB204	Business Communication II	3	1	0	0	4	4	
5.	CC	BBABB205	Operations Research	3	1	0	0	4	4	
6.	AEC	BBAESP201	General Studies & Current Affair - II	2	0	0	0	2	2	
PRACTICAL										
1	VAC	BBABB291	Marketing Management-Laboratory	0	0	2	0	2	2	
2	VAC	BBABB292	Business Economics II - Laboratory	0	0	2	0	2	2	
SESSIONAL										
1	SEC	BBABB271	Emerging Technologies & Application	1	0	1	0	2	2	
2	MDE	BBABB272	Media Literacy & Critical Thinking	1	0	1	0	2	2	
3	VAC	BBABB273	Indian Constitution	1	0	1	0	2	2	
4	SE	BBASDP201	Competitive Aptitude Training -II	2	0	0	0	2	1	
MOOCS/MAR/IFC										
1		IFC	Industry & Foreign Certification							
2		MAR	Mandatory Additional Requirements							
3		MOOCs	At least 1 MOOCs course from Swayam Platform							
Total										33



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Syllabus for BBA Admission Batch 2024

Subject Name: Human Behavior & Organization

Credit: 4

Lecture Hours: 40

Subject Code: BBABB201

Relevant Links: [Study Material](#)

[Coursera](#)

[LinkedIn Learning](#)

[Infosys Springboard](#)

COURSE OBJECTIVES:

1. To help the students to develop cognizance of the importance of human behavior
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyze specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results

COURSE OUTCOMES:

CO 1: Demonstrate the concept of organizational behavior to understand the behavior of people in the organization.

CO 2: Demonstrate the applicability of analyzing the complexities associated with management of individual and group behavior in the organization.

CO 3: Analyze the complexities of political behavior and conflict associated with management of the individual and group behavior in the organization

CO 4: Demonstrate how the organizational behavior can integrate in understanding communication and International Organizational Behavior.

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Concept of organizational behavior	Introduction: Concept of organizational behavior – Learning Objectives, Nature, Role, importance, Emerging Challenges, Evolution.	Organisational Behavior by K.Asawathappa Chapter-1 Study Material-Module 1	International Academia: MIT OpenCourseware Industry Mapping: Organizational Dynamics Workplace Behavior Corporate Culture	5	1. Case Study on concepts of organizational behavior.

2	Behavioral Dynamics	Personality: Learning Objectives, Nature, Theories, Shaping of Personalities Perception and Attribution: Meaning, Definitions, Influencing factors, Perceptual process	Organisational Behavior by K.Asawathappa Chapter-6,7 Study Material-Module 2	International Academia: MIT OpenCourseWare Industry Mapping: Behavioral Dynamic, Personality Alignment, Perception Integration	5	2. Case Study on concepts of perceptions and personality differences
3	Learning cognition in organizations	Learning: Definition, Process, Cognitive theory of learning Attitudes: Definition, Objective, Nature, Components-ABC model, Formation, Function, Challenging attitudes	Organisational Behavior by K.Asawathappa Chapter-8 Study Material-Module 2	International Standards MIT OpenCourseWare Industry Mapping: Learning Synergy Group Learning Dynamics Collaborative Learning	5	3. Case Study on concepts of learning
4	Group Dynamics	Group Dynamics: Definition, Objective, Types, Introduction to Group Development and Structuring.	Organisational Behavior by K.Asawathappa Chapter-13 Study Material-Module 2	International Standards : MIT OpenCourseware Industry Mapping: Team Dynamics Group Interaction Collective Behavior	5	4. Case Study on concepts of group dynamics.

5	Power and conflict	Power and Political behavior: Definition, Power Dynamics, Sources, Power tactics, Essence of politics, Types of political activities Conflicts: Definition, Objective, Nature, Nature of conflicts, Process, levels	Organisational Behavior by K.Asawathappa Chapter-15 Study Material-Module 3	International Standards : MIT OpenCourseware Industry Mapping: Power Dynamics Conflict Resolution Influence Management	10	5. Case Study on concepts of power dynamics and conflict resolution in organizations.
6	Organizational Communication	Communication: Definition, Objective, Types of Interpersonal Communication, Influencing factors, Barriers. International Organizational Behavior.	Organisational Behavior by K.Asawathappa Chapter-18 Study Material-Module 4	International Standards: MIT OpenCourseware Industry Mapping: Corporate Communication Organizational Messaging Business Discourse	10	6. Case Study on concepts of organizational communication

Submitted by Prof. Suchana Roy, & Prof. Priyanka Singh, Dept. of BBA, IEM, Kolkata, Salt Lake Campus

TEXT BOOK:

[Organisational Behavior by K.Asawathappa](#) (**Chapter-1, Chapter-6,7, Chapter-8, Chapter-13, Chapter-15, Chapter-18**)

REFERENCE BOOKS:

1. [Organisational Behavior 18th edition by Neharika Vohra, Stephen P. Robbins & Timothy A. Judge](#)
2. [Organisational Behavior by L.M Prasad Sultan Chand and Sons](#)



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Syllabus for BBA Admission Batch 2024

Subject Name: Marketing Management Credit: 4 Lecture Hours: 40

Subject Code: BBABB202

Pre-requisite: Basic Knowledge of Management

Study Material COURSERA MIT Opencourseware NPTEL LinkedIn Learning

COURSE OBJECTIVES:

1. To develop an understanding of marketing management concepts and frameworks and to apply them to a new or existing business.
2. To illustrate the functionality and application of elements of Marketing Mix and selling propositions for specific product offerings and pricing objectives with respect to various strategies for integrated marketing communication and distribution networks.
3. To develop marketing strategies based on segmentation, target marketing, positioning by examining consumer behavior and sustainability.
4. To explore best practices in services marketing and advancements in the marketing focusing on applicability of AI & ML in marketing.

COURSE OUTCOMES:

CO 1: Students will learn the basic & fundamental concepts of Marketing and will also be able to outline key marketing concepts and its application to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.

CO 2: Students will be able to understand the suitable product, pricing, place, and promotion strategies for a firm to achieve the marketing objectives of the firm. and the importance of integrated marketing communication and distribution strategies to achieve organizational goal.

CO 3: Students will be able to develop the ability to implement marketing knowledge and skills relevant to the corporate world and also understand the appropriate market segment for the products & services.

CO 4: Students will be able to develop and design effective marketing strategies for service firms by applying key marketing frameworks and tools based on AI & ML.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Fundamentals of Marketing & its Environment	Introduction to Marketing Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian	1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd) Chapters – 1, 2,4 2. Marketing Management, Rajan Saxena, 16 th Edition, Mc Graw Hill Chapters- 1,3	International Academia: MIT.Edu Industry Mapping: Marketing Mix, SWOT analysis, PEST analysis, Porter's Five Force Model for Industry analysis,	12	Case study on analyzing business markets. 1. Case Title- Udaan (Kotler P., Keller K., et al. Chapter no-4, page no-101 to 103) 2. Case Title- Salesforce.com (Kotler P., Keller

		context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)		<i>understaning the role of different market environment and creating strategy accordingly</i> AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		K., et al. Chapter no-4, page no-103 to 104)
2	Managing Marketing Mix	Product – Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Price – Meaning – Objectives of pricing – Factors influencing pricing decisions – Methods of pricing, pricing strategies and adapting price. Promotion – Objectives & methods of	1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 5,8,11 2. Marketing Management, Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 10,11,14	International Academia: MIT.Edu Industry Mapping: <i>Product Life Cycle, Pricing Strategies, Promotional Mix Elements, Distribution channels and Intermediaries</i>	10	Case study on designing and managing products. 1. Case Title- Casper (Kotler P., Keller K., et al. Chapter no-8, page no-189 to 190) 2. Case Title- Toyota (Kotler P., Keller K., et al. Chapter no-8, page

		promotion; Optimum promotion mix; Objectives & characteristics of promotion mix elements, Relative merits and limitations of promotion mix elements Place – Concept, role & types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries; Distribution Channel Management – VMS & HMS; Channel Conflict, Reverse supply chain concept		AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		no-190 to 191)
3	STP for Competitive Advantage	Market segmentation : concepts and importance; Bases for market segmentation; Target Marketing: Mass Marketing, Segment Marketing, Niche Marketing, Micro Marketing and Customization Positioning : Concept & importance of Positioning strategies Consumer Behavior: The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying	1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 3,6,7,12,13 2. Marketing Management, Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 6,7,5,15	International Standards MIT.Edu Industry Mapping: <i>Segmentation of markets, Targeting strategies, Positioning of products / services, understanding consumer decision making process and linking marketing strategy</i>	10	Case study on crafting a customer value proposition and positioning. 1. Case Title- Lenskart (Kotler P., Keller K., et al. Chapter no-7, page no-167 to 169) 2. Case Title- Unilever: Axe and Dove (Kotler P., Keller K., et al. Chapter no-7, page no-166 to 167)

		Decision Process and Traditional vs. Experiential Marketing's View of Customer		with that process. AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		
4	Services Marketing & Advancement in marketing	Marketing of Services: Unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing: E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only). Introduction to AI & ML in marketing: AI powered marketing automation, Email marketing, social media marketing, AI generated content, Case studies and	1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 12,13,21 2. Marketing Management, Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 27	International Standards MIT.Edu Industry Mapping: <i>Introduction to AI in marketing, email marketing, content creation using AI, social media marketing.</i> AICTE curriculum :	8	Case study on designing an integrated marketing campaign in the digital age. 1. Case Title- Burger King (Kotler P., Keller K., et al. Chapter no-13, page no-312 to 313) 2. Case Title- AccorHotels (Kotler P., Keller K., et al. Chapter no-13, page no-313)

		hands-on experience.		https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		to 314)
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***Submitted by Prof. (Dr.) Dibyendu Chattaraj, IEM Saltlake Campus; Prof. Sananda Halder, IEM Saltlake Campus ***

TEXTBOOK:

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. (Chapters: 1,2,3,4,5,6,7,8,11,12,13,21)
2. Marketing Management, Rajan Saxena, 6th Edition (Chapters: 1,3,5,6,7,10,11,14,15,27)

REFERENCE BOOK:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri (17th Edition)
2. Marketing Management, Tapan K Panda, 3rd Edition



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Syllabus for BBA in Business Analytics Admission Batch 2024

Subject Name: Marketing Management-Laboratory

Credit: 2

Lecture Hours: 20

Subject Code: BBABB291

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Module I: Project - I	Project on Marketing Analytics Using Excel • Questionnaire Framing • Data Collection from Market • Codification of data • Analysis & • Data Visualization using Excel	Marketing Analytics; Semma Gupta & Avadhoot Jathar, Willey Analytics Series for Management Chapter- 1,2,3,12	International Standards: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/ Industry Mapping: <i>Understanding questionnaire frzaming and data collection for taking customer feedback on</i>	10 Hours

				<i>different products and analyzing them for betterment of the product and services.</i>	
2	Module II: Project - II	Project on Marketing Analytics Using SPSS • Questionnaire Framing • Data Collection from Market • Codification of data • Missing data Analysis • Analysis & • Data Visualization using SPSS	Marketing Analytics, Semma Gupta & Avadhoot Jathar, Willey Analytics Series for Management Chapter- 1,2,3,12	International Standards: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/ Industry Mapping: <i>Customer data analysis using SPSS to study indepth of the customer feedback and future research & development.</i>	10 Hours

Suggested Readings:

1. Marketing Analytics; Seema Gupta & Avadhoot Jathar, Wille analytics Series for Management (Chapters: 1,2,3,12)



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Syllabus for BBA Admission Batch 2024

Subject Name: BUSINESS ECONOMICS II **Credit:** 4 **Lecture Hours:** 40

Subject Code: BBABB203

[Study Material](#)

[Coursera](#)

[NPTEL](#)

[LinkedIn Learning](#)

Course Objective:

1. To demonstrate the concepts of national income accounting with all the measurement parameters.
2. To understand the concept of IS-LM Curves model with the reference of different government policies.
3. To determine the concept of Inflation, Unemployment and their trade-off, Phillips curve.
4. To make student understand the role of money, the role of central bank in an economy, different methods of credit control.

.Course Outcome:

CO 1: Students would be able to understand the fundamental concept of national income accounting, it's measurement, Some numerical problems of calculation of national income.

CO 2: Students would be able to understand the concept of IS-LM Curves model with the reference of different government policies.

CO 3: Students will be able to understand the concept of Inflation, Unemployment and their trade-off, Phillips curve, Friedman's View regarding Phillips Curve.

CO 4: Students will be able to understand the role of money, the role of central bank in an economy, different methods of credit control.

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Circular Flow of Income & National Income Accounting	Meaning of national income, Circular flow of income, National income and national product, Concept of national income: GNP, NNP, NNP _{FC} , Personal and disposable personal income, Measurement of national income, Value added method, Expenditure method, Income method, Difficulties in the measurement of national income, Nominal GDP and Real GNP, Some numerical problems of calculation of national income.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter – 2 2. Study Material – Module 1	International Academia: https://ocw.mit.edu/courses/15-015-macro-and-international-economics-fall-2011/resources/mit15_015f11_lec01/ https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture2/ Industry Mapping: Concept of national income: GNP, NNP, NNP _{FC} , Nominal GDP and Real GNP	10 Hours	Case study presentation: 1. International differences in GDP & the quality of life. 2. Why should policy makers care about GDP.
2	The Classical Full-Employment Model	Economy in the Long Run : The Full-Employment Model— Classical Theory of Income and Employment : Introductory Analysis—Say’s Law and Classical Theory—Wage-Price Flexibility and Full-Employment	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 3. 5, 6 2. Study Material –	International Standards Macroeconomics: Foundations and Insights Coursera	10 Hours	Case study presentation: 1. The history of US-government debt

	Determination of National Income: Keynes's Simple Two-Sector Model Consumption Function	Introduction—Aggregate Expenditure —Aggregate Output and 45° Income Line —Determination of the Equilibrium Level of National Income—Principle of Effective Demand—Determination of National Income: Saving-Investment-approach-Equilibrium Level of National Income The concept of consumption function and its features, Average and marginal propensity to consume, saving function: Average propensity to save and marginal propensity to save.	Module 2	:(https://web.stanford.edu/class/archive/e/e/ee108a/ee108a.1082/schedule.html) <i>Industry Mapping:</i> Basic understanding of income determination Consumption pattern of different consumers.		
3	IS-LM Curves Model	The goods market and money market: Links between them, Goods market equilibrium: The LM curve, Shift in the LM curve, Intersection of the IS and LM curves: The simultaneous equilibrium of goods and money market. Introduction, Definition of inflation, Kinds of inflation, effects of inflation, Policy measures to control inflation. Concept of	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 12, 13 2. Study Material – Module 3	International Standards : https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture5/ https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture5/	10 Hours	Case study presentation: 1. Different monetary & fiscal policy measures taken by government in different countries to stabilize the economy. 2. Inflation is good or bad? 3. Measures to eradicate recent inflation rate in India.

	Inflation-Unemployment Tradeoff	Stagflation. Inflation and Unemployment—Phillips Curve		ure15/ Industry Mapping: Linkage between the commodity market and money market, understanding the effective policy measures to cure inflation in an economy.		
4	Money: Nature, Functions and Role Central Banking	Definition of Money —Functions of Money The Principle of Central Banking — Functions of Central Bank—Methods of Credit Control—Bank Rate Policy—Limitations of Bank Rate Policy—Open Market Operations—Limitations of Open Market Operations, CRR.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 17, 19 2. Study Material – Module 4	International Standards : Banking and Financial Institutions Coursera Industry Mapping: Role of Money in an economy, Idea about different instruments of monetary policy.	10 Hours	Case study presentation: 1. Regulatory measures taken by RBI to control the money market.

Submitted by Debarati Ghosh, Peu Das, Sukla Samajpati, IEM Saltlake campus

TextBook:

MACROECONOMICS Theory and Policy, H L AHUJA, S CHAND PUBLICATION (Chapter – 2, 3, 5, 6, 12, 13, 17, 19)

Reference Books:

Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap



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Syllabus for BBA Admission Batch 2024

Subject Name: BUSINESS ECONOMICS II-LABORATORY Credit: 2 Lecture Hours: 20

Subject Code: BBABB292

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Module I:	• Circular Flow of Income-National Income & National Product • GDP as a measure of social welfare • Saving-investment approach Data analysis using advanced technologies	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards: https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture2/ Industry Mapping: National Income Accounting	8 Hours
2	Module II:	• Concepts of consumption function • Effectiveness of monetary & fiscal policy • Relationship between inflation & unemployment Data analysis using advanced technologies	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards: https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture15/ Industry Mapping: Understanding the operations of monetary and fiscal policy tools to influence a country's economy.	7 Hours

3	Module III:	Regulatory measures of central bank of India Data analysis using advanced technologies	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards : Banking and Financial Institutions Coursera Industry Mapping: Knowledge on different instruments of monetary policy.	5 Hours
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Suggested Readings: Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap



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Syllabus for BBA Admission Batch 2024

Subject Name: Business Communication-II

Credit: 4

Lecture Hours: 40

Subject Code: BBABB204

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and inter-organizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

COURSE OUTCOMES:

- 1 Students will learn to distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

- 2 Students will learn to stimulate their Critical thinking by designing and developing clean and lucid interpersonal skills.
- 3 Students will learn to understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- 4 Students will gain information-seeking skills and strategies necessary for sustaining in professional/ corporate workplace.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Assignment Study
1	Cross-Cultural Communication	- Globalization and Intercultural Communication - The New Global Mantra - Cultural Sensitivity - Developing Cultural Intelligence - Some examples of cultural diversity - Guidelines for intercultural communication - E-Mail and Intercultural Communication	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 11 Study Material – Module 1	International Academia: MIT.Edu Industry Mapping: Global Market Expansion, Diverse Workforce Management, Customer Relations and Brand Loyalty	12	1. Case Study 1

2	Leadership Communication	• What is Leadership Communication • What is Leadership • Leadership Theories • Top of Form	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 24 Study Material – Module 2	International Academia: MIT.Edu Industry Mapping: Strategic Alignment and Vision, Change Management, Employee Engagement and Retention	12	2. Case Study 2
3	Communication for Effective Negotiations	• What is negotiation • The Nature of negotiation • The Need for Negotiation • Factors affecting negotiation • Stages in the negotiation process • Negotiation strategies	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 21 Study Material – Module 3	International Standards MIT.Edu Industry Mapping:	12	3. Case Study 3

4	Social Media	• Introduction • The Age of internet communication tools • What does social media mean • Characteristics of social media • Classification • Nature and scope of six types of social media • Purpose of choosing the most suitable social media	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 12 Study Material – Module 4	<i>International Standards MIT.Edu</i> <i>Industry Marketing: Marketing and Brand Awareness, Customer Engagement and Support, Data Analytics and Consumer Insights</i>	12	4. Case Study 4
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*Submitted by Suchana Roy, IEM Saltlake campus

TEXTBOOK:

1. [The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON \(Chapter 11,24,21,12\)](#)

Reference Book:

1. [Business Communication: From Principles to Practice Paperback by Matthukutty M. Monippally McGeawHill](#)
2. [Business Communication Today | Fortheenth Edition | By Pearson](#)
3. [Business Communication 2E Paperback – Minakshi Raman, Oxford Publication](#)



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Syllabus for BBA Admission Batch 2024



Subject Name: Operations Research

Credit: 4

Lecture Hours: 40

Subject Code: BBABB205

[Study Material](#)

[NPTEL](#)

[LinkedIn Learning](#)

[Coursera](#)

Course Objective:

1. Understand the optimization method
2. To evaluate the reliability and validity of a measuring
3. Apply the method to other Real life Problem
4. Use various technique like game theory, LPP in real life problem.

Course Outcome:

CO1 Understand the LPP problem & Solution using Graphical method

CO2 Understand the concept of feasible solution, Simplex method & Duality

CO3 Understand Transportation & Assignment problem

CO4 Understand game theory & basic notion of network analysis

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Module I:	Linear Programming Problems (LPP): Basic LPP and Applications; Various Components of LP Problem Formulation; Solution of Linear Programming Problems: Solution of LPP: Using Graphical Method	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 1)	International Standards: https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec2/ Industry Mapping: Production scheduling, inventory policies.	10 Hours	Forming mathematical models from business case studies
2	Module II:	Definitions: Feasible Solution, Basic and non-basic Variables, Basic Feasible Solution, Degenerate and Non-Degenerate Solution, Solution of LPP by Simplex Method, Big-M; Duality Theory (Primal to dual & vice versa-Simple example).	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 4, 5,7)	International Standards https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec4/ Industry Mapping: Solution of Business problems using mathematical model.	10 Hours	Solution of Business Optimization Models QM for Windows/MATLAB.
3	Module III:	Transportation problem - Introduction; Computational procedure; concept of basic feasible solution; Optimality test	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library	International Standards : https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/ Industry Mapping: Defining an optimal strategy for	10 Hours	Application of TP & AP in various Business Models using QM for Windows/MATLAB

		for basic feasible solution; Assignment problem - Mathematical Formulation of the problem; Computational procedure	(Chapter – 8)	distributing several supply centers to minimize the cost and time.		
4	Module IV:	Game Theory: Introduction; 2-Person Zero-sum Game; Saddle Point; Mini-Max and Maxi-Min Theorems (statement only) and problems; Games without Saddle Point; Graphical Method; Principle of Dominance	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 9)	International Standards : https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec7/ Industry Mapping: To help you predict what other people may do in situations where the outcomes are unclear.	10 Hours	Game theory case studies

Submitted by Sreeparna Guha, Peu Das, IEM Saltlake campus

TEXTBOOK: 1. LPP & Game Theory by Ghosh & Chakraborty, Moulik Library (Chapter – 1,4,5,7,8,9)

Reference: 1. Linear Programming and Game Theory by Sanyal & Das



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus



Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur

Syllabus for BBA Admission Batch 2024

Subject Name: Emerging Technologies & Application Credit: 2 Lecture Hours: 20

Subject Code: BBABB271

[Study Material](#)

[Stanford/MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
2. To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

COURSE OUTCOMES:

- 1 **Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.**
- 2 **Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.**
- 3 **Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.**
- 4 **Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management**

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Cloud Computing	Cloud Computing basics - Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based enterprise solutions– Security and Governance – Data security and compliance in the cloud	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 1,2,4 Study Material, Module 1	<i>International Academia: Stanford Opencourseware</i> https://web.stanford.edu/class/cs349d/docs/L01_overview.pdf <i>Industry Mapping:</i> Knowledge of Cloud services & Security	5	Popular cloud platforms for development and deployment
2	Introduction to Artificial Intelligence (AI)	What is AI, Computing Data & AI models; Basics of Machine learning, Clustering, Tree based methods, Use cases. Deep Neural Networks, Interpretability & Explainability of Models, Text Analytics using AI	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 6,7,8,9 Study Material, Module 2	<i>International Academia: Stanford Opencourseware</i> https://online.stanford.edu/courses/soe-ymls-machine-learning-specialization <i>Industry Mapping:</i> Knowledge of AI Models	5	Model deployment use cases

3	Block chain Technology	Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms - Challenges and Opportunities – Security and privacy issues- Cyber-attack patterns & cyber security recommendations	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 5,17 Study Material, Module 3	<i>International Standards: StandFord OpenCourse</i> https://online.stanford.edu/courses/cs251-cryptocurrencies-and-blockchain-technologies <i>Industry Mapping:</i> Knowledge of Cybersecurity & cryptography application	5	Development and deployment of decentralized applications
4	Augmented Reality (AR) and Virtual Reality (VR)	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 12,13 Study Material, Module 4	<i>International Standards: MITOpenCourse</i> https://ocw.mit.edu/courses/cms-s63-playful-augmented-reality-audio-design-exploration-fall-2019/ <i>Industry Mapping:</i> Basic concept of augmented reality/virtual reality and its trending application in business	5	Using GEN-AI to create application ideas of using AR/VR technologies in business models

**Submitted by Sreeparna Guha, Sayan Karmakar, IEM Saltlake campus*

TEXTBOOK:

[Emerging Technologies for Effective Management – Rahul Dubey, Cengage \(Chapter -](#)

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy,

<https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies>

2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani,

<https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies>

Readings:

● Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>

● Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.

● Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal* , Vol. 19 No. 3, pp. 88- 98. <https://doi.org/10.1108/OMJ-10-2020-1063>